

Sustaina-cation

Sustaina-cation is your new favorite sustainable resort wear!

~Versatile and sustainable made to make you look and feel good about the clothing you are wearing. Made of all natural, organic materials that are produced using only eco-friendly dying, washing, and manufacturing techniques.

~Top: Ultra scoop, cowl, halter top made of sustainable Supima cotton.

~Top: Cropped, mock halter including an adjustable tie, complimented by a deep V neckline and long flare sleeves made of lightweight Supima cotton.

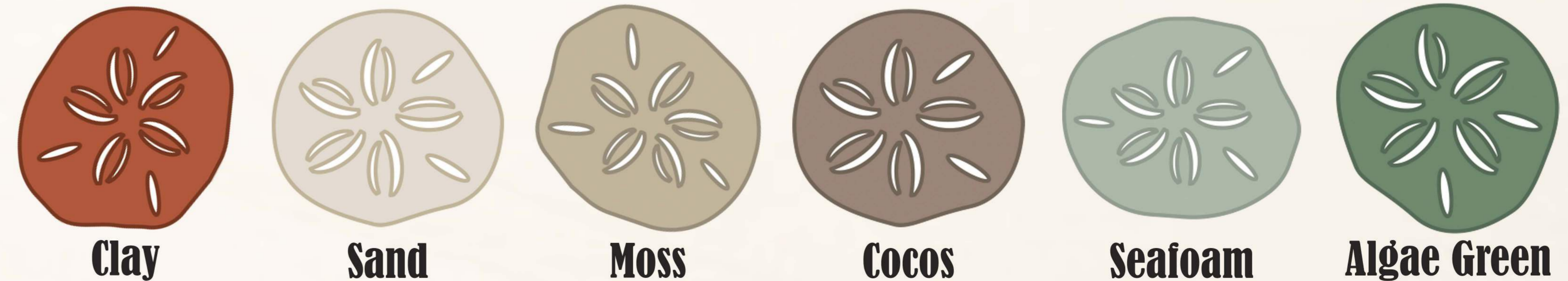
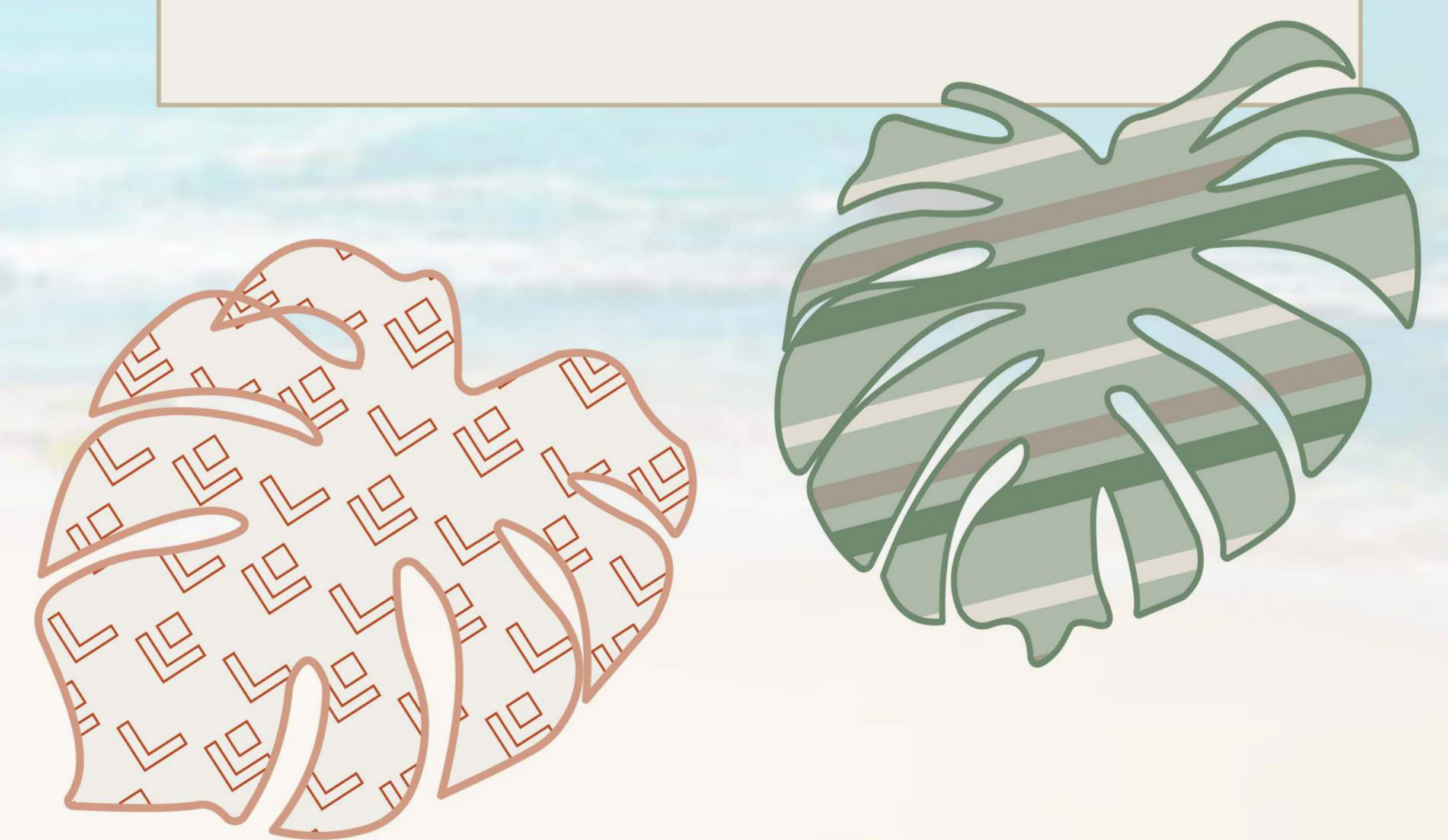
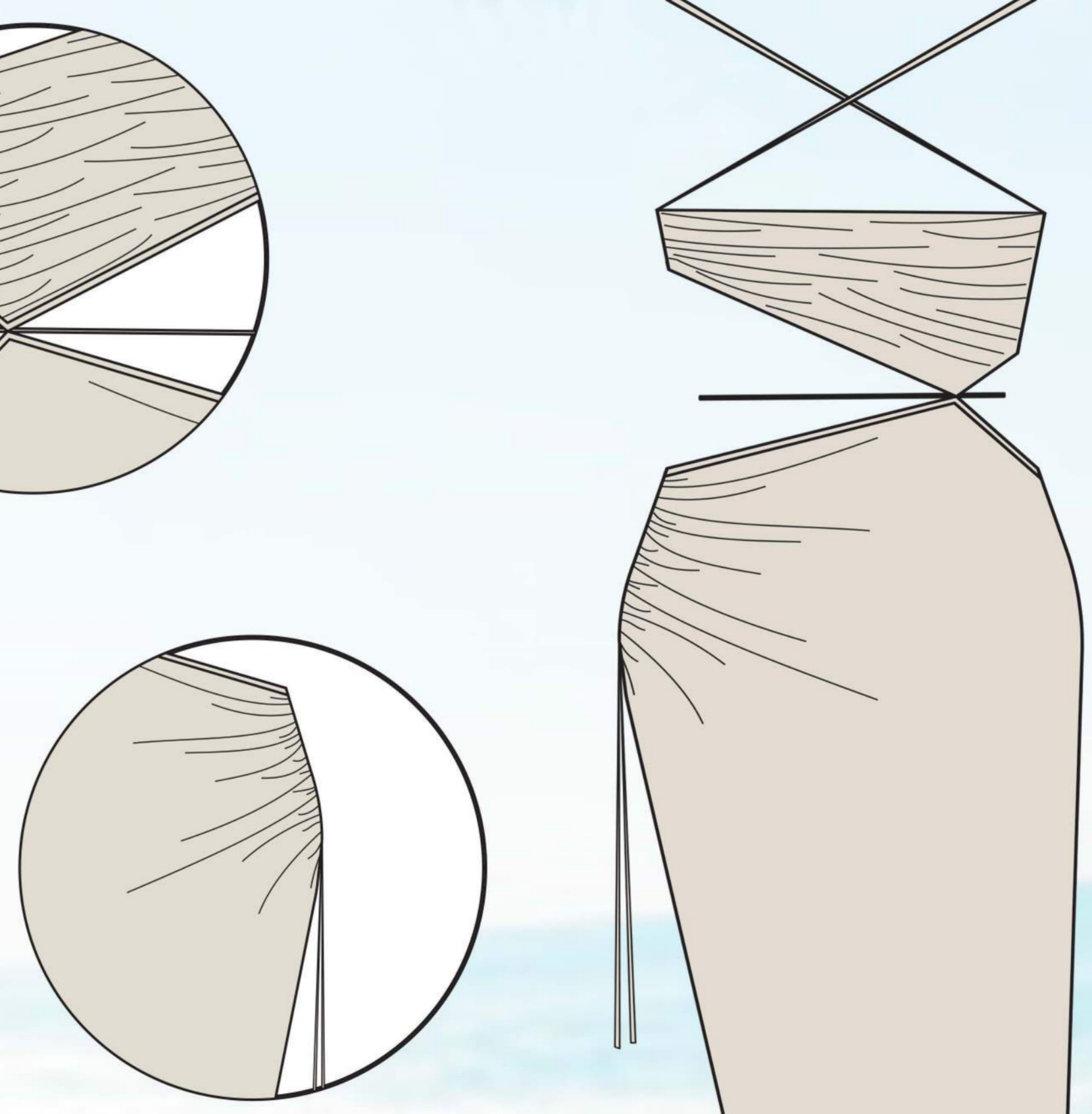
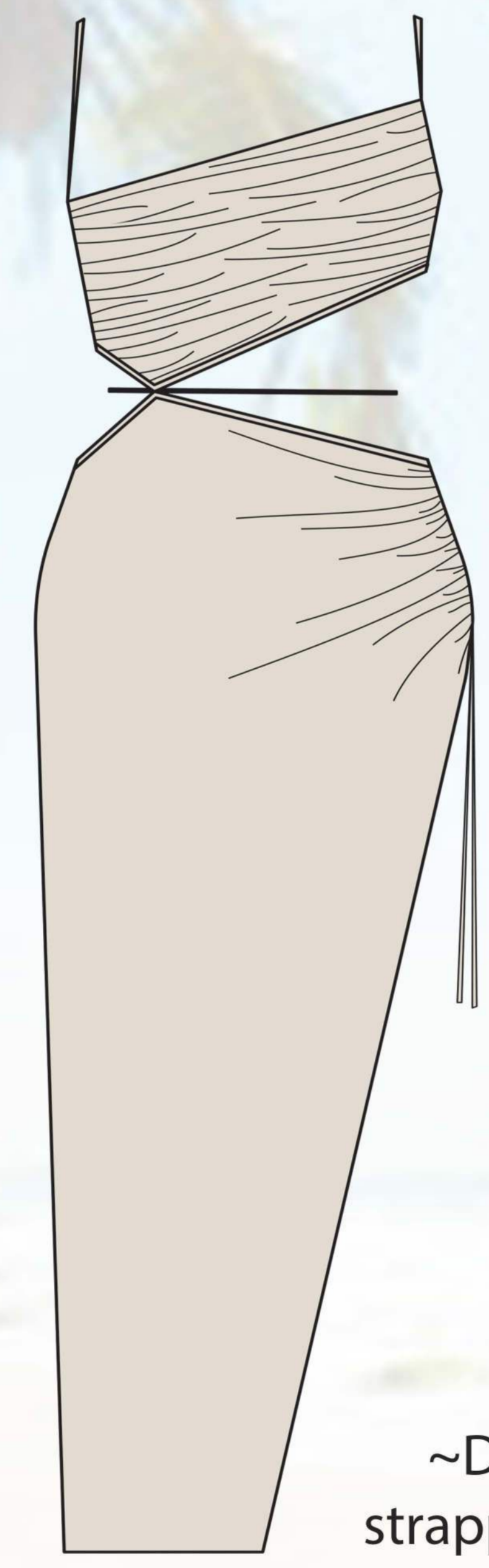
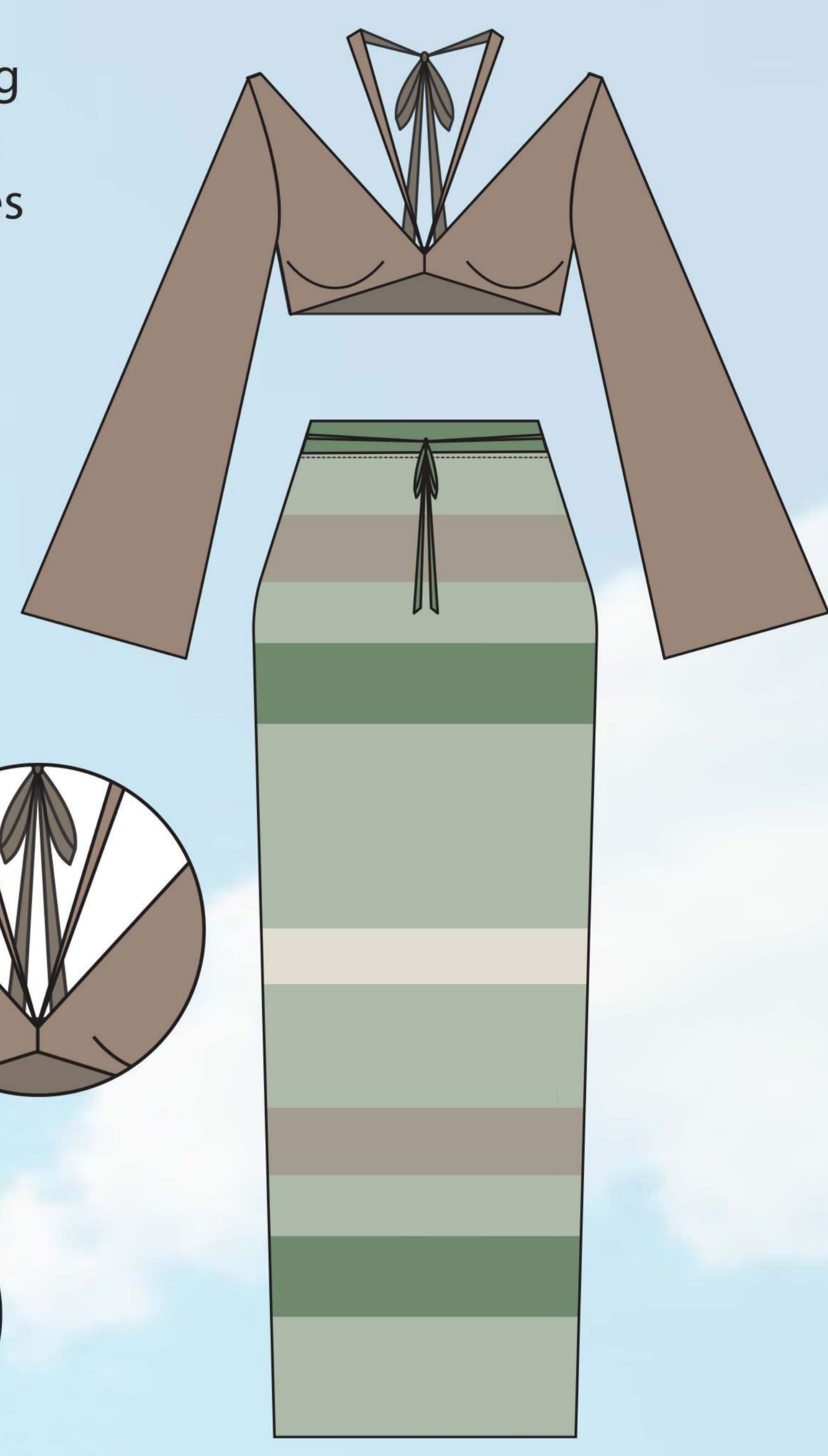
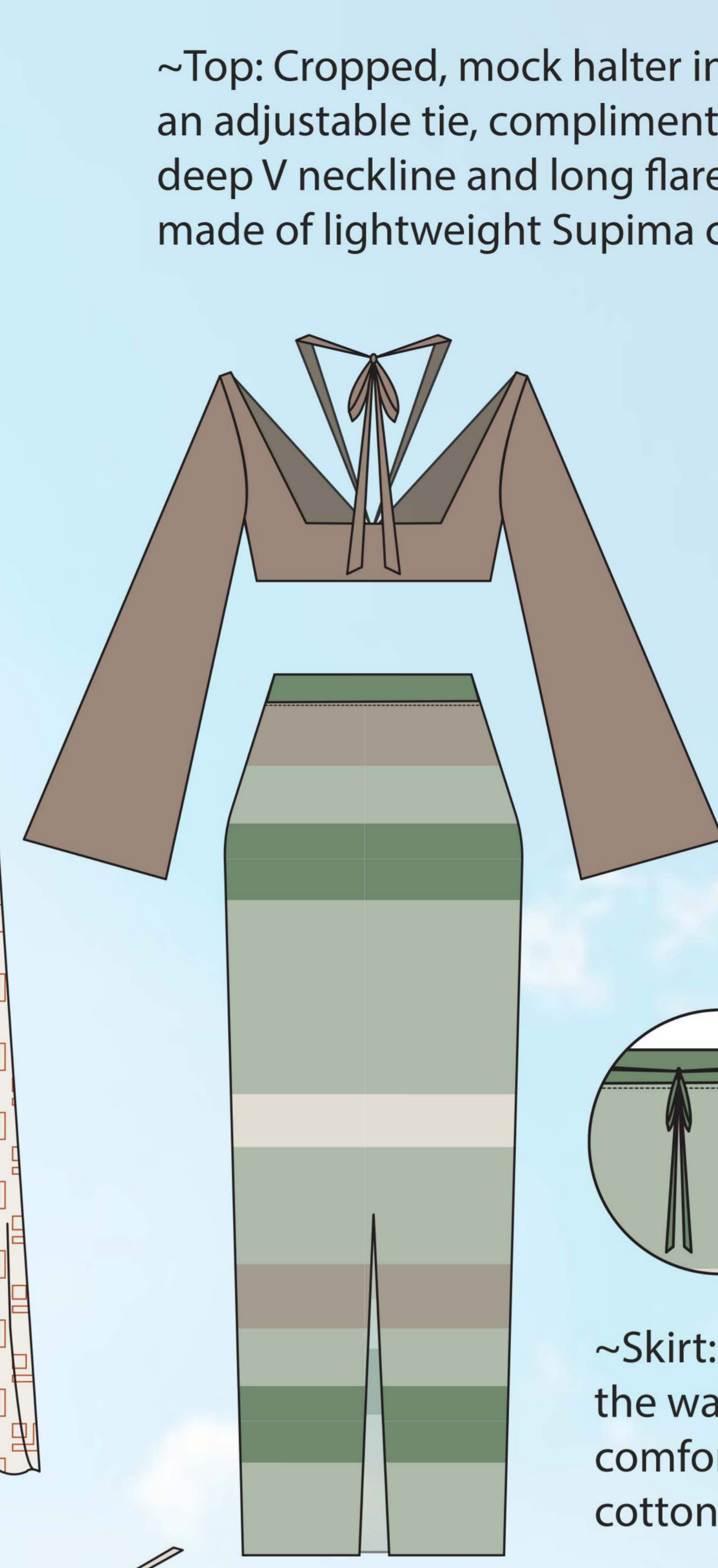
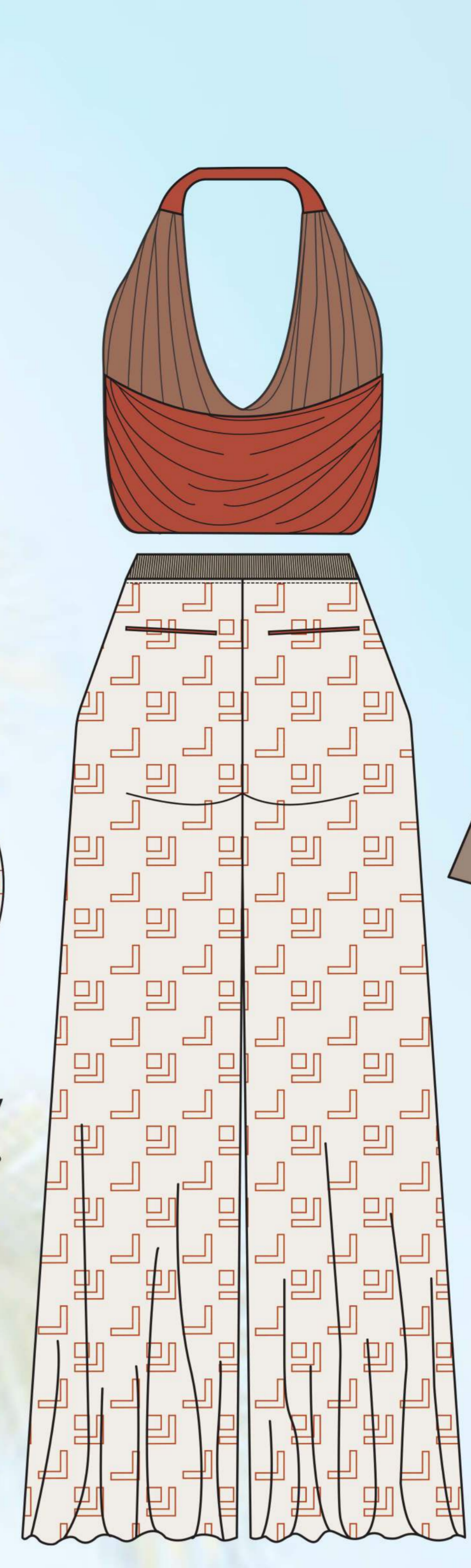
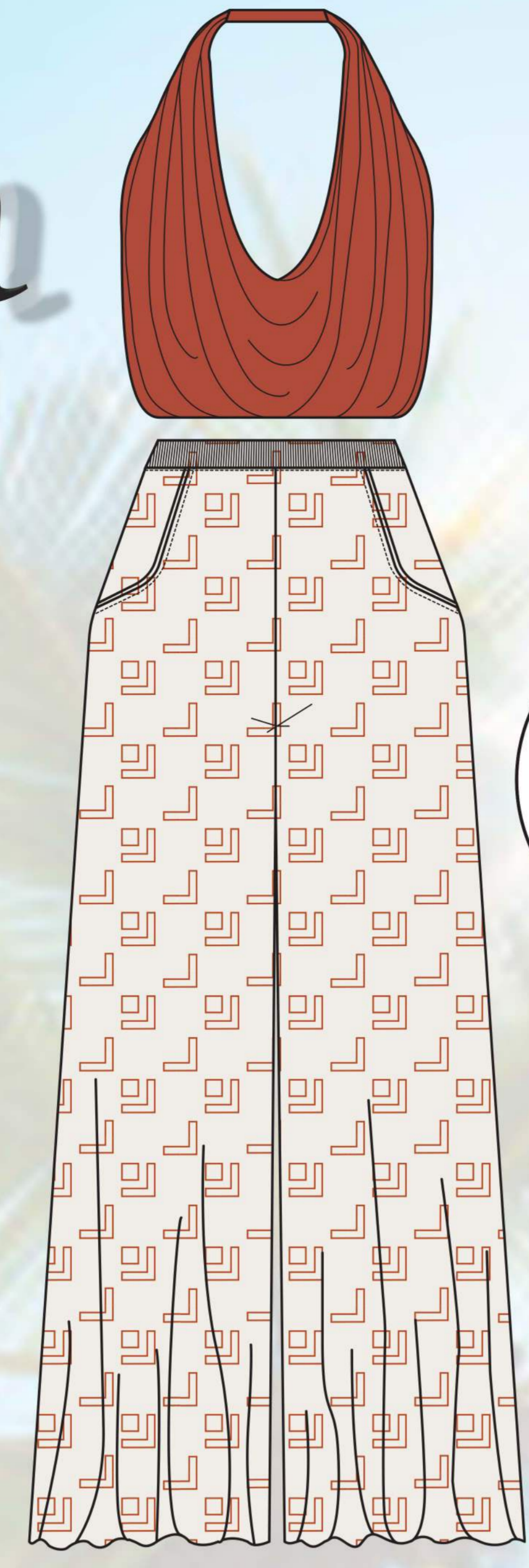
~Pant: Valuminious, wide leg, linen pant with graphic print. Featuring spacious front and back pockets good for on the go and an wide elastic waistband.

~Skirt: High waisted, midi skirt with drawstring at the waist and slit on center back for all day comfort and versatile wear made of a handwoven cotton knit.

Textiles and Materials:

~ Recycled or Supima cotton as well as organic, unbleached linen. Sustainably dyed with natural, plant-based colorfix such as madder and indigo/ turmeric blends.

~Dress: Heavily ruched asymmetrical, strappy, cocktail dress. Featuring large side cut outs, an alterable bias strap that accentuates the waistline as well as adjustable ruching channel at the hip. Constructed out of lightweight yet durable, conforming linen.



Inspiration

The inspiration for *Sustaina-cation* comes from a personal desire to find trendy but sustainable vacation wear for the upcoming summer. Originally, I wasn't paying much attention to what or how the garments were made but after doing research and projects revolving around sustainability, I have started to pay more attention to where my clothing is coming from. There should be more brands or lines for sustainable and eco-friendly resort wear available so I decided to take that route

Target Consumer

Sustaina-cation is made for every young woman wanting to look and feel their best on their next tropical adventure. Targeting young women between the ages 18-35 who are seeking stylish, versatile, and sustainable alternatives to their favorite resort wear styles. While staying in tune with trends, each garment is designed and produced with the wearer in mind. *Sustaina-cation's* goal is to become your new go to brand when it comes to comfortable, durable, eco-friendly garments every customer will love and feel good about adding to their wardrobe.

Sustainable Practices and Techniques

Fibers:

-From sourcing to producing, *sustaina-cation* prides themselves on practicing many sustainable techniques. Textiles are made only from a selection of natural fibers such as recycled cotton, high quality Supima cotton, and unbleached linen. These fibers are all sustainably sourced from trusted and certified partners who produce the most organic cotton and linen. These partners not only avoid having to use irrigation systems but they stray from using pesticides and chemicals in their fields, which allows them to recycle the water they do use for many other things.

Dying:

-With the use of natural plant-based dyes in all of our products, there are no traces of toxic chemicals within our products but it also alleviates the concern for the environment. Using natural dyes helps the fight against the fashion industry's contribution to global pollution. These dyes are biodegradable and non-toxic, making any waste (if any) that ends up back into a body of water won't contribute to water pollution.

AATCC Membership Benefits

The AATCC student membership is extremely beneficial for anyone who has an interest in learning more about aspects of the fashion industry. As a member, you gain access to informational webinars, factual information, AATC testing methods, and much more. While researching for this competition piece, the AATC membership has been extremely helpful. Access to the abundance of information has broadened my knowledge of how much goes into testing materials throughout the production processes. Now that I have the student membership, it has also come in handy when researching for other classes and projects

Testing Methods

AATCC TM20:

-This test method is used to describe and identify the physical, chemical, and microscopical techniques used in textile fibers. The test is conducted by examining either the raw fiber or from the yarn of the final fabric. By using this test method we are able to confirm that all components of the textile are up to our standards for our sourced fibers.

AATCC TM107:

-Colorfast testing is another crucial test to ensure the quality of our products. This test will determine how the color will react to washing, heat, and the life of the color used throughout the textile. Conducted by immersing the fabric in water with specific temperatures, time duration, and pressure. In *sustaina-cation's* case it is incredibly important to determine the quality of our plant-based dyes and to ensure not only that the colors will last but that our dyes don't contain any chemicals or preservatives.

AATCC TM LP1:

-This testing method will help provide information for our product machine laundering suggestions. Using this testing procedure will establish proper home laundering techniques that will ensure the life of *sustaina-cation* garments. This test is also combined with several other testing methods including appearance, care label verification, and flammability of the material.

AATCC Event Recap

The AATCC event was very eye opening provided a lot of information to think about. The speaker spoke about the rate our planet is deteriorating and the possibility of us having to relocate to space within the next 100 years. He spoke about what materials we would need, why they were requirements of living in those conditions, and how we (the entire population of earth) would live together. After speaking about how life would be in space, he spoke about what precautions we could take here on earth to help prevent this scenario from occurring. The same practices of recycling or preserving materials could and should be implemented today on earth. There are many factors that play a roll in the worlds pollutants but the fashion industry is one of the top polluters. We can stop or at least lower the number by taking action now. We need to stop thinking of what "planet" or spacecraft is our back up plan and save our planet.

