



# YOUR TRASH, MY TREASURE

BY CAMBRIA COOK

# DEDICATION

This book is dedicated to Freestyle Academy.

# ACKNOWLEDGEMENTS

I'd like to thank Amelia Kopp for allowing me to write about her. Additionally, I'd like to give a special thank you to everyone who allowed me to feature their outfits.

Finally, I'd like to give a huge thank you to Freestyle Academy for making this book happen. Without Ms. Parkinson and Mr. Greco, I wouldn't have been able to accomplish it.

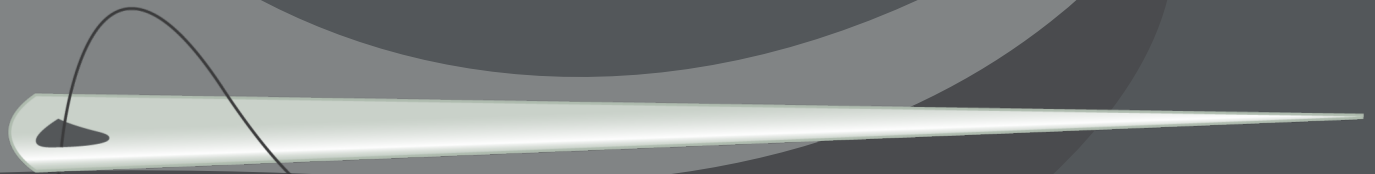
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# PREFICE

What do we really know about clothing? Visiting the mall or a couple shops around town is a common pastime. Maybe you prefer to shop from the comfort of your own home and get your clothing delivered to you. We buy things we don't really need to get a boost of serotonin, without thinking about the impact of our actions. What if I told you that your shopping addiction is slowly causing our planet to deteriorate. These days, the clothing industry alone is responsible for four to ten percent of greenhouse gas emissions every year.

# INTRODUCTION

How can we prevent these impacts? Shopping sustainably. But what does it really mean to shop sustainably? This term, sustainability, refers to clothing or things that can be repurposed, and literally, sustained, over time. This cuts CO2 admissions, reduces pollution and waste, and makes sure the people producing your garments are being paid a fair wage.

Millie Kopp has been working to help reduce the effects of fast fashion and its effect on the environment for almost three years now. Two businesses and thousands of sales later, has already made a monumental impact when it comes to fashion.

GROWING UP

MILLIE











that I sewed. I was so proud of it because I made it myself as a 13 year old. As soon as he saw me he sneered and said ‘what are you wearing?’ And I was just like... it’s a leather poncho.” As she looked back on those memories, she reminded herself that, “I was in middle school, I dressed basic because I was so self-conscious. And when I grew out of that, that’s when I finally, truly, was able to be completely myself.” Like anyone interested in fashion, Millie has drawn inspiration from the people around her. “My mom, she’s always kind of been a big influence on my style. I remember watching her come down the stairs before school, and she would always wear something really unique. I started to realize that she worked in this tech bro culture in Silicon Valley where everybody basically just wore jeans and a T-shirt, women included.” She explained, “But she had this creative personality in addition to being involved in the tech world. So she would mix these statement vintage pieces with really modern

women's wear. I was always really inspired by her because she was able to express herself through her clothes." Even with her outside influences, I asked Millie if she thought her younger self would be surprised at her style now. "Oh my god, yes. I think my younger self would be so proud for letting myself out of my comfort zone. People all the time ask me, "I love your style, where do you shop?" That was my dream all growing up." In one word, Kopp explains her style as an androgynistic - combo. "I draw a lot of my personality from clothing, and I'm usually very intrigued by the mix of man and woman. And usually, my outfits are never all very girly or all very masculine." History shows that men must wear very masculine outfits as a sign of power and dominance, while women must wear feminine, light clothing. While this isn't the case in 2022, dressing more masculine has become a sort of trend. Women dressing in suits instead of dresses radiates dominance and independence.

“I’ve never been so far in the spectrum that I’m uber confident; but I also had always had an intense, confident edge. In the end, there’s always times where I do want to be more girly, and there’s nothing wrong with that. I can still project confidence and power while dressing femininely.”

“It’s  
really all up to personal  
preference when it comes  
to style.”

# ENTREPRE- NEURISM



**I**n March 2020, over quarantine Kopp created an online store selling vintage clothing. From that point, The Innocence Shop was born. The Innocence Shop located on Depop, an online fashion marketplace app, is now a top seller for people all over the United States. Kopp has now made 604 sales as of April 2022, and has gained almost 4000 followers and fans that absolutely adore her clothing. “Now that I have this vintage resale shop and I have these businesses that I run, I feel like I almost justified myself to be who I want.” Kopp explained. “Like, oh, I can dress cool because I do these cool things. Although it’s a stupid justification, I think it’s more of a natural insecurity being a teenager.”

Just as she used to look up to her mother and her fashion sense, girls around the world now look up to her.

After her success on Depop, she was inspired to expand her expertise on the subject. She began volunteering at the Discovery Shop to combine her passion for fashion, with her need to help the economy. It was a difficult job to get the hang of at first because it was unexpectedly much different from her experience with Depop. The Discovery Shop only sold pieces in pristine condition despite being vintage, which caused a lot of waste and garments that couldn't be utilized in the store. Kopp quickly noticed a distinct difference between selling on Depop versus in store, specifically in customer service.

She described the experience as “much more rewarding” because although she had hundreds of raving reviews on her Depop, she actually got to see her customers’ engagement first hand. She had a line out the door during her first in-person sale at the Discovery Shop. By the end of the day, she had made over 100 sales with almost \$1,000 in profit. Because the Discovery Shop donates most of their earnings to the American Cancer Society, she takes pride in her work knowing it is helping real people live.





SHOPPING

SUSTAINABLY



# ONE

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BUY  
ONLY  
WHAT  
YOU  
NEED

Buying only what you need can be an extremely hard concept for most people to grasp. We are shaped to believe that more is better; the more we have, the affluent we will appear, and everyone wants to be rich right? The best advice Millie can give you is to start with basics, and build up from there. “I normally start with one piece of my closet that I want to wear, and then I build around that piece.” Kopp explains. “Today I picked this leather vest. Then I just usually find a top and shoes that fit with the vibe, and just like that, I have an outfit.” When you only buy clothing that you know you are able to wear day to day, and pieces that you truly love, it eliminates the wasteful tendencies we typically have when shopping.



# TWO

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## AVOID TRENDS

As human beings, we want to fit in. It's common for most people to want to blend in with everyone else and avoid standing out. This is why, when a new fashion trend comes along, most are quick to hop on the bandwagon. However, keep in mind that trends die just as fast as they are formed. Buying a tie dye mini skirt or a zebra print blouse that is considered trendy may not be the best investment for you, or the planet. Aim to buy timeless pieces for your wardrobe. First, find sustainable brands that produce staples; white t-shirts, or a pair of black jeans that fit perfectly are great places to start. Eventually, it's great to find stimulating pieces that add some spice to your wardrobe, but basics are a great place to start if you are looking to shop sustainably.





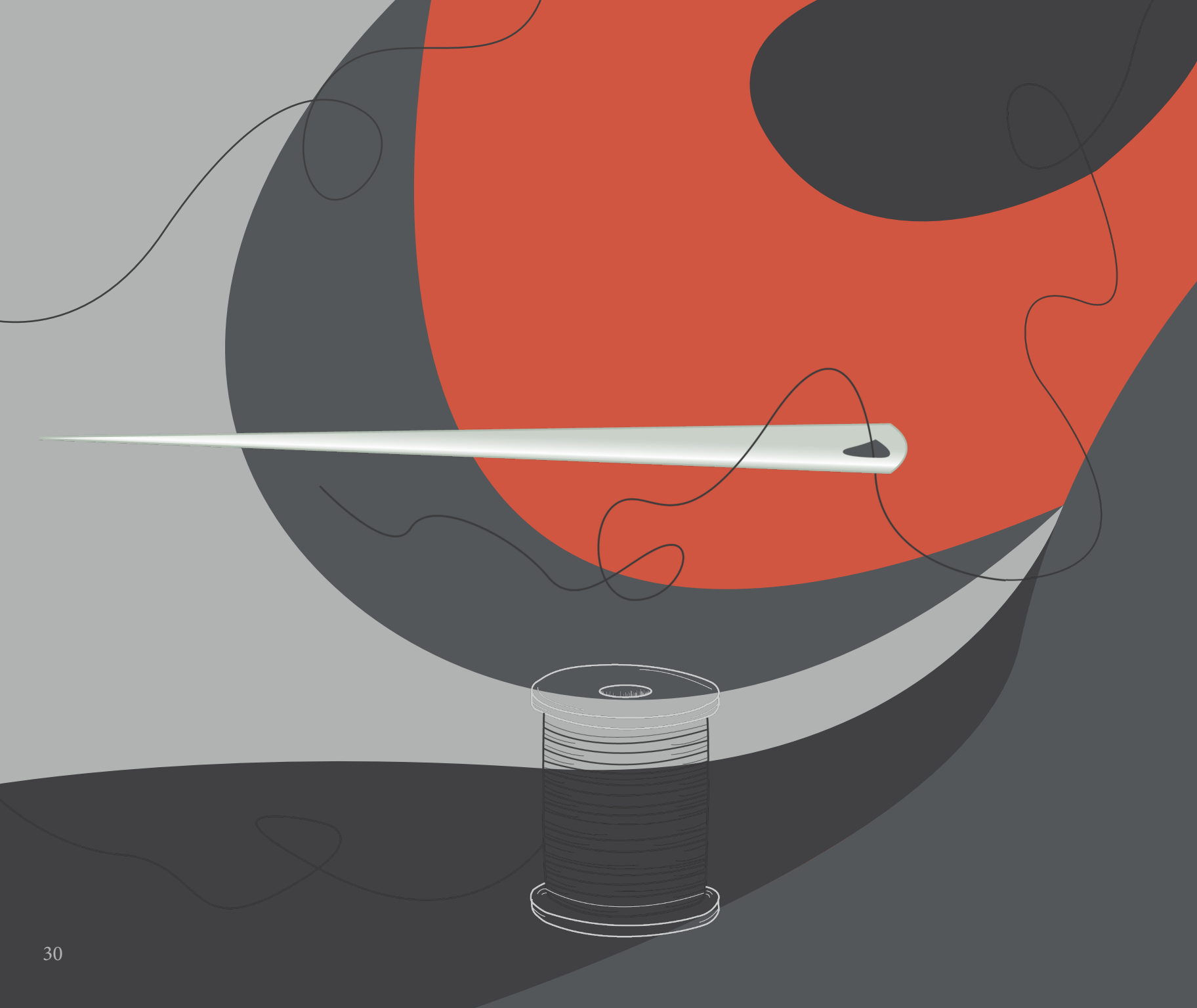
# THRIFT

## BUY SECOND HAND

Anyone who loves to shop sustainably knows that thrift stores will be your best friend. Places like Goodwill, Buffalo Exchange, and Depop are gold mines when it comes to unique pieces. “That’s something that’s been a big part of my fashion journey; I’ve been thrifting my entire life. It’s always been like that because I love fashion and it’s obviously a very affordable way to shop,” Millie affirms. She even became the head of a non-profit shop when it came to shopping second hand. She explains that the clothes she finds for the store, The Discovery Shop, in Los Altos, CA, are all pre-loved. “Thrifting was kind of








how I sourced everything, and that was how I ran my shop when I got involved with the American Cancer Society Discovery Shop. All of this has kind of opened up a new avenue for me. Before I was just kind of selling on

Depop, creating a business where I could pocket the money I made from reselling clothing. But now with the Discovery shop, it's this whole new nonprofit organization, which has been way more fulfilling than I could have imagined, and way more fun for me as well." Shopping and reselling is a great way to help the planet, and make some extra cash doing it. It allows clothing to be repurposed and reused, while also profiting the seller. All in all, thrifting and buying secondhand clothing is enjoyable, and good for the environment.

TO THE  
FUTURE

At the ripe age of seventeen, Millie Kopp is already making a difference in the world of fashion. She hopes to pursue it in college and find a well paying job where she can also make a difference in the industry. “I think I’ve always loved the fashion industry. I’ve been attracted to it and influenced by it for so long that I assume I will find my way into it for sure. What I really want to do is specialize in converting fashion companies and consumer goods companies to have sustainable business habits. I think that a lot of that has to do with ethical practices, as well as the way we treat people and the way we use resources.” Kopp stated. “The fashion industry is super guilty of unethical and unsustainable practices. And so I assume if I go into working to change those practices, I’ll work in the fashion industry for a long time. I will continue to love clothing and thrift, but I don’t think I’ll start a clothing company or anything like that, which is something I wanted to do when I was younger.” Although she doesn’t know the specific path that’ll



lead her into fashion, she will do incredible things for the world. Changing the way we face sustainable fashion is not an easy task to take on, but Millie Kopp is succeeding in changing the world one outfit at a time.







# SNAP SHOTS















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# WORKS CITED

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Hi, my name is Cambria Cook,

I am fiercely independent, which can be self detrimental at times. I insist on doing what feels right to me even if others disagree. My mom says that my love language is freedom. My ultimate dream is to go to college in New York- I feel like I belong there. Although living a busy and complex life, I dream of simplicity. This year at Freestyle, I learned things that most kids would never dream of. I learned english in a whole new way, learned to bring the dreams in my head to life in design, and learned to use a camera and take photos to capture moments in time, and using those skills to preserve memories forever.



