

Refresh
Sustainable fashion

Brittney Crespo
Dr. Munroe

Spring 2019
Buff 4700

My business goal is to create a sustainable fashion line. I will probably start off with a small capsule of about five pieces for women. I decided to go with a sustainable fashion line because it was a topic that was brought to my attention on multiple occasions throughout my years studying as a fashion student. Sustainable fashion instantly sparked my interest and I began to do my research on the subject. I personally feel that it is yes a growing topic of discussion however, more light and awareness needs to be shined upon the subject.

Sustainable fashion is important to people, the environment, animals, and the future. In recent years the textile industry has had a major contribution to waste, contamination, and pollution in our environment. The textile industry has contributed to waste by using an excessive amount of water during production, polluting the waters with dyes, and wasted materials in general that have overall harmful effects to the environment. Aside from that, one of the most common, famous, and popular materials in the world, have also had a negative impact on the environment and those who live on it. Cotton, depending how it is exactly grown and the chemicals used to grow it can be extremely harmful. Chemicals used to grow cotton have been proven to cause cancer, harm animals, have negative effects on skin, and play other roles on environmental factors. One major issue we are facing today is global warming.

The collection will remain relatively small from season to season. For the capsule, I created a line for this summer/ spring 2019. The line will include non over the top pieces. It will consist of a sleeveless a line dress that buttons up in the center, priced at \$ 150.00. Second one will be wide leg jumpsuit, priced at \$168.00. The third piece will be a high waist also, button up skirt priced for \$115.00. The fourth piece will be a vegan leather jacket, priced at \$535.00. The color pallet will be very minimal and neutral, since many dyes are known to be harmful. The

materials used throughout the collection will be organic cotton, pinatex, hemp, linen, and tencel. All fabrics have been proven to be more eco friendly.

The target market will be women from ages from twenty- one to thirty - five. These women will be fashion forward and stylish. They will also, be conscious and concerned with the environment and the issues around it. Which is why she will choose to make certain decisions when building her wardrobe. The customer will appreciate well made clothes meant to last over trendy garments only meant to last you as long at the trend. The target customers annual income would be about \$25,000.00 and up.

Another similar brand to refreshed would be reformation. They are also, a sustainable fashion forward brand. They cater to young fashion forward but conscious women as well. A similar practice that both companies have is there recycling program. It is a program where the company collects old and unwanted garments, and puts use to old garment, in most cases the materials are used to create a new garment.

In recent months Forever 21 workers were caught in an alleyway, slashing old garments that seem to have not done well throughout the season. It was stated the garments were seen in what seemed to be garbage bags. Instead of donating the clothes to the homeless, which there is a known growing population in New York city, and other major cities not leave out fashion forward ones. Or recycling the clothing for future collections in the seasons to come. Just image the amount of waste and pollution that was caused to create these garments that have never even been worn before.

Unlike many other brands, sustainable or not, Refresh will be a made to order line. Refresh does not believe in fast fashion or mass production. If anything we our happy to identify

ourselves as slow fashion. We take pride in our slow fashion. Over the years fast fashion has been all the rave, with almost everyone responding to it. However, Refresh wants to stress all the positives of made to order. It may in a sense seem to be a thing of the past because in all honesty we all know that this is not a new concept. This was the way of fashion in the past, while some may have not seen or appreciated all of its positive factors, in today's world it may be one of the best options for fashion. In fast fashion garments are produced by the thousands, which of course contributes to waste. What happens with any of the garments that did not sell from that mass production order. Made to order allows no room for error, in recent years Americas culture has become so diverse, with many different ethnicities. With that being said it is a little difficult to narrow down, body shape, size, and type. Is the standard really even the standard anymore? Now a days I feel that it would be a little difficult to come up with a size grading scale. With made to order you know the garment will fit you perfectly because it is specifically made for you. There have been countless occasions where I love something but when I try it on do not love it because its not made for me and does not fit me properly. Also, the piece is a little more exclusive and special.

All garments that are made to order will be produced in the state of California. Many brands produce overseas to keep costs down, however Refresh is highly concerned with work environments and work life balance. Many factories overseas are known for there unbearable work conditions, overwhelming long hours, and awfully low pay. Refresh truly stresses the fact of value to our workers. Which, is one main reason we decided to produce our garments inside of the United States. If we had a factory overseas no matter what our values were, what we promised and stood for, it would be a bit hard in general to control what is happening in a place

that I would not be in often. Not only does this allow Refresh to have control of the work environment, we will also have great quality control. The staff will be small, with highly skilled workers. Since we are a made to order brand keeping the staff small is ideal. Production in the United States also creates more job opportunities, as some people face difficulties with an unsteady economy to find work. Sustainable fashion is beyond a trend, it is a way of the future. If you cared a bit about your future or your loved ones, you would consider some efforts to make some more sustainable choices for the future.

Work Cited

"Here Are The Six Most Sustainable Vegan Fabrics." Good On You. January 07, 2019.
Accessed May 21, 2019.
<https://goodonyou.eco/here-are-the-six-most-sustainable-vegan-fabrics/>.

"SEVEN FORMS OF SUSTAINABLE FASHION." Green Strategy Sustainable and Circular Fashion Consulting. Accessed May 21, 2019.
<http://www.greenstrategy.se/sustainable-fashion/seven-forms-of-sustainable-fashion/>.

"Sustainable Women's Clothing and Accessories." Reformation. Accessed May 21, 2019.
<https://www.thereformation.com/>.

"WHAT IS SUSTAINABLE FASHION?" Green Strategy Sustainable and Circular Fashion Consulting. Accessed May 21, 2019.
<http://www.greenstrategy.se/sustainable-fashion/what-is-sustainable-fashion/>.

"WHAT IS SUSTAINABLE FASHION?" Sustainable Fashion Matterz. Accessed May 21, 2019. <https://www.sustainablefashionmatterz.com/what-is-sustainable-fashion>.