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I reviewed Remake's Engaging with Brands Toolkit. Then I chose a fashion brand which is called “বনবিবি-Bonbibi” I wear or support and reach out to their leadership with thoughtful questions about their social and environmental practices.

07:37 91

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বনবিবি-Bonobibi

15K followers • 17 following

A trusted institution between taste and affordability

Follow Message ...

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Details

Page · Clothing (brand)

01608-526642

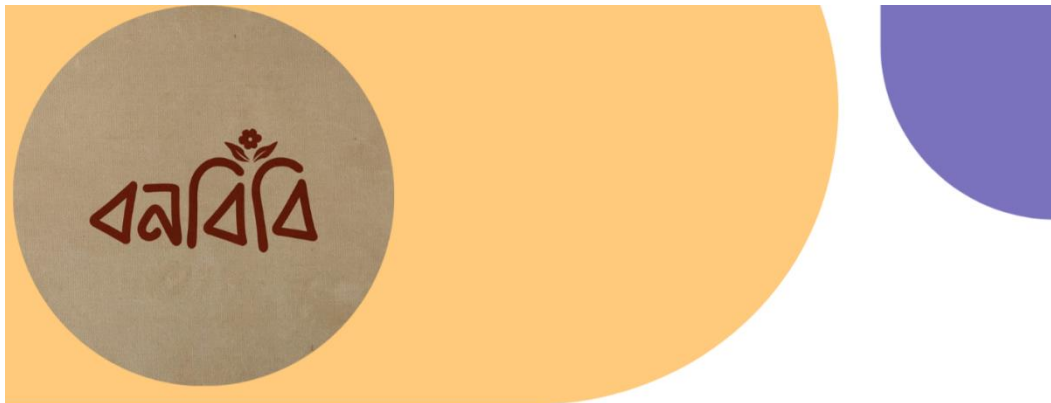
tabassumtuli918@gmail.com

★ Not yet rated (3 reviews)

This is a clothing brand from which I buy my clothes. Here is the Facebook link of that brand's page:

<https://www.facebook.com/share/18vN99wNat/>

Here is the letter:



Subject: Request for More Sustainable Practices

Dear বনবিবি-Bonbibi,

I hope this message finds you well. I've been a loyal customer of বনবিবি-Bonbibi for 6months, and I truly admire the quality and style of your products. However, I'm writing today to express my concern about the environmental impact of fast fashion and to request that your company consider making more sustainable choices in your operations.

Specifically, I would love to see বনবিবি-Bonbibi take steps to use more eco-friendly materials, provide supply chain transparency, or improve labor conditions. Many consumers, including myself, are increasingly prioritizing sustainability in our purchases and would be thrilled to support brands that share these values. I believe that with your brand's influence, you have the power to lead the way in making fashion both ethical and sustainable. I would be grateful if you would consider taking steps toward a more responsible future.

Thank you for your time and for the impact your brand has on the fashion world. I look forward to hearing about any initiatives you might be planning.

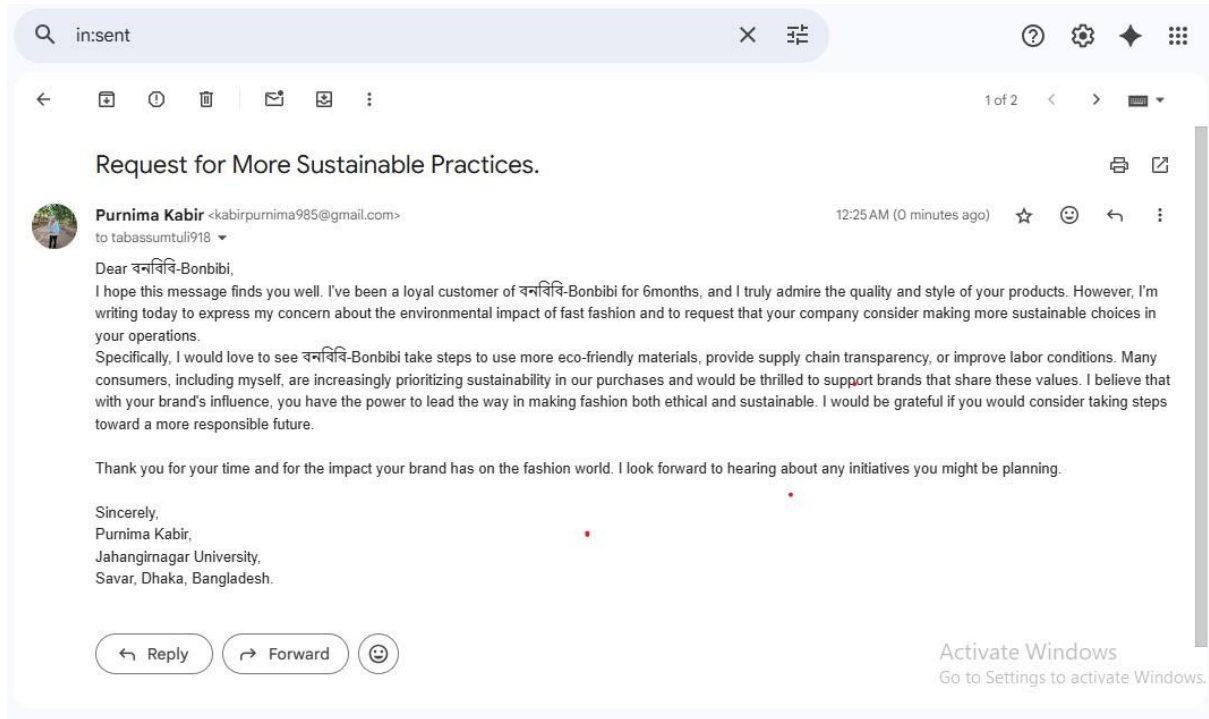
**Sincerely,
Purnima Kabir,
Jahangirnagar University,
Savar, Dhaka, Bangladesh.**



And I will send this letter to this brand and here is the mail:



This is an interesting experience for me that I will send a mail to a clothing brand to suggest them practising sustainability. I sent them a mail and hope that they will reply me. Here is the screenshot of my mail:



Here is the reflection on my experience:

I decided to engage by writing a direct letter to Bonbibi, inspired by the powerful example from Remake. I believe that as consumers, our collective voice holds immense power. Direct communication with brands, especially those we support, is a critical way to show that we care about more than just the product itself—we care about how it's made, who makes it, and its impact on our planet. A letter feels more personal and impactful than a simple comment, demonstrating a deeper level of commitment to seeing change.

What I asked the brand:

My letter to Bonbibi specifically requested that they consider implementing more sustainable and ethical practices. I urged them to:

- 🌱 Use more eco-friendly materials.
- 🌱 Provide supply chain transparency.
- 🌱 Improve labor conditions for the people making their clothes.

I expressed my belief that with their influence, Bonbibi has the power to lead the way in making fashion more responsible.

I created a poster that will amplify my questions and engage the audience and I will post it on my Instagram:



Here is the link of my Instagram post:

<https://www.instagram.com/p/DPgezWgCaGs/?igsh=MWZocDMzdHh2ejl0dw==>

Here is the screenshot of my Instagram post:

