Blue Story

It's not a trend... it's a lifestyle!

What is BLUE STORY ?

- Student Upcycling Company
- Transform used jeans into accessories (ex. Rings, Earrings, Aprons, Bags, Keychains etc.)

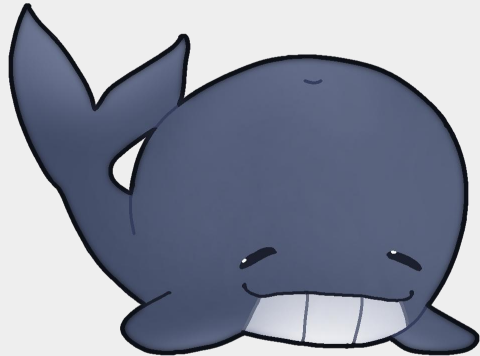# How our company was made Source of Inspiration

- Made within the Junior Achievement Student Company Programme
- informed of the pollution caused by fast fashion
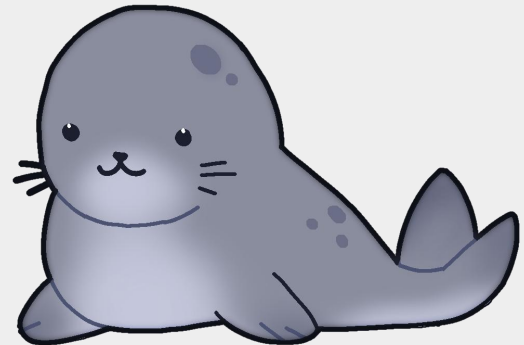- Chose to work with jeans : versatile material and easy to collect

What was needed for us to work

Find a way to collect jeans
- collect from Recycling Organization (initial idea)
- Launch a campaign in our school, encouraging students and teachers to donate

Our mascots!

How we worked

- Within school hours
- Art Teacher/Seamstress worked during and after school

Our team !

Our Goals

- To decrease clothing waste
- To encourage Upcycling
- To create a sustainable company
- To have affordable prices
- To have a variety of products
- To create something unique !

Results

- Lowered clothing waste
- Learned how to work as a team
- Learned how to manage a company

Talking with the judges

At the Company Programme Trade Fair !

Had an interview in our schools radio station

BLUE STORY Advertisement

Thank you for your time !

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