Graphic Design Showcase

2026

CONTINUUM by bold

WAN AMIZANILDA ALIF BINTI WAN AMILUDIN



Eh, Lawa Lagi!: Promoting Sustainable Fashion Through Interactive Platform Among Young Generation



Eh, Lawa Lagi! is an online awareness campaign aimed at youth that promotes sustainable fashion and fabric waste reduction through engaging and interactive design strategies. The campaign utilises digital platforms, such as a website and interactive social media content, to educate and encourage young audiences to adopt more responsible fashion consumption habits.

By incorporating fun, playful, and visually appealing elements, the campaign aligns with the media preferences of younger generations, making sustainability messages more accessible and relatable. Through strategic communication design, the campaign demonstrates how visual appeal, interactivity, and branding can effectively raise awareness and inspire positive behavioural changes towards sustainable fashion practices.