AN INDIAN INSPIRED TRAVEL WEAR LINE

THE STORIES OF OORU

In Kannada, a South Indian language, Ooru is a general term meaning hometown or native village. It is often used as a proper noun, even though Ooru is different for each family. Every Ooru has its own customs and traditions, many of which are unknown to most of the world.

HIMALAYAN INDIGO INSPIRED TEXTILES (IN WARM AND COOL COLORWAYS) BASED ON THE ABUNDANCE OF THIS BOTANICAL IN INDIA NAIA™ FABRIC: 60% WOOD PULP, 40% RECYCLED PLASTIC

A COORDINATING PURSE WITH SEVERAL POCKETS FOR A WOMAN ON THE GO

OPEN SKIRTS/WIDE LEG PANTS TO ALLOW FOR AIREFLOW AND BREATHABILITY

BLOCK PRINTED TEXTILES ARE VERY IMPORTANT TO INDIA’S HISTORY AND CULTURE. THIS PRINT WAS MADE USING TRADITIONAL BLOCK PRINTING METHODS ON UPCYCLED SAREES (FIBER CONTENT VARIES)

A REPEATED MOTIF EMBROIDERED ON NAIA™ FABRIC: 60% WOOD PULP, 40% RECYCLED PLASTIC

THI SPRINT OF KOI FISH SWIMMING IN WATER EMPHASIZES MANY ALLUSIONS TO ANIMALS IN INDIAN MOTIFS

NAIA™ FABRIC: 60% WOOD PULP, 40% RECYCLED PLASTIC

NATURAL COTTON LINEN BLEND 95% ORGANIC COTTON 5% LINEN

THE SCARF OR DUPATTA IS A TRADITIONAL PART OF THE LOOK

LOOSE TOPS FOR MODESTY SINCE MANY WOMEN PREFER A LOOSER FIT
INNSPJRION
MY PARENTS BOTH GREW UP IN A SMALL VILLAGE IN SOUTH INDIA, WHERE THE NORM WAS TO LIVE A ZERO-WASTE LIFESTYLE AND USE ONLY THE RESOURCES GROWN ON THEIR FARMLANDS, MAKING THEM SELF-SUSTAINABLE WHILE RELYING ON SLOWER AND KINDER METHODS TO SURVIVE. MANY PRACTICES, SUCH AS TAKING OLD GARMENTS TO THE TAILORS TO GET A NEW GARMENT STITCHED, ARE STILL PREVALENT. SOME OF MY MOST MEANINGFUL CLOTHES ARE THOSE RECREATED FROM MY LATE GRANDMOTHER’S SAREES. RECENTLY, MY OTHER GRANDMOTHER HAS GIVEN ME A FEW OF HER SAREES THAT SHE IS NO LONGER ABLE TO WEAR, WITH THE HOPES THAT I CAN MAKE TRADITIONAL GARMENTS FOR MYSELF AND GIVE THE MATERIAL A NEW PURPOSE. ALTHOUGH THIS IS A VERY COMMON PRACTICE IN INDIA, IT IS VERY MEANINGFUL AND SPECIAL TO ME TO BE A PART OF THE STORIES OF THESE GARMENTS THAT ONCE BELONGED TO BOTH OF MY GRANDMOTHERS.

THIS TRAVEL WEAR LINES IS DESIGNED WITH THE INTENTION THAT A PERSON TRAVELING TO INDIA IS READY FOR EVERY OCCASION, THERE ARE MANY SIGHTS TO SEE, SUCH AS TEMPLES AND HISTORICAL SITES, AND EVENTS TO ATTEND, SUCH AS WEDDINGS, AND THIS COLLECTION PREPARES A TRAVELER FOR SUCH ACTIVITIES. THE FIRST LOOK, WITH THE ORANGE TOP AND COORDINATING SKIRT, IS THE MOST CASUAL OUTFIT OF THREE, INTENDED FOR WEARING ONCE OFF THE PLANE FOR SHOPPING TRIPS, WALKS THROUGH THE OUTDOOR MARKETS, AND LUNCH. THE SECOND OUTFIT, THE KURTEE AND PANTS, IS A STEP UP FROM THE FIRST OUTFIT WITH THE INTENTION OF BEING WORN OUT FOR EVENING TEA AFTER A VISIT TO THE TEMPLE. THIS OUTFIT IS SOPHISTICATED, YET STILL CULTURALLY RELEVANT WITH THE USE OF PRINT, EMBROIDERY, AND SILHOUETTE, THE THIRD OUTFIT, THE GRANDIEST OF THE THREE, IS INTENDED TO BE WORN FOR THE NIGHT AT A MORE APPEALING CELEBRATION. THIS CAPSULE COLLECTION HAS A RANGE OF USES DEPENDING ON THE TIME OF DAY AND LOCATION OF ACTIVITY, MAKING A TRAVELER PREPARED FOR A RANGE OF EVENTS DURING THEIR VISIT TO INDIA. THE COLLECTION, ALTHOUGH INSPIRED BY INDIAN TEXTILES AND CULTURE, IS RELEVANT TO THOSE TRAVELING FROM THE WESTERN WORLD, MERGING THE TWO CULTURES AND CUSTOMS TO CREATE AN INCLUSIVE LINE TO RESPECT THE CULTURAL NORMS OF INDIA.

FUCUS AREA
OVERTIME, AS NEW TECHNOLOGIES AND ACCESS TO SYNTHETIC MATERIALS, SUCH AS PLASTIC, HAVE BEEN INTRODUCED, THE IDEA OF DISPOSABLE AND TEMPORARY ITEMS HAS BECOME MORE POPULAR, EVEN IN THESE SMALLER VILLAGES. THIS HAS RESULTED IN THE LOSS OF CERTAIN NICHES JOBS THAT WERE VERY POPULAR ONCE UPON A TIME. MY MOTHER ALWAYS TALKS ABOUT HER CHILDHOOD DAYS OF VISITING LOCAL WEAVERS TO PURCHASE FABRICS. FROM MY MANY VISITS TO THIS VILLAGE, I HAVE NEVER EVEN WALKED PAST SUCH A PLACE, AS THIS CRAFT HAS NOW ESCAPED THIS TOWN. THIS COLLECTION IS MEANT TO BE A COLLABORATION WITH THESE ARTISANS. ALTHOUGH THESE SMALLER BUSINESSES ARE FADING, THERE IS STILL A GREAT DEMAND FOR LOCAL TAILORS, WHERE IT IS VERY COMMON FOR PEOPLE TO REQUEST OLD GARMENTS TO BE UPCYCLED.

THIS COLLECTION IS MEANT TO REMAIN TIMELESS AND BE PASSED ON THROUGH GENERATIONS, BY UPCYCLING SECONDS SAREES AND BLOCK PRINTING ON THEM TO MAKE THEM FEEL NEW AGAIN, IT INVITES CONSUMERS TO HOLD ONTO THE TEXTILES AND STORIES THAT COME WITH THE GARMENTS THEY ALREADY OWN.

COLOR PALETTE
THIS COLOR PALETTE IS INSPIRED BY THE POPULAR USE OF CONTRASTING COLORS AND COORDINATING PRINTS IN MANY TRADITIONAL GARMENTS IN INDIA. I LOVE BEING CONNECTED TO A CULTURE WHERE EVERY COLOR IS WORN EVERY DAY AND THERE ARE NO LIMITATIONS ON COLOR PALETTE BASED ON SEASONAL CHANGES OR TRENDS. THIS CREATES MORE TIMELESS PIECES, WHICH ARE, ALTHOUGH VERY COLORFUL, NEVER OUT OF STYLE. SUSTAINABILITY IN THE WESTERN WORLD OFTEN INSPIRES DESIGNERS TO CREATE MORE MUTED AND NEUTRAL COLOR SCHEMES AS AN ATTEMPT TO CREATE A TIMELESS WARDROBE. HOWEVER, IT TAKING INSPIRATION THROUGH A VIBRANT CULTURE AND COLLABORATING WITH ARTISANS LOCAL TO THE AREAS WHERE SUCH PRACTICES ARE POPULAR ALLOWS FOR A VIVID COLOR PALETTE, WHILE STILL BEING TIMELESS.

COLORFASTNESS TO PERSPERSION
THESE TESTS ENSURE THAT SWEAT WILL NOT AFFECT THE DYES ON A FABRIC. THIS IS IMPORTANT TO CONSIDER WHILE DESIGNING FOR INDIA, WHERE WEATHER CAN BE HOT AND HUMID, WITH AN INCREASED LIKELIHOOD OF PERSPERSION. THE PRINTED FABRICS SHOULD NOT BLEED DUE TO EXCESSIVE USE OR PERSPERSION AND IS ESPECIALLY IMPORTANT FOR THOSE TRAVELING FROM A COOLER CLIMATE TO A WARMER ONE.

COLORFASTNESS TO LAUNDERING
ACCELERATED
THESE TESTS ENSURE THAT DYES WILL NOT FADE AND THE HAND QUALITIES OF A FABRIC WILL REMAIN INTACT WHILE PERFORMING DIFFERENT LAUNDERING TECHNIQUES USING VARIOUS DETERGENTS. MANY PEOPLE IN INDIA RESORT TO HAND WASHING THEIR GARMENTS AND THIS TEST WILL SHOW WHETHER THE TEXTILES CAN SURVIVE THESE TECHNIQUES. A TRAVELER IN INDIA WILL NOT HAVE ACCESS TO LAUNDERMATS AND WILL HAVE TO RELY ON HOME METHODS FOR KEEPING CLOTHING CLEAN. THIS TEST METHOD IS IMPORTANT TO ENSURE THAT THE FABRIC QUALITIES, SUCH AS PRINTS AND EMBROIDERY, WILL NOT BE RUINED UPON WASHING.

DRYING RATE OF TEXTILES AT THEIR ABSORBENT CAPACITY
AIR DRY
THE PURPOSE OF THIS TEST IS TO MEASURE DRYING TIMES FOR TEXTILES. THIS IS IMPORTANT BECAUSE MOST OF THE COUNTRY RELIES ON AIR DRYING THEIR GARMENTS, AND IT IS VITAL THAT CLOTHES CAN DRY QUICKLY IN THESE CONDITIONS. FOR SOMEONE WITH ONLY ONE SUITCASE AND LIMITED TIME IN A LOCATION, IT IS IMPORTANT THAT CLOTHES CAN DRY QUICKLY. FROM WASHING TO BE WORN AGAIN OR PACKED AWAY FOR TRAVELING. THIS TEST ALSO HELPS TO ENSURE THE FABRIC QUALITIES THAT A TRAVELER ON THE GO WILL NOT HAVE SLOW PERFORMANCE FROM THE HEAT AND WILL DRY QUICKLY WHILE THEY ARE OUT.

AATCC MEMBERSHIP BENEFITS
AS AN AATCC MEMBER, I WILL BE CONNECTED TO MANY PEOPLE IN THE INDUSTRY WHO ARE MORE EXPERIENCED. THIS WILL ALLOW ME TO MAKE CONNECTIONS AND EXPAND MY KNOWLEDGE TO IMPROVE MY DESIGN PROCESS. I WILL ALSO HAVE ACCESS TO DIFFERENT COURSES AND UTILIZING CERTAIN RESOURCES, SUCH AS THE TESTS, WILL BE MORE ACCESSIBLE, ALLOWING ME TO DESIGN FOR PEOPLE IN LOCATIONS AND DIFFERENT CONDITIONS FROM MINE.

AATCC EVENT
AFTER ATTENDING THE RUNWAY OF DREAMS EVENT, I UNDERSTOOD HOW IMPORTANT INCLUSIVITY IN FASHION IS. IT WAS EYE-OPENING HEARING FROM PARENTS WITH FIRSTHAND EXPERIENCE WORKING AROUND THEIR KIDS’ DISABILITIES. I LEARNED THAT IT’S IMPORTANT TO HAVE A COMMUNITY AROUND ME TO ADDRESS THE NEEDS OF THOSE ON MY CAMPUS AND UNDERSTAND WHAT IS RELEVANT HERE. IT IS ALSO IMPORTANT TO KNOW THAT THE SAME KIND OF NEED MAY COME FROM VERY DIFFERENT REASONS AND UNDERSTAND EACH PERSON’S CAPACITY TO ADDRESS THEIR NEEDS.