

# Roots of Greed

A Versatile & Durable Collection of Sustainable Garments

This top is built to be a versatile, durable basic. The garment is reversible & includes colorblocking that allows the wearer to match the garment with a multitude of pant options. The drawstrings sleeves are included for to create a seamless aesthetic amongst the collection.

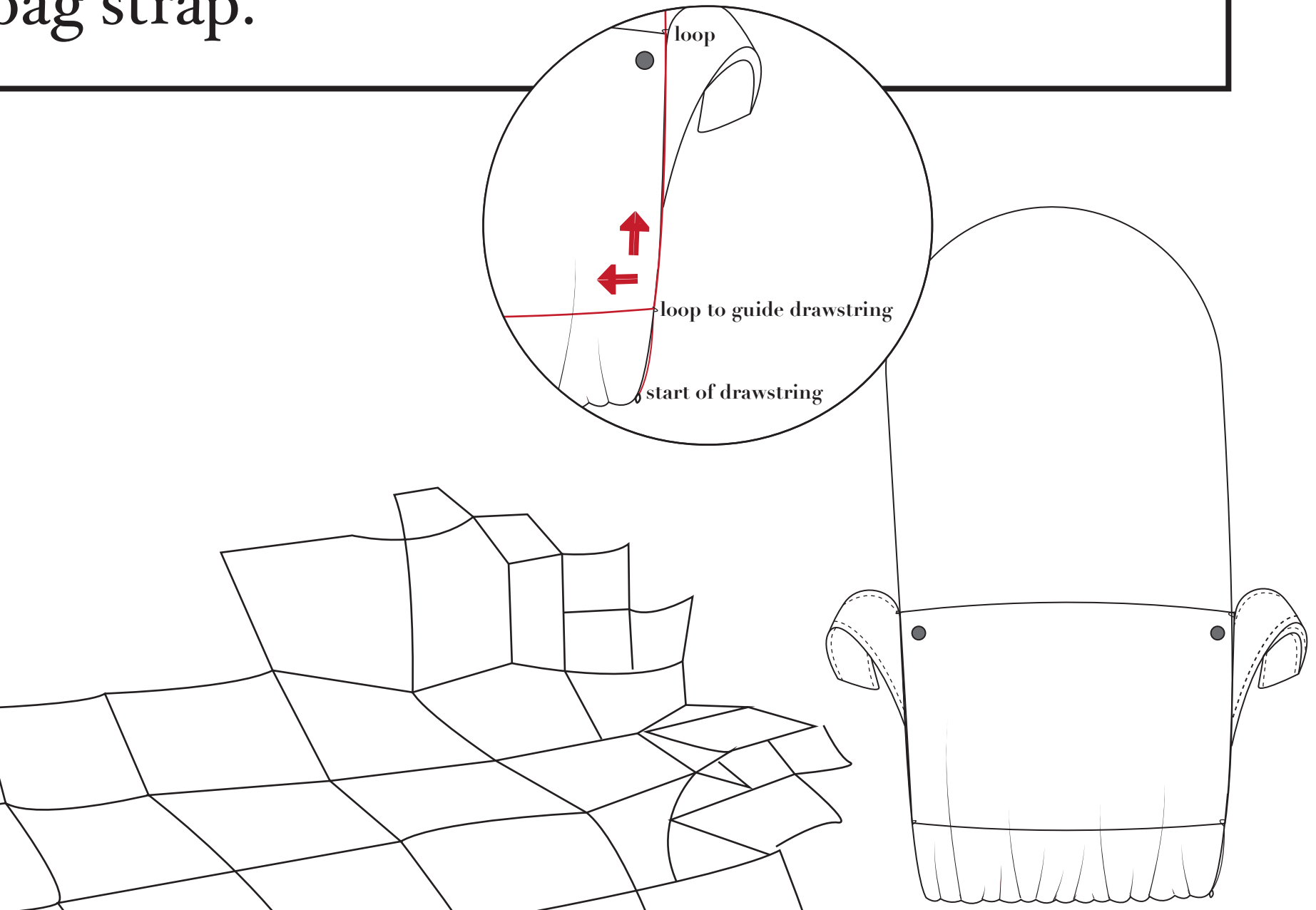
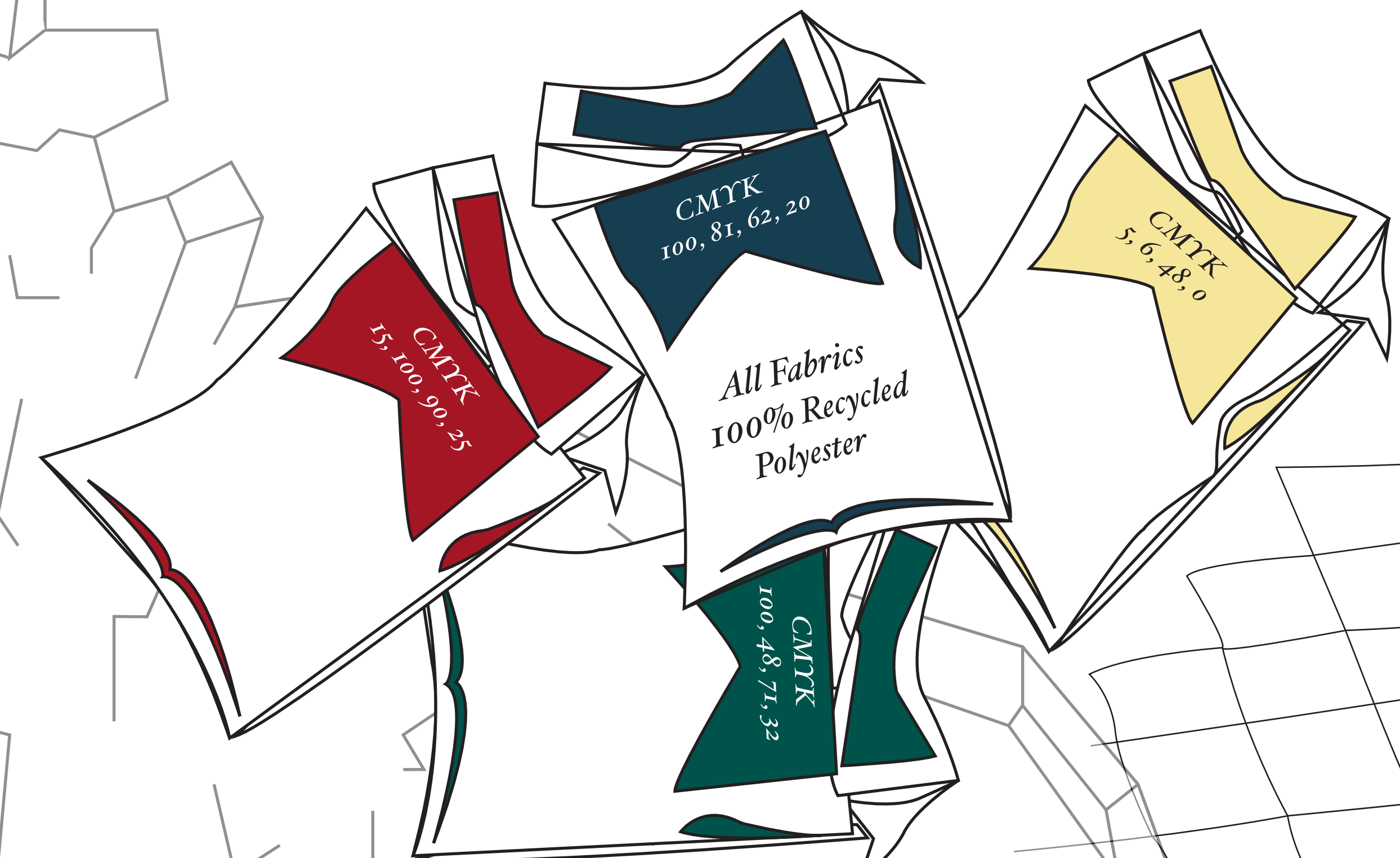
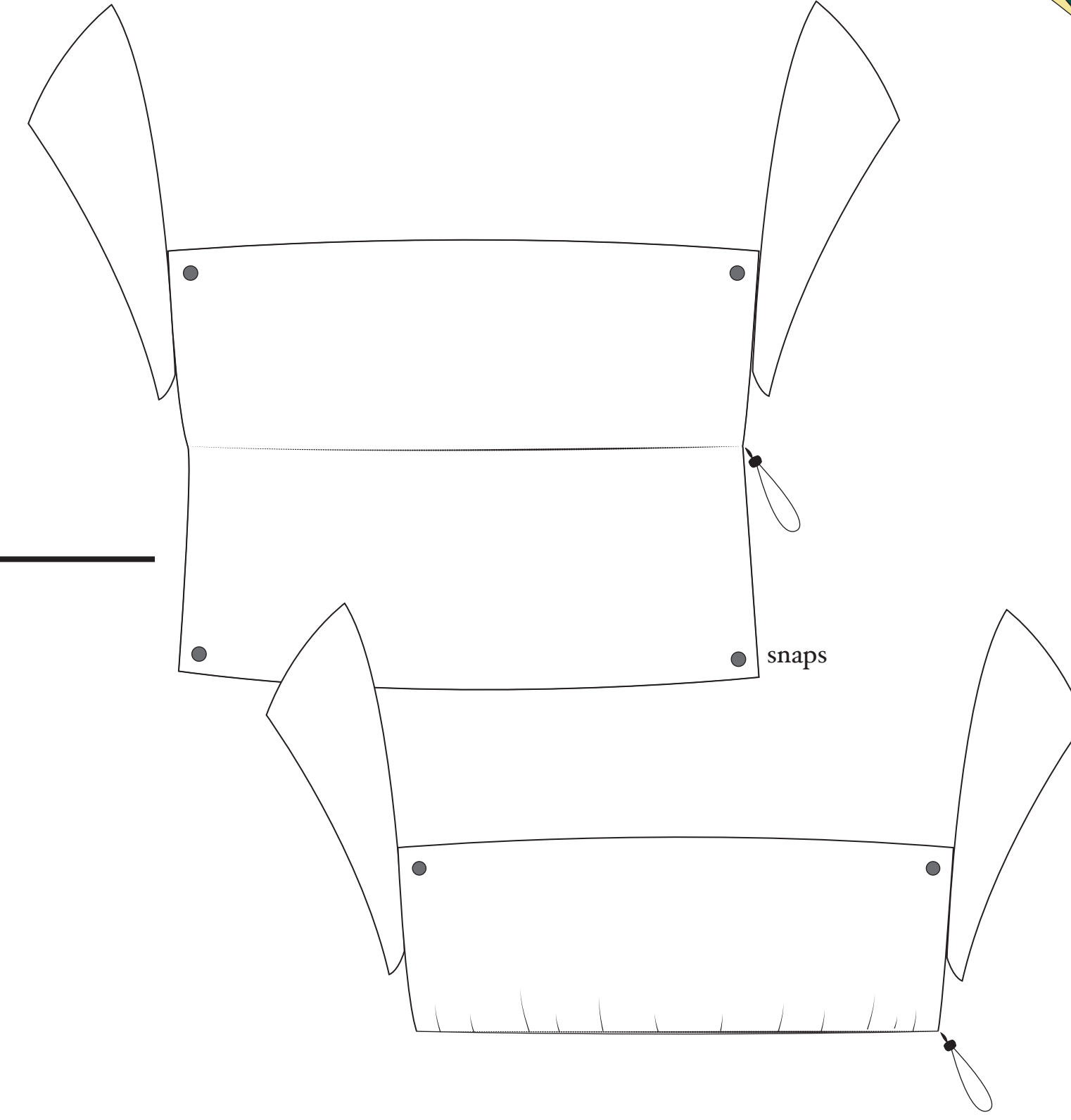
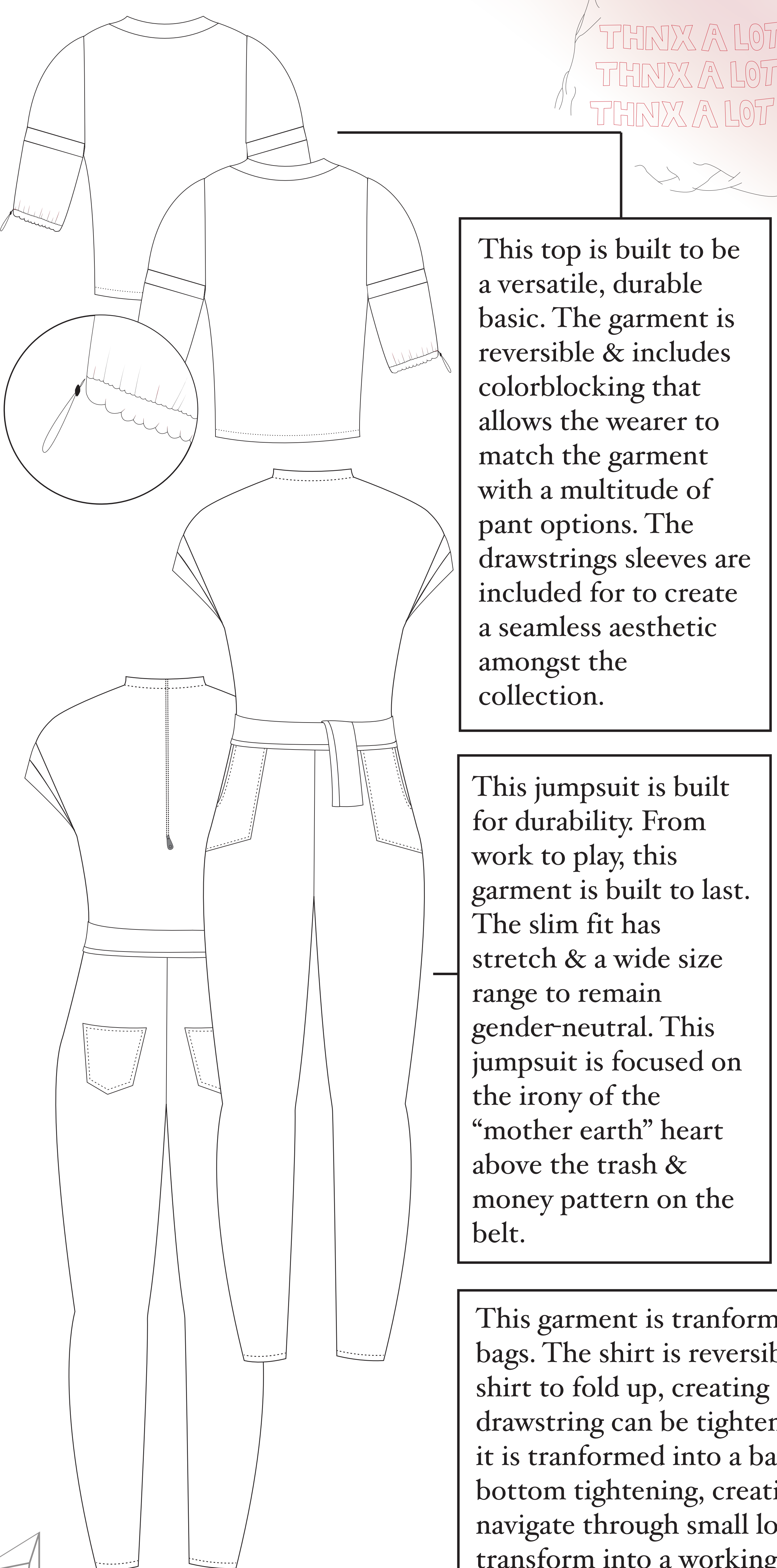
This jumpsuit is built for durability. From work to play, this garment is built to last. The slim fit has stretch & a wide size range to remain gender-neutral. This jumpsuit is focused on the irony of the "mother earth" heart above the trash & money pattern on the belt.

This garment is transformable into 4 different tops and 2 different bags. The shirt is reversible and the snaps at each corner allow the shirt to fold up, creating a cropped style with new graphics. The drawstring can be tightened to seal the bottom of the garment when it is transformed into a bag. The drawstring will lengthen from the bottom tightening, creating the strap for the bag. The string will navigate through small loops, shown in the bottom right diagram, to transform into a working bag strap.

These "parachute" style pants are durable & included to make a statement. The zipper is meant to remain unzipped, but can be utilized to help with fit around the waist & hips. The zipper style is meant to reveal/expose everyday objects that contribute to sustainability issues, but we have ceased to notice.

## AATCC TEST METHODS

- T035 Water Resistance to Rain
- TM093 Abrasion Resistance of Fabric
- TM130 Oily Stain Soil Release Method



THNX A LOT  
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## Target Market

My target market is women & men aged 18-30. These consumers are passionate about environmental change and aim to shop sustainably when possible. These pieces are considered “streetstyle,” while remaining as staple garments in one’s closet. These items are not trendy and are intended to fit in the consumer’s wardrobe for longterm wear. The goal of this collection is to showcase environmental issues & promote sustainability in a fresh way that will get consumers excited to shop sustainably.

## Inspiration

The inspiration behind this collection stems from the everyday items that contribute to the lack of sustainability & growth of greed. I wanted to create sustainable garments that make a statement about the need for a sustainable shift within society & industry. The garments are gender-neutral, versatile, and durable. The extensive wearability of these pieces, both through their transformative properties and durability, are the main factors that tie back to AATCC. The pattern & miscellaneous graphics make the statement that will draw in consumers & convey the purpose of this collection. Many consumers, and people in general, are fed up with small steps towards a sustainable future, this collection is meant to evoke emotion and call out for change in a direct way.

## Sustainability

### Durability

The durability of these garments will start at the fiber. Everything from water to oil resistance will be tested for to ensure that the garments can withstand longterm wear.

### Versatility

Two of the garments in this collection are reversible/completely transformable. These features allow the items to be worn with more clothing already existing in the consumers closet, as well as getting more wear out of the piece overall by switching up the style.

### Water/Environmental Protection

A water-repellent and dirt/oil resistant coat will be applied to each garment to improve its durability against all conditions. The water-repellent feature will allow the garments to be worn in rain/humidity without the water absorbing into the clothing. The dirt/oil protectant will fight against general dirt and help to keep the garment clean & fresh for longer.

## AATCC Testing Methods

### TO35: Water Resistance to Rain

This test is applied to fibers to see how they withstand water from impact. The test involves different levels of intensity to see what level of water penetration the fibers can withstand while remaining durable & dry.

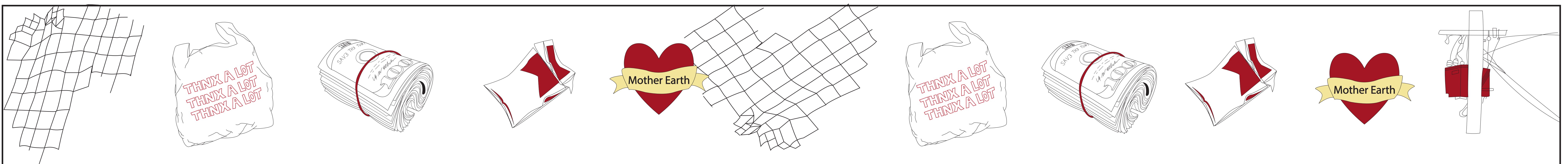
### TM093: Abrasion Resistance of Fabric- Accelerator Method

This test evaluates the resistance of fabrics to different levels of abrasion. The test requires fabrics to undergo flexing, stretching, shock, compression, fiber against fiber, fiber against abradant, and more to test its durability against a multitude of factors.

### TM130: Oily Stain Soil Release Method

This test method evaluates a fabrics ability to release oily, soil substances through home laundering. Corn oil is used to stain the garments for testing.

## Color Palette, Print, & Graphics



These graphics are dispersed among different garments within the collection and used as a repeat pattern on the jumpsuit belt. Each item represents a different motif about the contribution to environmental issues or involves irony relating to sustainability. The “THX A LOT” grocery bag pokes fun at marketing tactics that cover up sustainability issues, while the money & trash directly show the cause & effect behind the vicious cycle.

My colors are gender-neutral & can be worn in almost any season, creating unique basics for anyone at anytime.