

# THRIFT

WEEKLY

March 2024

The Ideal Experience of Thrifting Revealed!  
pg. 06

## Super Thrifting

9 values for the best thrifting experience!

read more on pg. 07

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# INSIDE



# LETTER FROM THE EDITORS

Welcome to our exploration of the ideal experience of thrift shopping! In embarking on this project, we aim to delve into the essence of thrift shopping and how it shapes our consumption habits and experiences.

Our research seeks to understand and enhance the essence of thrift shopping. Thrift stores should offer a diverse array of items readily available for exploration. The experience should be one where every corner holds the potential for discovery, much like uncovering hidden gems in a treasure hunt. Thrift shopping extends the same values of resourcefulness and sustainability, reflecting a contemporary ethos of mindful consumption and reuse.

We aim to conduct research to understand consumer behavior towards sustainable and budget-friendly shopping. We believe that individuals should be able to enter a thrift store and explore

its offerings freely, without feeling pressured to make a purchase. Thrift shopping provides an opportunity for learning and discovery, where individuals can browse through items at their own pace and uncover unique treasures. This intent is fueled by our belief in the values of providing: Accessibility, Inclusivity, Community Service, Self-expression.

In essence, our project aims to uncover the ideal experience of thrift shopping - one that seamlessly combines the charm of tradition with the excitement of exploration and the satisfaction of contributing to a more sustainable world. Through this exploration, we hope to shed light on how thrift stores can better serve their communities and enrich the shopping experiences of individuals seeking both value and meaning in their purchases.

◀3 THE EDITORS

THE IDEAL THRIFTING EXPERIENCE

# FRAMEWORK



# 9 VALUES

FOR A "SUPER" THRIFTING EXPERIENCE!

## SAFE

I seek thrift stores where I can shop with peace of mind, knowing that safety measures are in place.

## ACCESSIBLE

I value thrift stores that prioritize accessibility, easy access to products and providing accommodating seating and tools.

## CLEAN

I seek thrift stores that maintain a clean and fresh environment, ensuring that products are sanitized.

## UNIQUE EXPERIENCE

I want my thrift shopping experience to be unlike any other, filled with surprises and delightful discoveries that make each visit memorable.

## COMMUNITY ORIENTATED

I value thrift stores that are community-oriented and shopping fosters a sense of belonging among customers.

## SCAVENGER HUNT

I want a scavenger hunt, where every corner holds the promise of uncovering one-of-a-kind treasure.

## SUSTAINABLE

I seek to learn how my choices contribute to reducing waste and supporting sustainability.

## AFFORDABLE

I value thrift stores that provide affordable options that allow me to stretch my budget while still enjoying quality items.

## ORGANIZED

I value thrift stores that are well-organized, making it easy for me to navigate and find items that suit my preferences.





# I FEEL CONFIDENT

In our findings, we've understood the importance of each individual's worth. When a person feels supported, worthy, and motivated, they can navigate their shopping experiences with confidence and purpose. Gone are the days of feeling restricted by conventional retail norms or limited by budget constraints. We know now that for shoppers to feel good, explore, and express their unique style, they need to have the ability to make their own decisions across many facets of their lives.

Shoppers need to feel confident both within themselves and within the shopping environment to have the Ideal Thrift Shopping Experience. They should feel

comfortable navigating through the aisles, immersed in the diversity of offerings, and informed about the value and potential of each item they encounter.

Just as empowered employees contribute more effectively in the workplace, confident thrift shoppers can make informed choices, express their individuality, and contribute to a more sustainable and budget-friendly lifestyle. It's about creating an environment where every shopper feels empowered to embrace their personal style, make conscious purchasing decisions, and ultimately, feel fulfilled in their thrift shopping journey.

**THREDUP**

# Thrift to fight fashion waste

**#THRIFTLOUDLY**







# I AM COMFORTABLE

Feeling comfortable while thrift shopping encompasses more than just finding the perfect item – it's about creating an environment that is accessible, safe, and clean, ensuring a welcoming space for every visitor. Just as individuals may feel self-conscious about their appearance due to societal standards, comfort in thrift shopping is influenced by the perceived standard of a welcoming and inviting shopping experience.

In thrift stores, accessibility is key. The layout should be designed to accommodate everyone, ensuring that aisles are wide enough for easy navigation and that items are displayed at reachable heights. This creates a sense of comfort for all shoppers, regardless of their physical abilities.

Moreover, thrift stores must prioritize safety and cleanliness. Shoppers value a clean and spacious environment, which

includes regular cleaning routines, proper sanitation of fitting rooms, and adherence to safety protocols to ensure a comfortable and worry-free shopping experience.

Just as we yearn for a fresh start in life, we also crave a clean and inviting shopping environment where we can feel at ease and welcomed. Thrift stores can accomplish this by ensuring their space is meticulously clean, thoughtfully organized, and carries a fresh smell that invigorates the senses. By providing an atmosphere that resonates with the ideal of cleanliness, accessibility, and a refreshing scent, thrift stores can prioritize comfort and convenience, curating a positive shopping experience that leaves every visitor feeling confident and fully satisfied with their journey.



## BECAUSE THRIFTING IS **SAFE**

I want to feel safe and comfortable when I step into a thrift store. This means more than just physical safety, it surrounds a sense of spaciousness, cleanliness, and overall well-being.

The thrift stores should feel spacious, with wide aisles and plenty of room to move around. This not only helps in maintaining physical distance but also creates a sense of openness and freedom while browsing through the items.

Moreover, cleanliness is essential for me to feel safe in any environment, including a thrift store. I want to see clean and organized shelves, neatly arranged items, and a general sense of tidiness throughout the store. This includes regularly sanitized

surfaces, especially in high-touch areas like shopping carts or checkout counters.

Additionally, adequate and warm, natural lighting is crucial to create a safe and welcoming atmosphere. I want the thrift store to be well-lit, with bright and evenly distributed lighting that enhances visibility and helps me feel secure while shopping.

Lastly, I want the overall ambiance of the thrift store to contribute to my sense of safety. This includes factors like welcoming and friendly staff, clear and easy-to-follow signage, and a calm and positive atmosphere that fosters a sense of well-being and is overall helping to a positive shopping experience.







## BECAUSE THRIFTING IS **ACCESSIBLE**

Thrift stores should prioritize accessibility to ensure that everyone, regardless of their abilities, can comfortably and easily navigate the store. Accessibility starts with physical access. Thrift stores should have wide aisles and clear pathways that accommodate mobility aids like wheelchairs and walkers. Additionally, entrances should be step-free or equipped with ramps for those with mobility challenges.

I want thrift stores to offer seating areas throughout the store for individuals who may need to take breaks or rest while shopping. Accessible fitting rooms with ample space and seating should also

be available to accommodate those with mobility challenges or caregivers assisting others.

I want thrift stores to prioritize inclusivity by offering adjustable-height clothing racks and shelves, making it easier for individuals of varying heights and abilities to reach items.

Overall, thrift stores should strive to create a welcoming and inclusive environment by prioritizing accessibility in all aspects of their operations. By ensuring physical access, clear signage, comfortable amenities, and inclusive design, thrift stores can truly be accessible to all members of the community.



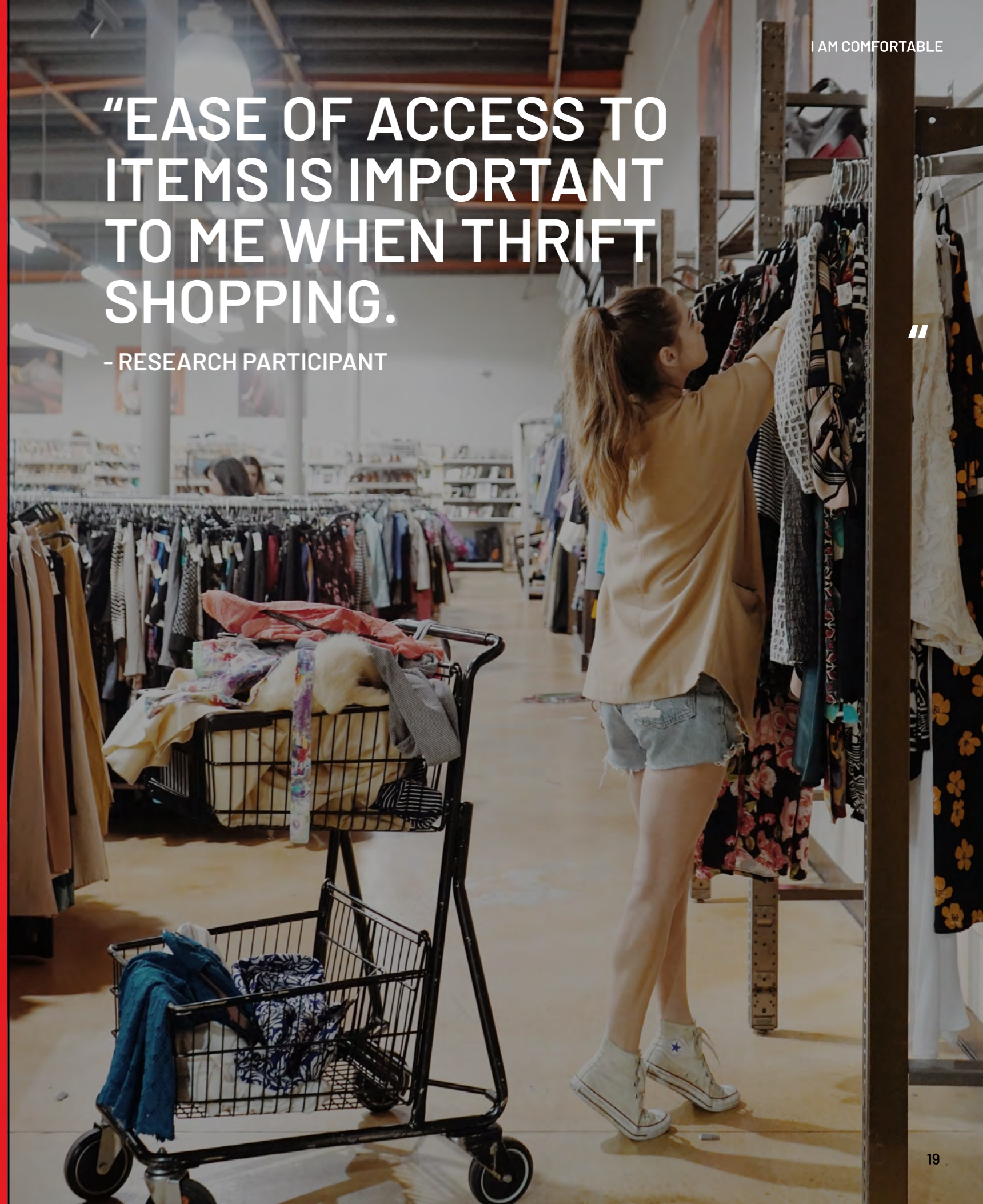


   
**ACCESSIBILITY**

WHAT  
YOU

**“EASE OF ACCESS TO  
ITEMS IS IMPORTANT  
TO ME WHEN THRIFT  
SHOPPING.”**

- RESEARCH PARTICIPANT



”





## BECAUSE THRIFTING IS CLEAN

Thrift stores should prioritize cleanliness and create a fresh, inviting environment for shoppers. Thrift stores should maintain a high standard of cleanliness throughout the store. This includes regular cleaning of surfaces, shelves, and display areas to ensure a hygienic shopping environment. Floors should be swept and mopped regularly to keep them free of dust and debris.

In addition to cleanliness, thrift stores should aim to create a fresh and pleasant aroma within the store. This can be achieved through the use of natural and non-toxic air fresheners or diffusers that emit refreshing scents like citrus or lavender. A clean and fresh-smelling environment enhances the overall shopping experience and encourages customers to spend more time browsing.

Thrift stores should offer clean and well-maintained products for sale. Clothing items should be laundered

or dry-cleaned before being placed on the sales floor to ensure they are free of odors and stains. Furniture and household items should also be thoroughly cleaned and sanitized before being put up for sale.

Thrift stores should provide customers with the option to clean and alter clothing items as needed. This could include access to on-site laundry facilities or sewing stations where customers can wash, dry, and mend clothing before purchasing. Providing these services enhances the value of the items and gives customers more flexibility in their purchasing decisions. Overall, thrift stores should strive to create a clean, fresh, and inviting environment for shoppers, with well-maintained products and convenient cleaning and alteration options available. By prioritizing cleanliness and hygiene, thrift stores can enhance the shopping experience and attract more customers.





# Simply a

right angle knit crafted just for your feet (and everyone's). A secret straight from a Czech grandmother, specially made to fit at a perfect right angle. A footwear legacy walked from Prague to Tokyo rests in the soles of your feet when you wear this

# sock.

**MUJI**  
無印良品



# I AM ENGAGED

Engaging in thrift shopping is akin to embracing a unique ritual that transcends mere material acquisition. It's a vital part of cultivating a sense of community and self-expression, akin to the invigorating act of exploring a hidden gem in a bustling city.

Just as discovering a hidden gem in a bustling city symbolizes an enriching experience beyond mere sightseeing, thrift shopping goes beyond mere consumption. It fosters a sense of freshness and confidence, symbolizing a commitment to individuality and community engagement.

Imagine embarking on a thrift shopping adventure akin to a treasure hunt, where each find not only adds to your wardrobe but also to your sense of connection with the community. The thrill of uncovering hidden treasures in a thrift store mirrors the invigorating sensation of exploring new avenues of self-expression and discovering unique items that reflect your personality.

The satisfaction of finding a perfectly curated vintage piece or a one-of-a-kind item that resonates with your style is akin to the assurance of presenting one's authentic self, not just in appearance but in values and lifestyle choices.

Engaging in thrift shopping isn't just about acquiring new items; it profoundly impacts mental and emotional well-being. The confidence gained from curating a unique wardrobe and participating in a community-oriented activity boosts self-esteem and positively influences interactions with others.

In essence, thrift shopping is a daily commitment to self-expression, community engagement, and overall well-being. It's a non-negotiable element of living a fulfilling life, where each purchase embodies not just a transaction but a meaningful connection to oneself and the world around us.

# BECAUSE THRIFTING IS A UNIQUE EXPERIENCE

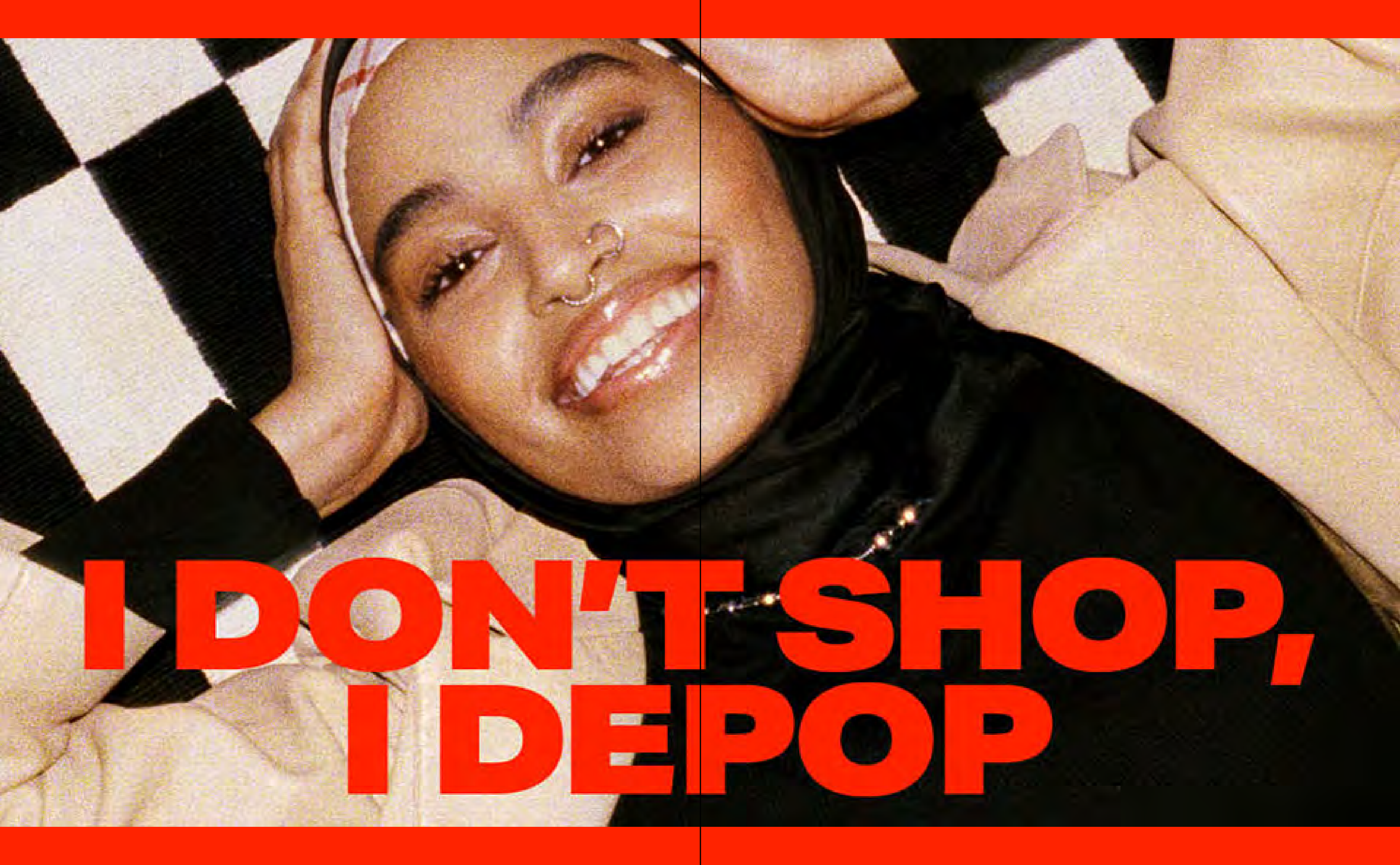
Thriftling should be a truly unique experience, blending the excitement of a scavenger hunt with the joy of discovering hidden treasures. With themed stores and diverse collections, each visit promises the chance to find one-of-a-kind items that add a special touch to your life.

What makes thrifting even more enjoyable is the opportunity to turn it into a fun activity with friends. Exploring the aisles together, sharing laughter, and swapping fashion tips create unforgettable memories. But it's also a place where you can enjoy a solo visit, allowing you to unwind and explore at your own pace.

Whether you're browsing through racks of clothing or searching for vintage decor pieces, thrift stores offer a relaxed and laid-back atmosphere. It's a haven where you can escape the chaos of everyday life and immerse yourself in the thrill of the hunt.

In essence, thrifting should be more than just finding unique items; it's about the experience itself – the thrill, the togetherness, and the sense of adventure.





**I DON'T SHOP,  
I DEPOP**





## BECAUSE THRIFTING IS COMMUNITY ORIENTED

Thrifting should be a deeply community oriented experience, rooted in values of giving back and sustainability. It's not just about finding affordable and unique items but also about contributing to a cycle of generosity within our community.

**I want to learn more about the impact of donating gently used items to thrift stores.**

It's fascinating to think that by decluttering our homes and giving these items a second life, we're not only reducing waste but also providing others with the opportunity to discover their own treasures. It's a wonderful way to extend the life cycle of products and support a culture of sharing and giving back.

Moreover, thrifting should be seen as a way to support local businesses and the community economy. By choosing to thrift, we should recognize that we're directly contributing to the growth and sustainability of these businesses. This, in turn, should create local jobs and foster community development.

**I want thrifting to be more than just a shopping experience - I want it to be a meaningful way to connect with our community, give back, and make a positive impact on the world around us.**





**YOUR CLOTHES  
THAT ARE TOO  
SMALL CAN DO  
BIG THINGS FOR OTHERS.**

YOUR DONATIONS TO GOODWILL® HELP  
FUND JOB PLACEMENT AND TRAINING  
FOR PEOPLE IN YOUR COMMUNITY.



**DONATE STUFF.  
CREATE JOBS.**

TO FIND YOUR NEAREST DONATION CENTER GO TO [GOODWILL.ORG](http://GOODWILL.ORG)



**“I FEEL LIKE I AM  
DISCOVERING  
PLACES, THE  
HISTORY  
THROUGH,  
ITEMS.”**

- RESEARCH  
PARTICIPANT





## BECAUSE THRIFTING IS A SCAVENGER HUNT

**I want thrifting to be more than just a shopping journey, I want it to be an exhilarating adventure.**

It's not merely about purchasing items but about embarking on a treasure hunt filled with unexpected discoveries and thrilling surprises.

Imagine walking into a thrift store, your senses alive with anticipation. Each rack holds the promise of unique finds, waiting to be unearthed by your discerning eye. Unlike traditional stores, thrift shops are filled with forgotten treasures, each item brimming with untold stories and hidden value.

As you navigate through the aisles, your mind is open to endless possibilities. You're not searching for specific items but rather embracing the thrill of the hunt and the joy of discovering something truly special. A vintage lamp peeks out from behind a stack of books, while a brightly colored scarf catches your eye amidst a sea of muted tones. Each item has a story to tell, waiting to be rediscovered and reimaged.

**I want thrifting to be more than just a mundane shopping trip – I want it to be an unfolding adventure filled with excitement and anticipation.**







# I AM CONSCIOUS

Thrift shoppers find their experience to be a fulfilling journey when they are consciously supported every step of the way. The caring staff empowers their choices by sharing insights on sustainable options and understanding their budget concerns. Their guidance helps customers make conscious decisions, knowing their purchases align with their values. Personalized assistance makes the experience richer as the staff listens to their needs and tailors recommendations to their preferences. This assures shoppers that their style and budget are valued. Through open communication, trust is built, creating lasting connections with thrift brands. Real-time support makes customers feel genuinely cared for and empowered, boosting their self-confidence.

Thrift shopping experiences are enhanced when shoppers feel heard and understood. It's more than just buying items; it's about connecting with knowledgeable professionals who truly listen. As customers share their style preferences and budget, the attentive staff creates a strong bond by acknowledging and addressing their needs. Their empathetic responses lead to personalized recommendations, making the experience feel uniquely theirs. When shoppers' needs are met, they feel confident in their purchases, knowing they're the right fit for them.



# BECAUSE THRIFTING IS SUSTAINABLE

Many thrift shoppers are becoming increasingly aware of the environmental impact of their shopping habits, particularly in the realm of fashion. This growing awareness extends beyond simply understanding the issue; it fuels a desire to actively seek sustainable solutions. Thrifting emerges as a compelling option, offering not just unique finds, but also eco-friendly practices.

For passionate thrift shoppers, the experience transcends mere budget-consciousness. It represents a conscious decision to extend the life cycle of products and reduce demand for new items. They appreciate the concept of giving pre-loved items a second chance, contributing to a circular economy where resources are utilized more efficiently.

It's important to emphasize that thrifting isn't solely about scoring great deals. It's also a deliberate choice that they make that aligns with their core sustainability principles like reducing, reusing, and recycling. By choosing to thrift, individuals

actively seek to learn about the circular economy and its potential to lessen their environmental footprint by breathing new life into pre-loved items.

However, the journey towards sustainability doesn't end at personal action. Many thrift shoppers are eager to understand how their passion can be a valuable practice for others seeking to shop more sustainably. They encourage exploration of the exciting world of thrifting and support for stores that prioritize sustainable practices. By making these collective choices, thrift shoppers have the opportunity to create a positive impact on the environment while enjoying the unique discoveries and self-expression that thrifting offers.





"I THRIFT FOR SUSTAINABILITY AND ENVIRONMENTALLY FRIENDLY SHOPPING."

- RESEARCH PARTICIPANT



We make clothes that make the planet better.  
We make clothes that make the planet better.  
We make clothes that make the planet better.  
We make clothes that make the planet better.

how? we #cancelcarbon by offsetting 300% carbon and planting 3 trees with every product bought.

#cancelcarbon

*no nasties +*  
PLANET POSITIVE CLOTHING





## BECAUSE THRIFTING IS **AFFORDABLE**

**I'm someone who prioritizes stretching my budget while still being able to enjoy quality items.**

Unlike traditional retail stores, where prices can often be prohibitive, thrift stores offer a wide range of items at significantly lower prices.

**I appreciate that thrifting enables me to save money while still indulging in quality goods.**

From clothing and accessories to furniture and household items, thrift stores provide a diverse selection of gently used items that fit within my budget. It's rewarding to find unique pieces at a fraction of the cost of new items, making thrifting a cost-effective and accessible option for me.

Thrifting has become more than just a way to save money; it's a rewarding experience in itself. It's a unique and fulfilling shopping experience that adds excitement to the search for great deals.

Overall, thrifting aligns with the desire to be a savvy shopper who values affordability and quality. By embracing thrifting, shoppers not only save money but also contribute to sustainability by giving items a second chance. It's a win-win situation that allows customers to shop smart while supporting a more eco-friendly way of consuming goods.



## BECAUSE THRIFTING IS **ORGANIZED**

**I am conscious of thrifting and appreciate the importance of organized thrift stores.**

When stores are well-organized, it creates a more enjoyable and efficient shopping experience for me as a customer. Organized stores make it easier to navigate through the aisles and find items that match my preferences, whether I'm looking for clothing, home decor, or other treasures. Organized thrift stores contribute to a positive atmosphere that encourages exploration and discovery. When items are neatly displayed and arranged, it allows me to focus on browsing and appreciating the unique finds without feeling overwhelmed by clutter.

**I want organized thrift stores to have clear signage and labeling, making it easier for me to locate specific sections or categories of items.**

Good organization saves time and effort, allowing customers to shop more efficiently and effectively.

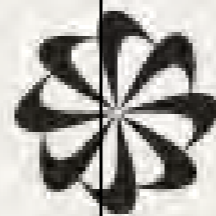
Overall, conscious thrifters emphasize the importance of organized thrift stores, as it enhances the overall shopping experience and contribute to a more pleasant and enjoyable environment for both customers and staff alike.





# THIS IS TRASH.

At least 50% of this sneaker weighs in at pure trash. Introducing Space Hippie, one big step with a small footprint.



# IN SUMMARY,

To create a thrift store environment that makes customers feel confident, several design elements and practices should be implemented.

## I FEEL COMFORTABLE

To create a comfortable thrift store environment, prioritize safety, accessibility, and cleanliness. Implement security measures and maintain a clean, well-lit space to ensure customers feel at ease and not in danger of harm. Provide easy access to products, accommodating seating, and space, as well as carrying baskets and shopping carts. Regularly sanitize products and maintain a fresh environment to enhance the overall shopping experience and promote trust in the store.

## I FEEL ENGAGED

Engage customers by offering unique experiences, fostering community involvement, and embracing the thrill of the hunt. Provide themed stores, exhibits, and events that make each visit memorable and exciting. Host community events and encourage interactions among customers to create a sense of belonging and camaraderie. Curate a diverse selection of items to keep customers engaged and eager to explore what's new, ensuring every corner holds the promise of uncovering one-of-a-kind treasures.

## I FEEL CONSCIOUS

Promote conscious consumerism by providing information about sustainability, affordability, and organization. Offer sustainable options and transparent eco-friendly practices to help customers make more informed choices and reduce waste. Provide quality items at budget-friendly prices, making conscious shopping accessible to all customers. Maintain organization and clear labeling to ensure customers can easily find items and understand their size, price, and other important information, promoting a more mindful approach to shopping.

## ULTIMATELY,

By focusing on creating a comfortable, engaging, and conscious shopping environment, thrift stores can not only attract more customers but also foster loyalty and trust among their existing clientele. Ultimately, by putting the customer first, thrift stores can create a memorable and rewarding shopping experience that keeps customers coming back time and time again.



## RE • THREAD

Nestled within the heart of the community, ReThread stands as a local beacon of sustainable living and communal warmth. With its plant-themed aesthetic, the store is a tranquil oasis amidst the urban landscape, its interior alive with vibrant greenery that spills from every nook and cranny. As customers step across the threshold, they are enveloped in a verdant embrace, greeted by the gentle rustle of leaves and the earthy scent of fresh soil.

The name "ReThread" speaks to the ethos of renewal and rejuvenation that permeates the store's atmosphere. Here, every item tells a story of second chances and newfound purpose, echoing the act of rethreading a needle to mend and transform. Clothing racks boast an eclectic

array of preloved garments, each bearing the marks of its previous owner's journey. Housewares and furniture, carefully curated for quality and character, invite exploration and discovery.

Amidst the curated collections, the store buzzes with the hum of community connection. Customers linger, swapping stories and tips, while workshops and events invite them to delve deeper into the world of sustainable living. Through its blend of comfort, experience, and education, ReThread serves not just as a retail destination, but as a vibrant hub where individuals come together to reimagine the possibilities of thrift and forge connections that transcend mere transactions.

DESIGN  
SOLUTION

DONOR  
FOR  
COMMUNITY

CANNED GOODS  
-NON PERISHABLE  
-CHILDREN'S CLOTHING  
& MORE!

DROP OFF YOUR ITEMS IN-STORE  
MAY 10-12TH

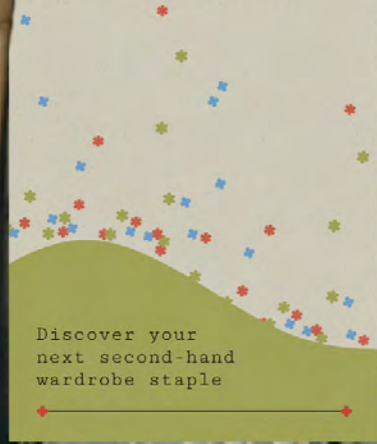


**OVERALL**

ReThread is a local plant-themed thrift store that promotes natural and community living.

RE • THREAD

Today at  
RE • THREAD



Discover your next second-hand wardrobe staple

**UNIQUE EXPERIENCE + SUSTAINABLE**

ReThread is plant themed and features local plants outside and within the store for decoration and for sale.

**COMMUNITY ORIENTED**

Community corkboard to promote events and connect with others. The store also hosts events to volunteer and give back to the community.



DONATE FOR YOUR COMMUNITY

CANNED GOODS  
NON PERISHABLE FOOD  
CHILDREN'S CLOTHES  
& MORE!

DROP OFF YOUR ITEMS IN-STORE  
MAY 10-12TH



COMMUNITY EVENTS

**ACCESSIBLE**

Benches and seating for people to take a break and rest their feet.



**ORGANIZED + SUSTAINABLE**

All products are clearly labelled with price and material using tags printed on 100% recycled paper.

**ORGANIZED**

ReThread features various organized displays for the different kinds of products.

**ACCESSIBLE + SUSTAINABLE**

ReThread offers a variety of bamboo baskets for customers to use for shopping.

**OVERALL**

The interior is brightly lit with natural wooden furnishing and plants.

**COMMUNITY ORIENTED**

There are spaces within the store to post and view community events, as well.

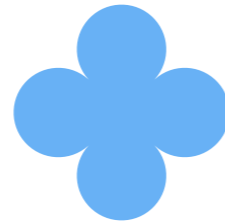
**SAFE + CLEAN**

ReThread prides itself in maintaining a clean store with open space to safely walk around and explore.



# RE·THREAD VISUALS

Re-Thread is a local plant-themed thrift store that promotes natural and community living. We created floral motifs with more muted versions of the framework colors. We used more green colors to promote sustainability and represent the plants within the store. The shapes and colors also help label and identify products for organization.



## ORGANIC MATERIALS

Clothing tags with the green color and flower shape indicate pieces made with organic materials like cotton.



## NON-ORGANIC MATERIALS

Clothing tags with the red color and asterisk shape indicate pieces made with non-organic materials like polyester.



## ANIMAL-BASED MATERIALS

Clothing tags with the blue color and clover shape indicate pieces made with animal-based materials like silk and leather.



# EDITORS + ACKNOWLEDGEMENTS

We want to express our heartfelt thanks to everyone who participated in shaping the vision of the ideal thrift shopping experience. Your stories, insights, and perspectives have been the driving force behind our research journey, and we are deeply grateful for your generosity. We also want to express our heartfelt thanks to Professor Jeehoon Shin for being our guiding light and supporting us every step of the way.

We want to extend our deepest appreciation to all who have contributed to this project. Your passion, dedication, and kindness have left a lasting impact, and we're excited to continue exploring the world of thrift shopping together.

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Demand  
More.**

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**DONATE STUFF.  
CREATE JOBS.**



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