

For this assignment I have decided to analyze Eileen Fisher most recently organic linen line. Fisher is an eco-friendly designer who makes the difference changing the linear production model by working in a circular one. In this collection, the designer used natural fabrics which according to our book, are any raw material that comes directly from an animal, vegetable, or mineral source (Keiser et al., 2015). This designer works with “organic materials, natural dyes, and recycles old textiles and garments...” (Top 13 sustainable fashion designers making a change in 2021, 2021) turning them into comfortable, long-lasting, and ecological pieces. The fabric used for this specific line were organic linen and organic cotton which are both vegetable fibers. For this line, Fisher applied top-weight fabrics such as blouses, shirts, and tops and also bottom-weight fabrics which includes pants and jackets. All of them are made to make consumer feel fresh, undisturbed, exceptional, classy, but also confident because these pieces are elaborated without risky materials that could harm anyone health. As you can see, the pieces drape “...away from the body to create movement” (Fisher, 2022) which means that characteristic of drape was used for all the garments in this collection. I believe Eileen Fisher made a good decision using organic cotton and linen for this collection because she does not only care about simplicity but classy and the consumers comfort, but also, she cares about the wellbeing of the entire environment. Organic linen and cotton are natural fibers whose do not need any other harmful material to be produce and Fisher has taken advance of that because she does not alter the fiber. As we learn in class, these naturals fibers can be harmful if treated with chemicals or printed with toxic dyes; therefore, this designer is aware of that and only uses natural dyes for all the garments.

