

The Magic Studios

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Abstract

This paper will encompass the idea and process of The Magic Studios. A company that specializes in using natural dyestuff on garments with waste. How our process and ideas differentiate from others who are doing something similar. As well as our core values, we are community oriented and sustainability always comes first. We will dive into our strengths, weaknesses, opportunities and threats. As well as why we chose to create this company in the first place. There is a gap in the fashion industry, we will explain how we can help fill that gap in the marketplace.

The Magic Studios

There has always been talk about how we can be a more eco-friendly world. But it must start with the individual. The fashion industry plays a huge role in the pollution that we have today. Along with inhumane working conditions, low wages, etc, fashion should not be led off the hook because of their capital. Money should never equate nor be worth more than human life. In order for there to be real change it has to start with the individual. There has to be a conscious choice to want to do better, to be better. Here at the Magic Studios that is just what we do, we make magic from something that most wouldn't think is so magical. Waste, we use it to contribute to making a more eco-friendly fashion industry. We specialize in dying garments from local fashion brands in bulk. Whether it's for the brand in entirety or a line they want to include to give their customers options.

Elevator Pitch

The Magic Studios is a company that is based on natural dyestuff, individuality and always being innovative in the fashion industry. Our company specializes in using waste to create unique patterns on any natural garment so each one has its own identity. Garments that have natural fibers that are the closest to their natural colors is what we look for. So creams, whites, or any garment with light washes of colors are what we find to have the most color payoff. We use our own waste or ask our neighbors and/or local supermarkets for their waste when they are about to close. This waste can include onion skins, flowers, avocado waste, tea bags, etc. With these waste findings we create delicate splashes of color throughout the entirety of the garment. We soak the garments first, then lightly spray vinegar onto them. We place our waste on to the garment in its desired place, once that is done we roll it up and tie them. We allow it to sit for at least a day, after we wash it with a gentle detergent. Some colors will come

out brighter or more vibrant than others but that's the beauty of our process. Repurposing and creating something entirely new is extremely important to us.

The Big Idea

The Idea at the core of The Magic Studios came from a YouTube video by BillyNou. She does this process that we thought was very fascinating. She collects waste from her local grocery stores, and finds some herself. She lives in a place where there are flowers available, so when they begin to die she collects them. She does a process with her waste that is called "Bundle Dying". She does this process on natural stripes of garments that she has handy (BillyNou, 2020). This process bloomed the whole idea for The Magic Studios.

The Process

Step 1: Collect the natural fabrics from a local clothing brand.

Step 2: Lay fabric out flat (Figure 1).

Step 3: Spray the entire garment with a mixture of vinegar and water (Figure 2).

Step 4: Place the waste we have collected onto the garment in the desired pattern (Figure 3).

Step 5: Roll up the garment tightly and tie it up (Figure 4).

Step 6: Soak the garment with water, and get ready to steam.

Step 7: Steam garment for a minimum of 1 hour, then let dry (Figure 5).

(BillyNou, 2020).

SWOT ANALYSIS

Strengths: The strengths of The Magic Studios lies in the sustainability aspects of it all. Choosing to use natural dyestuff adds to the garments in a way that other chemical dyes would

not. Not only is the waste we use different each week, or even each day different so is the end garment. Instead of consumers doing it at home, and going through the entire process from start to end we step in. Providing individuality and a clear conscience when purchasing new garments that are tailored to increasing sustainability.

Weaknesses: In terms of dying using natural dyestuff we can only use natural fibers, or fibers that are blended with synthetics. The garments have to contain at least 50% or more of a natural fiber for it to work. There also won't be consistency throughout every single garment, each one will come out as a different variation than the other. In terms of scalability we won't be able to go mainstream and be as productive. But in our opinion these weaknesses are what makes us, us.

Opportunities: Although there are other companies and brands that specialize in dying using natural dyestuff they are very limited. There are a few that are doing it at all: "For some, this means making textiles using natural crops like hemp as opposed to petroleum-based ones like polyester, while others are skipping over raw materials altogether and reusing old fabric to make new pieces" (Loewe, 2019). There are companies that are forward thinking but there aren't many who are doing it quite like how we do it. Instead of dyeing the entire garment or using old clothes to make new ones we do something different. We dye garments partially to create splashes of color throughout the entire garment. This allows us to use a variation of waste on one garment. We can use all the waste we find, and create a new creation every single time.

Threats: There are other companies that have the same mindset as us, wanting to reduce the amount of synthetic dyes that are introduced to the fashion industry. Emma Woollacott has an interesting article on BBC News "Making Beautiful Colours without Toxic Chemicals". Which introduces an innovative concept: " 'Because bacteria are powerful multipliers, when you put

them in the right conditions, we can grow these organisms to create dye products in a much more scalable and sustainable manner that isn't reliant on petroleum,' says co-founder and chief executive Michelle Zhu" (Wollacott, n.d.). Doing this will allow natural dyes to be on a more scalable level. As well as keep cost extremely low, since it's being grown.

There is also information that is easily accessible for consumers at home: "Second, don't expect to get the exact color you're aiming for. Everything from the pH of the water to the source of your black beans can contribute to the resulting color, and especially as a first-time dyer it's kind of impossible to guess what you'll get" (Sims, 2018). Instead of allowing our company to dye their garments, they could just do it themselves. But like Sims stated earlier everything matters, everything counts. Using a company that specializes in dying using natural dyestuff will eliminate those errors that most commonly make.

Cost and Demographic

The cost of the business we do is very low and at times close to nothing. The whole idea is to use waste to dye garments. There is waste everywhere for free, especially the waste that we create as a company. Here at The Magic Studios we bring in our own waste, our neighbors and our local super markets. We realize that asking for local supermarket waste may be a little weird but that's why we build relationships. With a little explaining and connection most times we will get it for free, or have to pay a low cost some weeks. We deal with brands exclusively rather than creating our own or dealing with the individual. Doing this allows us to have our complete focus on dying each garment to the best of our ability.

Our demographic are small local businesses that have a core focus on sustainability. We do our best to research the brands we work with to ensure they are morally sound. We don't want to be sustainable without being consciously aware of where their garments come from and how

they are made. In order for use to dye using natural dyestuff, these garments have to be natural. Otherwise the dye will not be as vibrant. This is positive but can also be a hindrance to us.

Scalability

In terms of scalability, we can not work mainstream as productively as we would at a smaller scale. This is something that we realized early on but cherished. We don't want our service to be wide spread, we would like to keep it local. While also using natural dyestuff one of our ideals is to limit consumer consumption. Which is something that mainly happens on a wider scale. Using local brands will create a sense of unity and community, this is something that we strive for. We love getting to know our neighbors and understanding their core values. As well as how it translates into their brand.

Fair Trade

Being that we are dealing with more local businesses we will be able to sustain fair trade. We also do our research on the businesses we choose to partner with. This ensures that their core values and morals are the same or similar to ours. We make sure that there are no sweatshops and that their workers are treated fairly. This is an added bonus of keeping our business connections on a smaller scale. Working with businesses instead of directly to the customer will ensure that we make a profit. We won't run into the same problems a brand would necessarily when trying to make a profit. But this will affect the cost and demographic, our prices will be higher, everything will be done in bulk. We are working only with businesses so our prices will reflect that.

Conclusion

In terms of biosynthetics and smart technology dying using natural dyestuff wouldn't make sense 100% of the time. Using natural dyestuff has its limits. But what we do also have a

lot of positive attributes. The Magic Studios will be able to fill the gap that the fashion industry has when it comes to dying clothing. Using synthetic dyes is not only harmful to where people live but harmful for humans as well. With The Magic Studios we plan to make a more eco-friendly fashion industry. There are a multitude of ways you can begin to do this, using natural dyestuff is ours.

Images

Figure 1.



Description: Laying out fabric being used.

Figure 2.



Description: Spray with a mixture of water and vinegar.

Figure 3.



Description: Lay out Waste

Figure 4.



Figure 5.



Description: Lay to dry.

URL for all images used: <https://www.youtube.com/watch?v=PjhASOFogY8>

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