



#StopWearingDeadSkin

LEIA MOCAN
Portfolio Presentation

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About

#StopWearingDeadSkin aims to raise awareness about the human rights violation in the fast fashion industry while presenting its environmental impact on our Planet. The projects is developed under four pillars: white board animation, sculptural series "Dead Skin", art performance "Stop wearing dead skin" and the on-line activist campaign



SO WHAT IS
THE PROBLEM?

PILLAR I

Custom made white board animation created to explain the environmental impact and human rights violation considered as normal practices in the fast fashion industry
Duration 03:84 minutes

Please access: <https://vimeo.com/376664936>

**50000
MICROPLASTIC
PER YEAR**

STOP
WE NEED A CHANGE!

PETROCHEMICAL BASED FIBERS
Synthetic Fibers are fibers made by humans with chemical synthesis, as opposed to natural fibers

COTTON
BREAKS DOWN IN ABOUT 60 YEARS

SYNTHETIC
BREAKS DOWN IN ABOUT 200 YEARS

FAST FASHION REFERS TO THE RAPID PRODUCTION OF HIGH FASHION AT LOW COST

NON-BIODEGRADABLE

COTTON
FROM FIEL

MICRO PLASTICS

MICROPLASTICS ARE VERY SMALL PIECES OF PLASTICS, LESS THAN 5MM IN LENGTH THAT POLLUTE THE ENVIRONMENT

PILLAR II

Title: Dead Skin

Medium: Sculpture

Method: Created using up-cycled shredded paper clay and natural yeast fermented for 24 hours. Each sculptural piece was dried for 7 days at the room temperature and all the body parts were manually sewn together. The exterior layer was hand painted with several layers of acrylic, using only environmental dry pigments "Earth Pigments", sustainably sourced from the last remaining Ochre quarry in France's Provence Region.

Dimensions: 144 cm x 30 cm x 10 cm







Dead Skin
Sculptural installation

PILLAR III

Title: #StopWearingDeadSkin
Medium: Art Performance
Audience: Online community
Duration: 7 minutes

<https://vimeo.com/376664936>





PILLAR IV

Social media activist campaign
#StopWearingDeadSkin
Duration: 07:00 minutes



What can you do for a change?

CHECK **FAST FASHION** SHOP,

TRY A GARMENT, TAKE A PIC,

DON'T BUY IT AND POST THE

PIC WITH

#StopWearingDeadSkin

PROMOTE THE

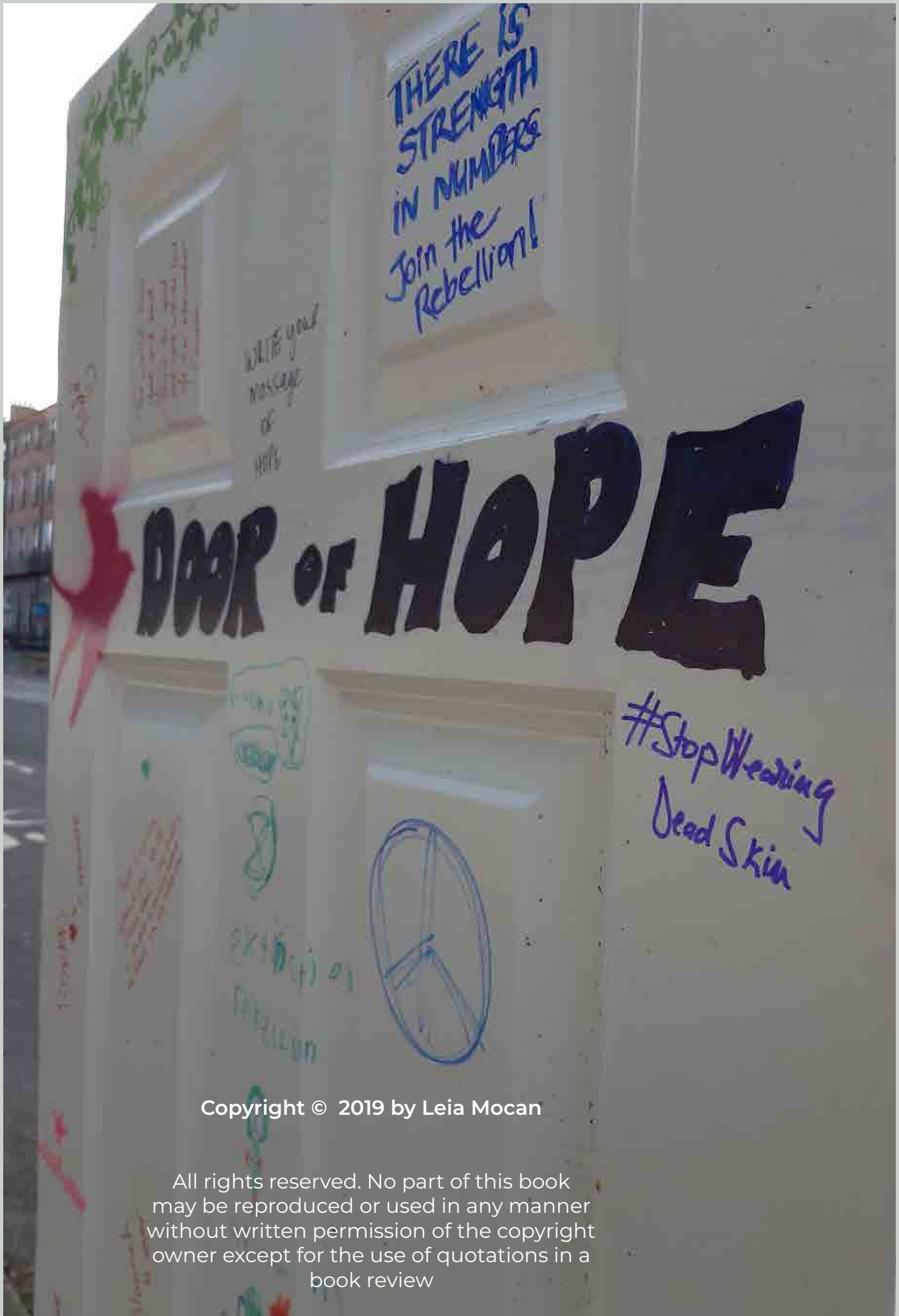
#PROUDLYWEARINGMYSKIN

HASHTAG BY RE-WEAR AN

'OLD' CLOTHING

BOYCOTT OF **FAST**

FASHION SHOPS



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