

A photograph showing a collection of dried, pressed flowers and leaves, including purple and brown specimens, laid out on a white, wrinkled cloth. The cloth is placed on a grey stone floor. The text "The Magic Studios" is overlaid in the center in a white, serif font.

The Magic Studios

By: Asha Ballard

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 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.

Step 3: Spray the entire garment with a mixture of vinegar and water.

Step 4: Place the waste we have collected onto the garment in the desired pattern.

Step 5: Roll up the garment tightly and tie it up.

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.

The Process



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 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. Instead of seeking out specific waste that will make a specific color, we use whatever we have. We can use all the waste we find, and create a new creation every single time.

Threats

There is information that is easily accessible for consumers at home looking to dye their garments with natural dyestuff. Instead of allowing our company to dye their garments, they could just do it themselves. But everything matters, and everything counts. Using a company that specializes in dying using natural dyestuff will eliminate those errors that most commonly make. We will be responsible for giving you the best quality end product.

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.

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 us to dye using natural dyestuff, these garments have to be natural.

Conclusion

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 to dye garments in bulk is ours.

References

BillyNou. (14 May 2020). “HOW TO BUNDLE DYE AT HOME WITH FLOWERS | NATURAL DYE | BOTANICAL COLOUR”

YouTube. Retrieved December 9 from

<https://www.youtube.com/watch?v=PjhASOFogY8>