LACERTILIA
functional travel apparel for millennials with limited mobility

Item #1
Reversible Asymmetrical Crop Top
- Two columns of magnetic buttons on the inner and outer chest piece
- Functions as extra support perfect for low impact activities such as hiking
- Customers can enjoy multiple looks by turning the crop top inside out for another color or by layering

Item #2
Wide Collar Tank Top Dress
- Velcro straps to widen collar
- Large invisible pockets with secret port openings
- Magnetic zipper running on both sides of the dress from upper thigh to the hem
- Can be worn zipped, unzipped on both sides, or unzipped on one side

Item #3
Light Weight Detachable Longsleeve/T-Shirt
- Full length magnetic zipper
- Side pocket with secret port
- Reversible skirt for additional color options
- Can be used as a towel when completely unzipped perfect for spontaneous beach days

Item #4
Detachable Leggings with Reversible Leg Sleeves
- Waistband flips down with large secret pocket for stoma bags
- 1 velcro closure followed by 3 magnetic buttons
- Two side pockets with secret port openings
- Detachable leg sleeves to transform leggings into biker shorts (magnetic zipper)
- Reversible leg sleeves for color variation
- Magnetic buttons on the ankle to fit around prosthetics, braces, or boots
- Waistband flips down to reveal large secret pocket

Item #5
Maxi Skirt With Full Length Zipper
- Magnetic buttons on the back of the sweater
- High low design to prevent bunching when sitting
- Detachable sleeves to transform long sleeves to short sleeves or slit sleeves (magnetic zipper)
- Detached sleeve can be flipped inside out for additional colors
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TARGET MARKET

Ren (they/them)
- 32-year-old colon cancer survivor who has nerve damage in their fingers due to chemotherapy
- recently transitioned to the digital nomad lifestyle as a slow travel blogger
- loves dressing up and going out
- 1 in 4 US adults living with a disability [3]
- 1 in 7 adults living with mobility [3]

Susil (she/her)
- 26-year-old sustainability intern for a prosthetic manufacturing company
- enjoys discovering new coffee shops and bakeries
- is reading "Bracing Sweetgrass" by Robin Wall Kimmerer
- her wheelchair gives her the freedom to enjoy spontaneous outings
- prefers to reduce her environmental impact rather than simply recycling everything

Textile Colorfastness
(1) AATCC 8, 116 Colorfastness to Crocking (2) AATCC 15 Colorfastness to Perspiration (3) AATCC 61 Colorfastness to Laundering Color should not fade or transfer to encourage consumers to use these garments longer. These AATCC test methods use the grayscale for color change and grayscale for staining to assess colorfastness due to friction, perspiration (swat), and home laundering.

Laundering and Cleaning
(1) AATCC 124 Smoothness Appearance to Home Laundering (2) AATCC 130 Oily Stain Release (3) AATCC 135 Dimensional Change to Home Laundering
Travel apparel needs to be easily laundered without wrinkles, staining, stretching, or shrinking. Using typical home laundering conditions, these AATCC test methods determine the appearance and physical alteration after laundering.

Strength and Durability
(1) AATCC 93 Edge Abrasion – Loss in Strength Garments will encounter mechanical forces (e.g., rubbing or compression). To determine how much wear and tear a garment can withstand, loss in strength is measured by comparing the strength of control samples and abraded samples.

SUSTAINABILITY

The use of plastics such as polyester, nylon, and Spanex has significantly increased with the growing popularity of athleisure. Although giving life to recycled plastic is a great initiative, here at Lacertilia, we focus on reducing from the amount of plastic used from the beginning of the lifecycle. This also reduces the number of microplastics released from our garments.

At Lacertilia, our biodegradable fabrics are blends of hemp, recycled cotton, and wool. This blend of fibers were selected due to their unique natural characteristics. Hemp is easily blended with other materials and is extremely durable. Both hemp and wool have odor-resistant properties. Wool also has water-resistant properties making it feel breathable longer. The addition of wool also gives the fabric more resistant to wrinkles. Recycled cotton is added into the mix to reduce the amount of waste and increase comfort.

Lacertilia garments are designed to be multifunctional. This makes it easier to use and pack for vacations while reducing the number of garments needed.

AACTC TM

MILLIONNARIES

Limited Mobility

ABOUT LACERTILIA

With the postponement of international travel and the successful delivery of the COVID-19 vaccine, consumers are eager to begin traveling once quarantine is lifted. Lacertilia offers functional travel apparel for consumers conscious about sustainability and the environment. The collection uses easy closures and design techniques to suit those with limited mobility. The multifunctional designs are mindful of climate and environmental change, limiting the number of products consumers need to buy. The collection is made of biodegradable material, so waterlovers do not have to worry about leaving microplastics behind.

Lacertilia’s philosophy is to reduce the number of products consumers need to buy and extend the lifecycle of each garment using a cradle-to-cradle circular economy approach. This collection provides two functions: (1) multifunctional travel apparel, which in turn, reduces waste and is packing friendly (2) customization, which allows consumers to adjust the garments to their specific needs.

ADAPTABILITY

According to the CDC as many as 1 in 4 Americans have a disability [3]. In 7 adults has a mobility disability making it the most common type of disability [3]. There are several causes that can limit mobility including, but not limited to, partial or total paralysis, arthritis, cerebral palsy, and nerve damage due to strong medication such as chemotherapy or radiation. It was found that people with more mobility tend to have a higher quality of life [7].

There’s no need to fuss with buttonholes, hooks, or lining up zippers properly since a combination of Velcro, magnetic buttons, and magnetic zippers are used instead. Pockets with hidden medical port openings are featured throughout this collection. This collection is designed to make dressing easier and faster inspiring confidence in anyone who wears these designs!

INSPIRATION

1950s Pop Art

Lacertilia was inspired by 1950s pop art, which brought optimism to a post-war economy — a sentiment millennials can relate to due to COVID-19. Pop art brought art and design to younger Americans by blurring the boundaries of hierarchy. Similarly, social justice movements and activism have become more prevalent in media and daily life. Pop art is characterized by vibrant colors, youth, and hostility.

The designs are inspired by a lizard’s ability to adapt to its environment and athleisure. Customers with limited mobility can easily customize this collection depending on their needs because of magnetic clips/zippers and velcro. In addition, the customization ability is perfect for travel. Instead of bringing a sweater and t-shirt, why not just bring one?

REFERENCES