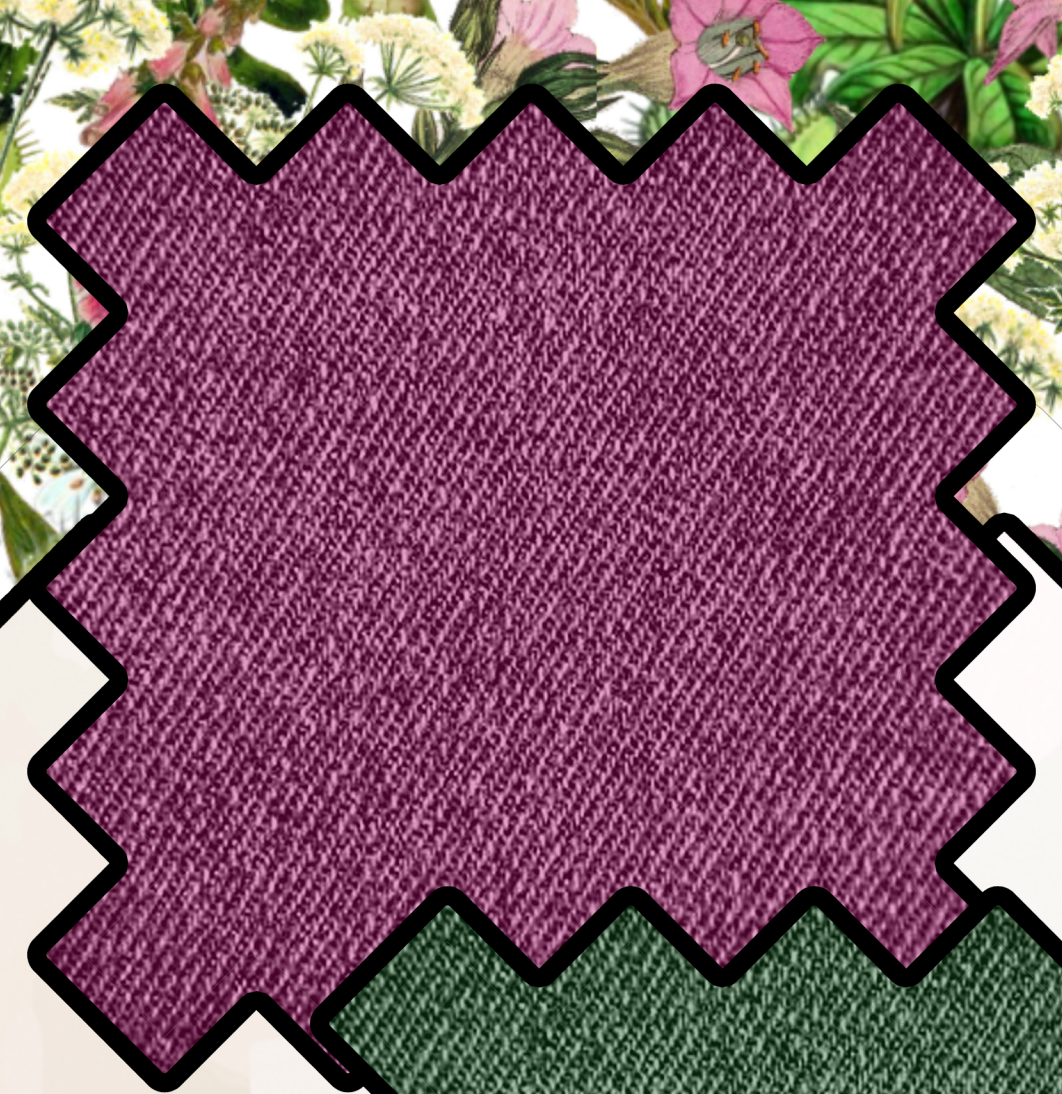
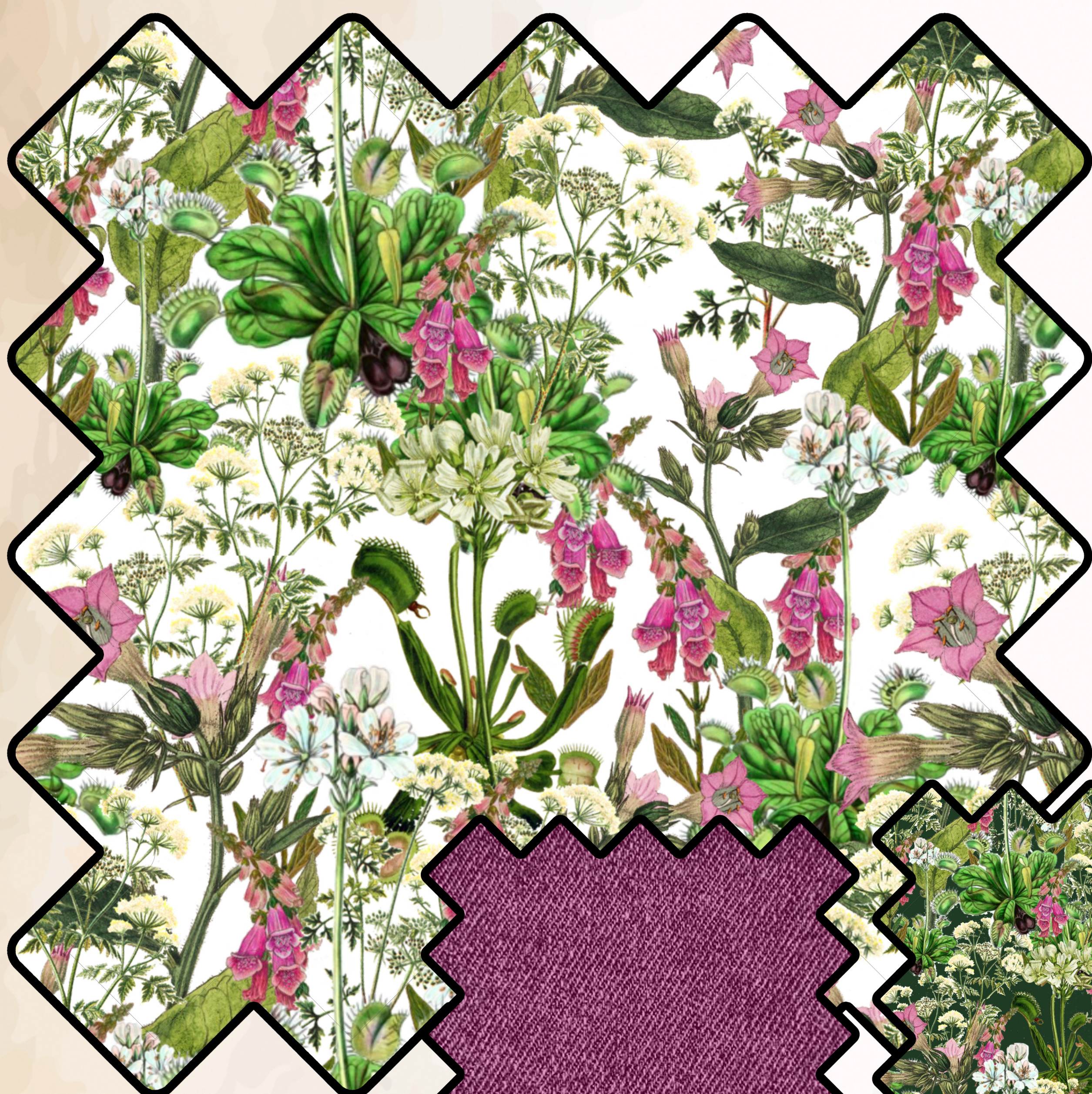


# Pretty Deadly

DEADLY NIGHTSHADE  
*Atropa belladonna*

A size-inclusive capsule collection inspired by the kind of beauty that you should not touch.



TEST METHODS FOR WEAR  
AATCC TM-135  
Dimensional Changes of Fabrics after Home Laundering

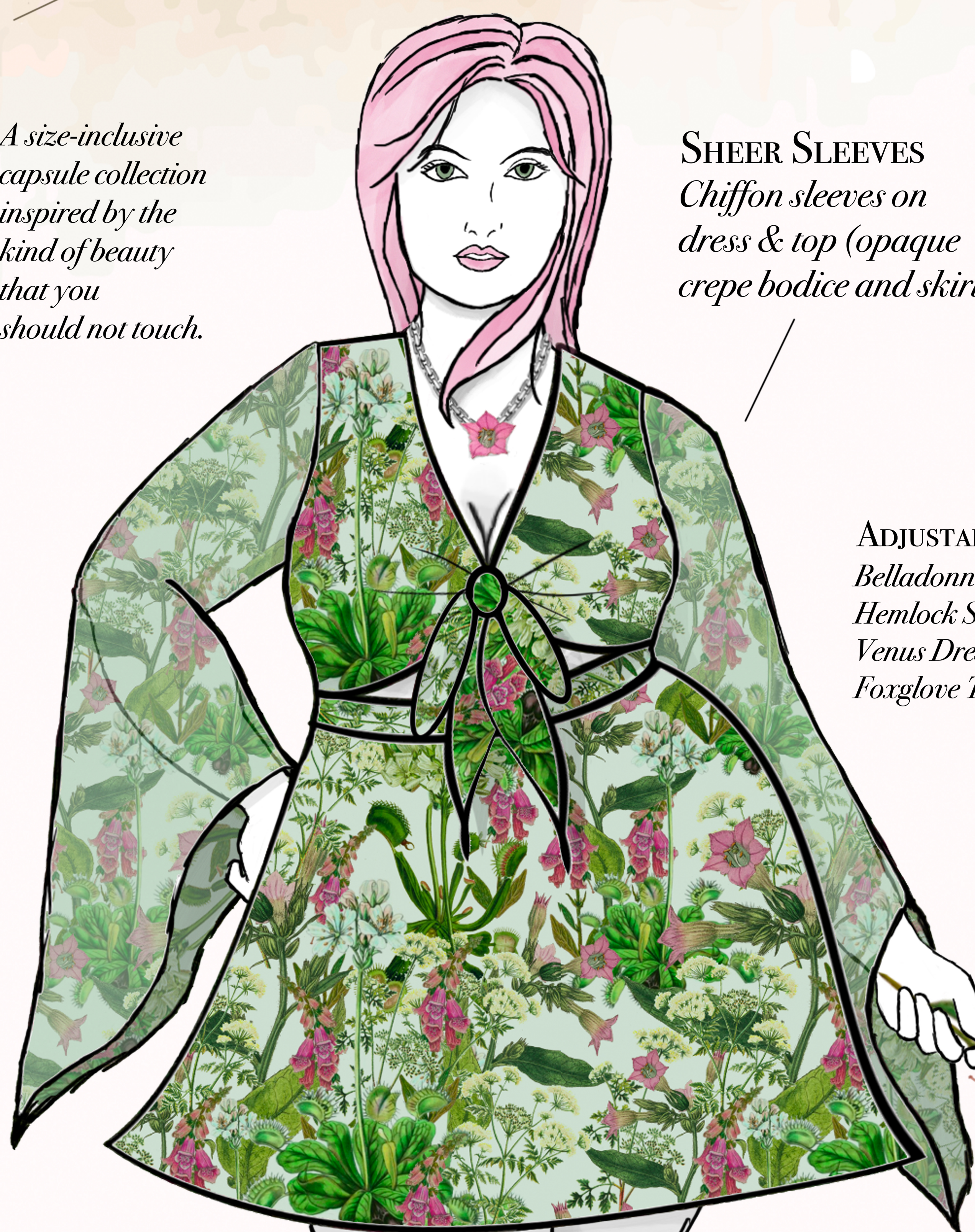
AATCC TM15  
Test Method for Colorfastness to Perspiration



VENUS FLYTRAP  
*Dionaea muscipula*

OVERDYED DEADSTOCK DENIM  
100% Cotton

SUBLIMATION PRINTED  
CREPE & CHIFFON  
100% Recycled Polyester  
Print collaged from public domain antique illustrations



SHEER SLEEVES  
Chiffon sleeves on dress & top (opaque crepe bodice and skirt)



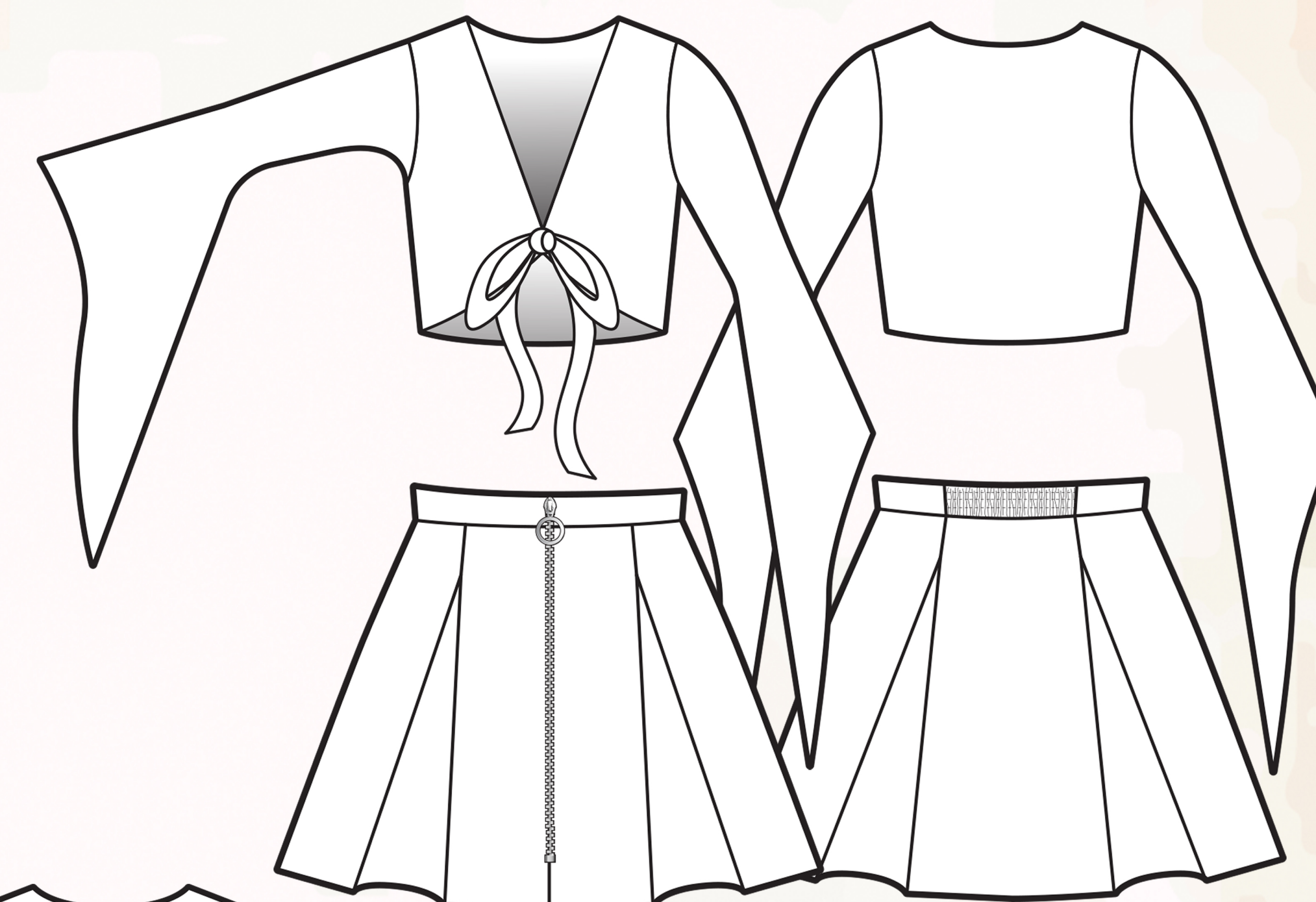
BELLADONNA DRESS

ADJUSTABLE FIT  
Belladonna Dress: functional corset lacing & strap slides  
Hemlock Skirt: elastic shirring in back waist  
Venus Dress: front closure ties and waist back ties  
Foxglove Top: front closure ties

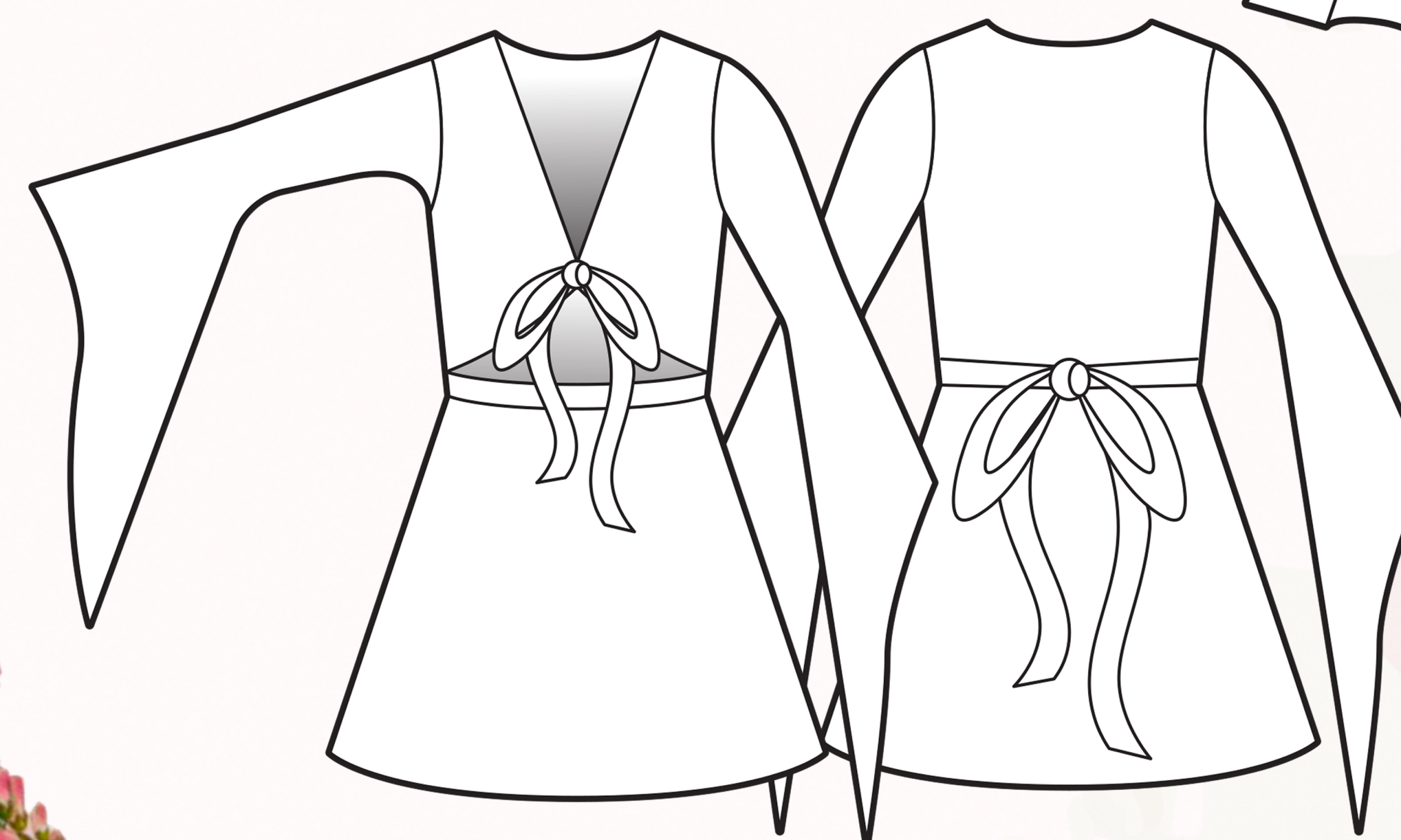
HEMLOCK  
*Conium maculatum*



FOXGLOVE TOP



HEMLOCK SKIRT



VENUS DRESS



POCKETS!  
In-seam pockets on skirt & both dresses



MIX & MATCH!



FOXGLOVE  
Digitalis



# Pretty Deadly

**ABOUT:** *Pretty Deadly* is a Spring/Summer capsule collection featuring size-inclusive, adjustable clothing with a mix-and-match color palette. The print design features poisonous and carnivorous plants, providing an edgy take on traditional spring floral motifs, and also sends an important message on bodily autonomy- "look, but don't touch". (At least not without consent.)

## TARGET CONSUMER

**ASHLEY:** She is a 34 year old florist who is less interested in fast fashion as she is in purchasing quality clothing that will last a long time. Her weight has fluctuated throughout her adult life- when she joined her local roller derby league she lost twenty pounds, but when she transitioned to working from home during the COVID-19 lockdown, she gained thirty back. This does not bother her so much as the frustration of having to separate her wardrobe into "skinny clothes" and "thick clothes". She can sometimes wear straight sized clothing and sometimes she wears plus-size clothing, but often she finds one size range to be too small while the other size range starts too large. She wishes more clothing with sex appeal was also comfortable and functional. Her favorite dress has pockets.

**NORA:** She is a 25 year old graphic designer and is transitioning from college student to working professional. She appreciates clothing that can be worn casually but has the potential of being "dressed up" for a night out on the town with her friends. Forever 21 feels too juvenile for her now, but shopping at more "grown up" stores makes her feel like her mom. While she no longer dresses quite as alternatively as she did as a teen, she still appreciates clothing with an edge. She has limited closet space and prioritizes clothing that she can easily mix and match.

## MANUFACTURING

Not to neglect the material aspects of sustainability, I also considered how this project could address excess fabric in the supply chain. One of my favorite DIY projects is overdyeing denim, to give old garments a new look. The nature of the indigo traditionally used in denim must be accounted for when planning overdyeing, so the color palette of this collection is based on what colors can realistically be achieved from overdyeing indigo blue deadstock denim. This can also be achieved using cold water, lower impact dyes, such as Procion fiber-reactive dyes (which have a water-friendly 70% absorption rate and excess dye can be resumed between batches). (Daileida, 2019)

For the printed elements of this collection, I propose using recycled polyester, which is not my favorite fiber in terms of sustainability, but it is the most consumer friendly in terms of launderability and wear time, especially when it comes to printed fabric. I propose sublimation printing, which is a more sustainable printing process (as it uses heat instead of water, keeping dye out of water systems) and can create sharp, detailed prints on polyester. (Ross, 2016)

## AATCC TEST METHODS

AATCC TM-135  
*Dimensional Changes of Fabrics after Home Laundering*

This test will ensure that the garments will not significantly change in size when laundered in the home setting. This allows manufacturers to create effective care instructions and set proper consumer expectations for laundering their pieces from this collection. Clothing that can be cared for in a consumer home are more likely to be worn and kept in wardrobes over time.

AATCC TM15  
*Test Method for Colorfastness to Perspiration*

This test determines the colorfastness of fabrics when subject to acid perperation. I think this test is important for any fabrics worn next to skin on areas of the body prone to sweat, especially with arm pits, which can discolor clothing over time. Clothing that can withstand changes to sweat are more likely to stay in wardrobes and out of landfills.

## AATCC MEMBERSHIP

As a student member of the AATCC, I can stay current on test methods and technology in the field of textiles, which is crucial in a STEM based field. As I make the transition from student to professional, my AATCC membership will give me the mentorship, network, and support system to find my place in the textile and apparel industry, as well as give me access to professional development events and workshops that I otherwise would not have available to me. I appreciate that the AATCC hosted a virtual event specifically going over these digital resources, committees, and publications that are provided to all AATCC members and will be of use to me as I finish my masters degree in textiles.

## SUSTAINABILITY

I believe a neglected yet important component of functional sustainability in clothing is adjustable fit. My primary goal with this capsule collection was to design garments that all include adjustable elements, with the purpose of meeting three sustainable objectives:

### 1. LONGEVITY

Consumers keep and use clothing longer that can adapt with their bodies as they change over time.

### 2. BODY ACCEPTANCE

It's natural for bodies to change over time and it is easier for consumers to make peace with their bodies when they do not need to purchase new wardrobes should they gain or lose weight. This promotes healthy mindsets that are less prone to overconsume fast fashion.

### 3. SIZE INCLUSIVITY

One of the major challenges that comes with designing for plus size women is the fact that there is greater diversity in body shape with larger sizes than there is with smaller sizes, meaning that two women who are a size 20 are more likely to have very different body shapes and fat/muscle distribution than two women who are a size 6. Incorporating adjustable design elements goes a long way towards creating clothing that is more likely to fit all body types. Another major challenge with plus size design is that there are many challenges that come with larger size distributions, ranging from the added cost of developing 7-9 sizes vs 4-5 sizes to the fact that some factories will not produce that many sizes for a single garment. Adjustable fit elements allows for brands to reduce the number of sizes produced per garment while not excluding larger bodies from wearing those garments.

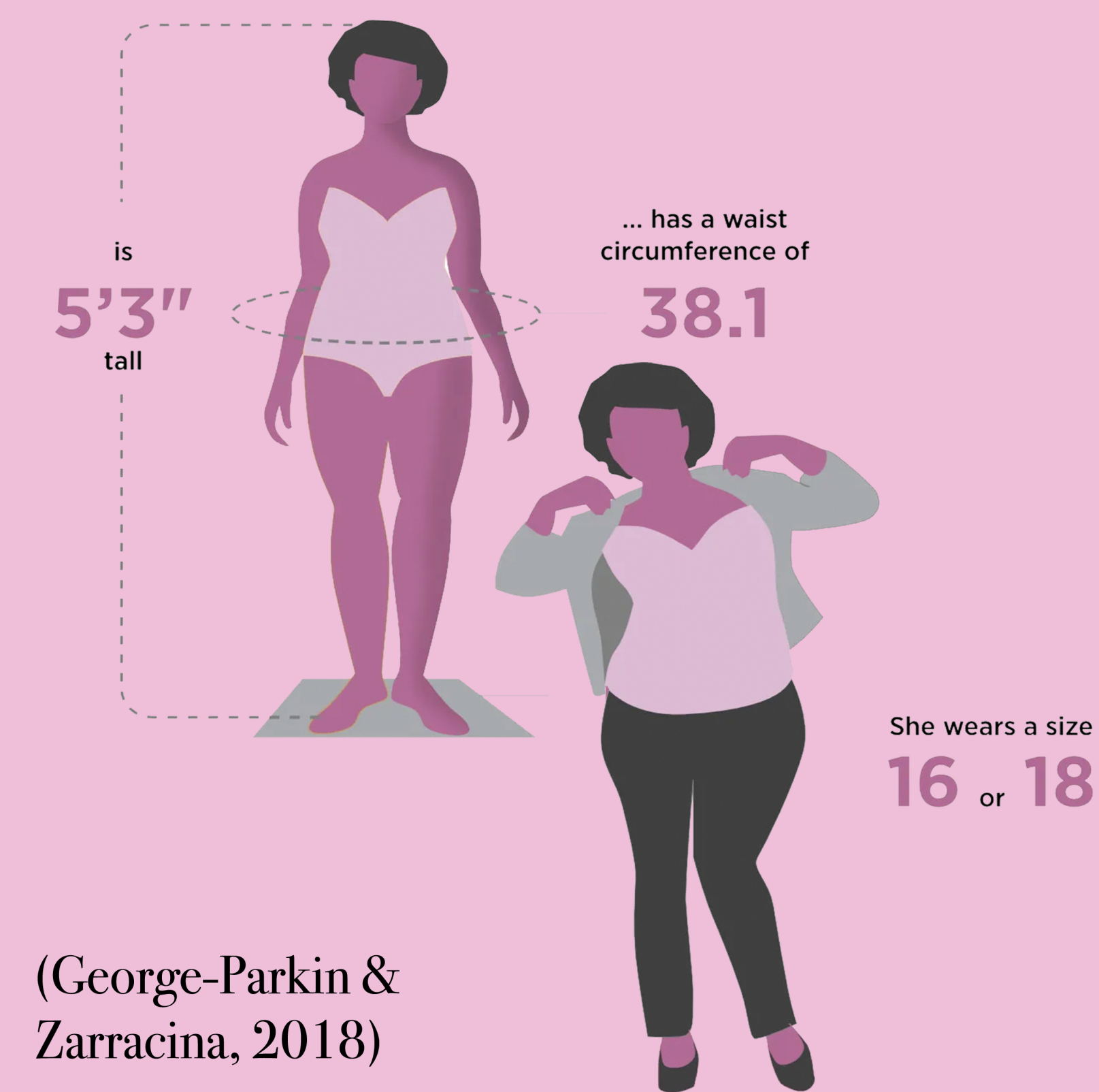
## AT-A-GLANCE

**MATERIALS:** 100% Cotton Denim (lightweight)  
100% Recycled Polyester (crepe and chiffon)  
**COLORWAYS:** 2 Denim (solid), 3 Polyester (print)  
**SIZE RANGE:** XS, S, M, L, XL, 2XL, 3XL

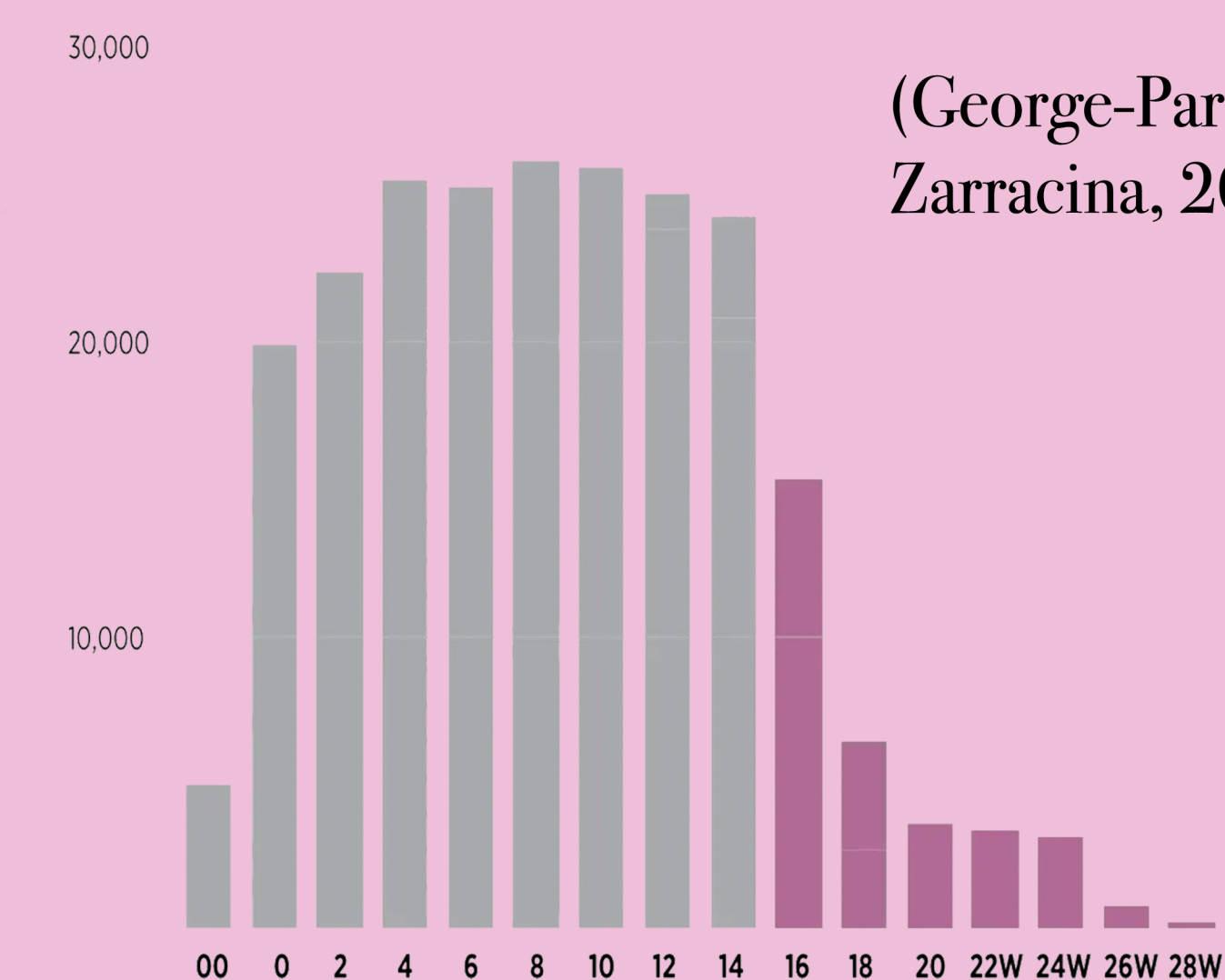
Every person deserves access to clothing that fits and nearly 70% of US women wear a size 14 or larger (George-Parkin & Zarracina, 2018), yet only 19% of clothing is produced in sizes above a US14 and only 8% of US brands offer plus size options (Seetharaman, 2022).

Many plus size women exclusively shop online- how much packaging does that waste? How much fuel during shipping does that use? Neglecting over 50% of consumers is a sustainability issue that needs to be addressed.

## The average American woman...



## Size breakdown of clothing available on Nordstrom.com

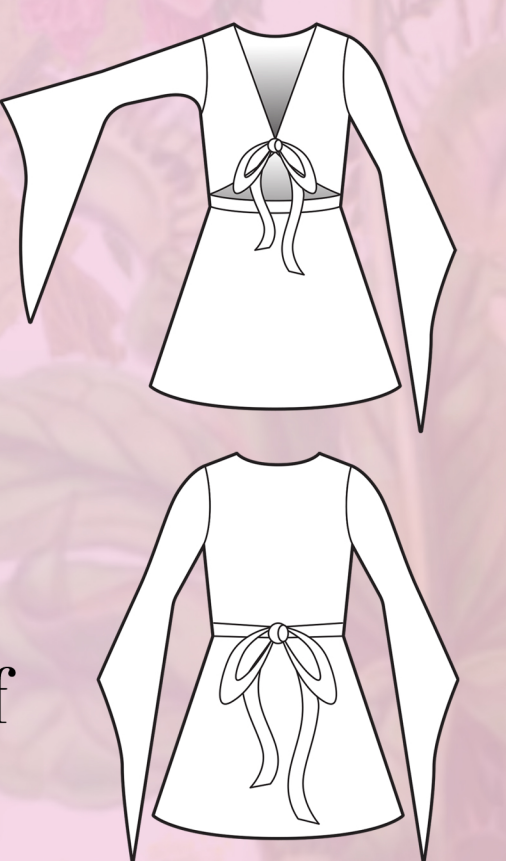


## ADJUSTABLE ELEMENTS

The adjustable design features I incorporated into the collection pieces are based on the style elements that I've found to be most effective for customizing fit over the past decade of my life as a fashion designer and the past twenty years of my life as an adult plus size woman who wears clothing.

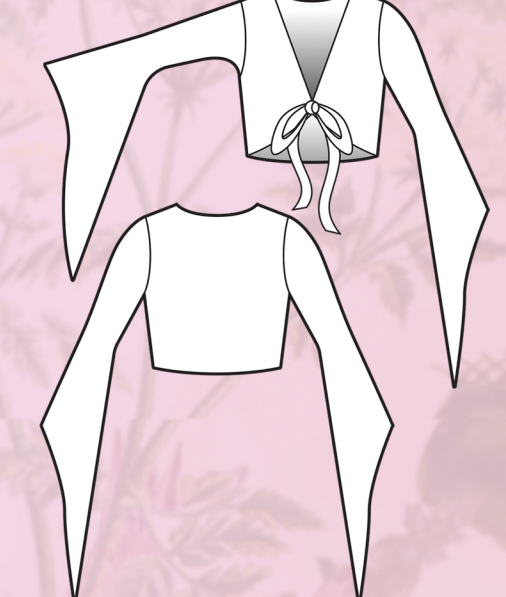
### VENUS DRESS:

This dress utilizes front tie closures and back waist ties to execute a custom fit. This also allows for the waist to be loose enough for the dress to be put on and taken off without use of a zipper.



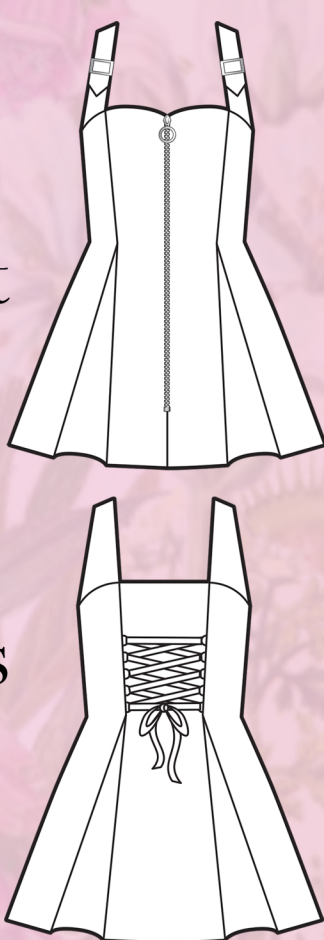
### FOXGLOVE TOP:

This top is essentially the top portion of the Venus dress isolated as a top and it uses the same front tie closures.



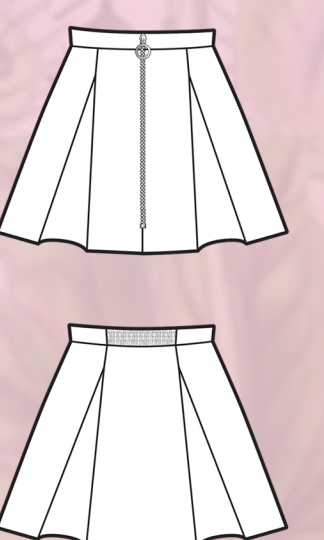
### BELLADONNA DRESS:

This dress makes use of adjustable shoulder straps and functional corset lacing at the back. I elected for lacing over elastic shirring because firm lacing allows for better support for women who may wish to wear this dress without a bra and allows for greater customization for how the waist is cinched.



### HEMLOCK SKIRT:

This is essentially the skirt portion of the Belladonna Dress isolated as a skirt and uses elastic shirring at the back waistband.



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