A Belle Fleur woman lives a environmentally friendly lifestyle, valuing quality and sustainability in everything she purchases. Belle Fleur combines high fashion colors and silhouettes with comfortable, lightweight, and stretchy materials to create a line of sustainable clothing that will be stylish now and for years to come.
Belle Fleur

Timeless Style

Belle Fleur incorporates classic and vintage style with modern silhouettes and design. The two piece womens suit has been a well adopted trend in the workplace since the early 1900's, made popular by Coco Chanel in 1914. Since then women have constantly been evolving and adapting to new trends, but the same underlying design element has always been desired; comfort. Belle Fleur combines high fashion colors and silhouettes with comfortable, lightweight, and stretchy materials and classic style to create a line of sustainable clothing that will be stylish now and for years to come.

Target Market

Women ages 25-40  
Income: $60-80,000  
Location: New York City  
Lifestyle: The woman who wears Belle Fleur is a big city woman living a glamorous lifestyle. She lives environmentally friendly, as she bikes or walks to work, gets her daily coffee in a reusable cup, buys locally and only purchases sustainable fashion. She likes to stand out, using her clothing to make a statement on who she is creatively, leaving a small carbon footprint in the meantime.

Sustainability

Belle Fleur uses all sustainable fabrics in the making of each garment. Tencel Luxe has natural comfort with great drapability, that is also lightweight and breathable. Tencel is created from the pulp of Eucalyptus wood, requiring less water and energy use than regular cotton. Econyl is a material similar to nylon giving it great stretch. It is created from synthetic waste such as fishing nets that are left in the ocean, which reduces waste and debris in the environment. Qmonos is a vegan, Japanese silk made from synthetic spiders. It imitates the look and feel of real silk, giving a luxurious appearance. 100% recycled cotton is repurposed cotton that is post-production or post-consumer which can reduce energy and water usage and is just as durable as regular cotton.

Quality

TM015-TM15-TM 15 Colorfastness to Perspiration: Determines the fastness of colored textiles to the effects of acid perspiration  
TM089-TM89-TM 89 Mercerization in Cotton: Method for the determination of the presence of mercerization in dyed and undyed cotton yarns and fabrics  
TM124-TM 124 Smoothness Appearance of Fabrics after Home Laundering: Determines the smoothness appearance of fabrics after being subjected to laundering procedures.  
TM128-TM 128 Wrinkle Recovery of Fabrics: Appearance method: method is used in determining the appearance of the textile fabrics after induced wrinkling.

End Use

Colorfastness for perspiration will be used to make sure material is functional in a high paced work environment, as well as for travel to and from work. Mercerization of cotton will be used for recycled cotton dying. Smoothness Appearance of fabrics after home laundering will be to make sure that the consumer can wash and dry their clothes at home without loss of quality in appearance. Wrinkle Recovery of fabrics will be used so that the consumer can transition from sitting for long periods of time at their desk, to walking to meetings, to getting lunch with coworkers, without getting wrinkled throughout the day.