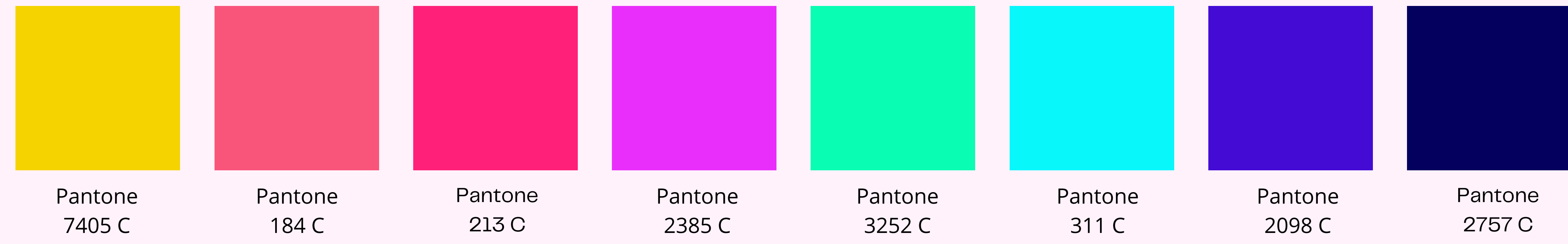
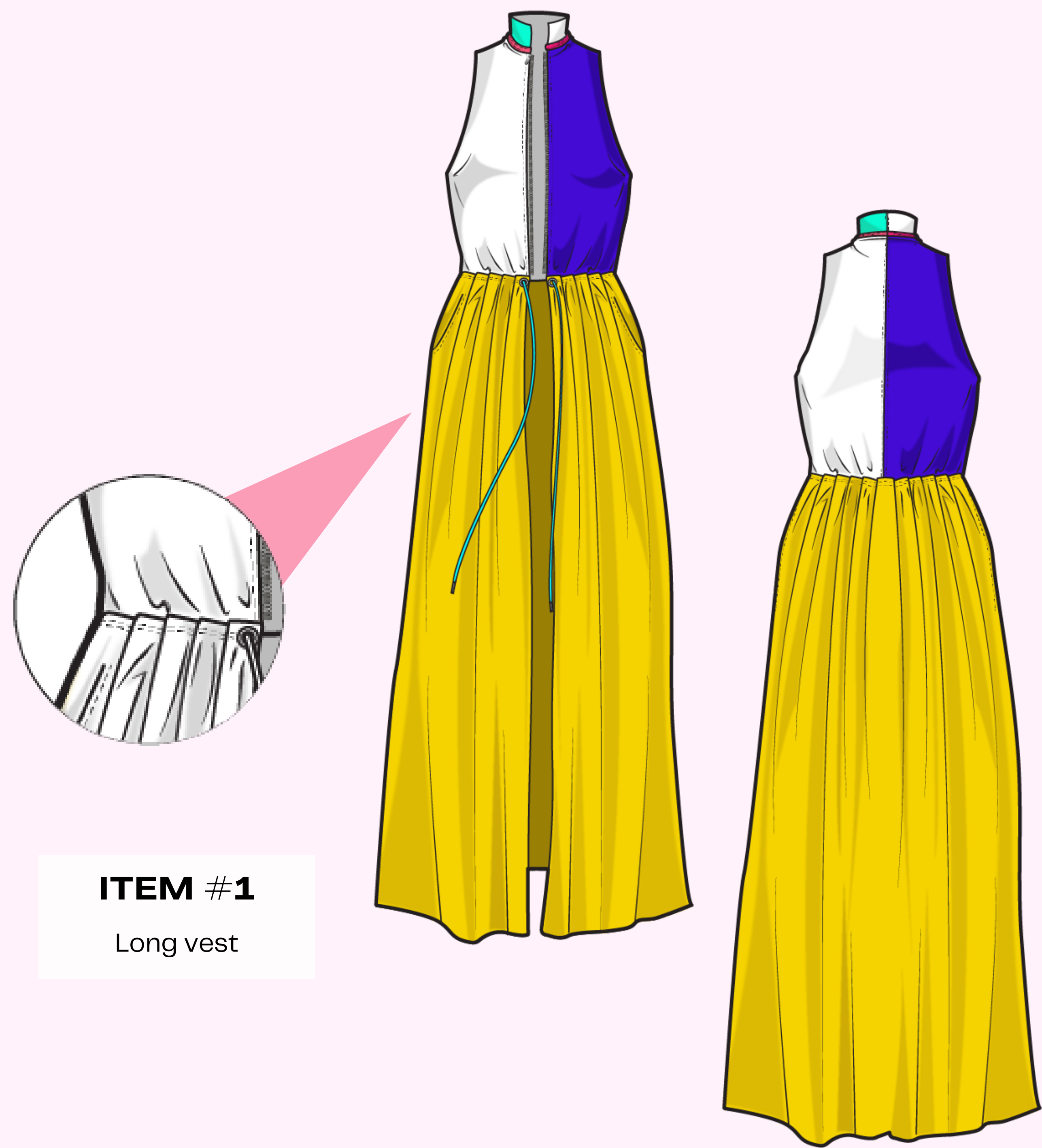
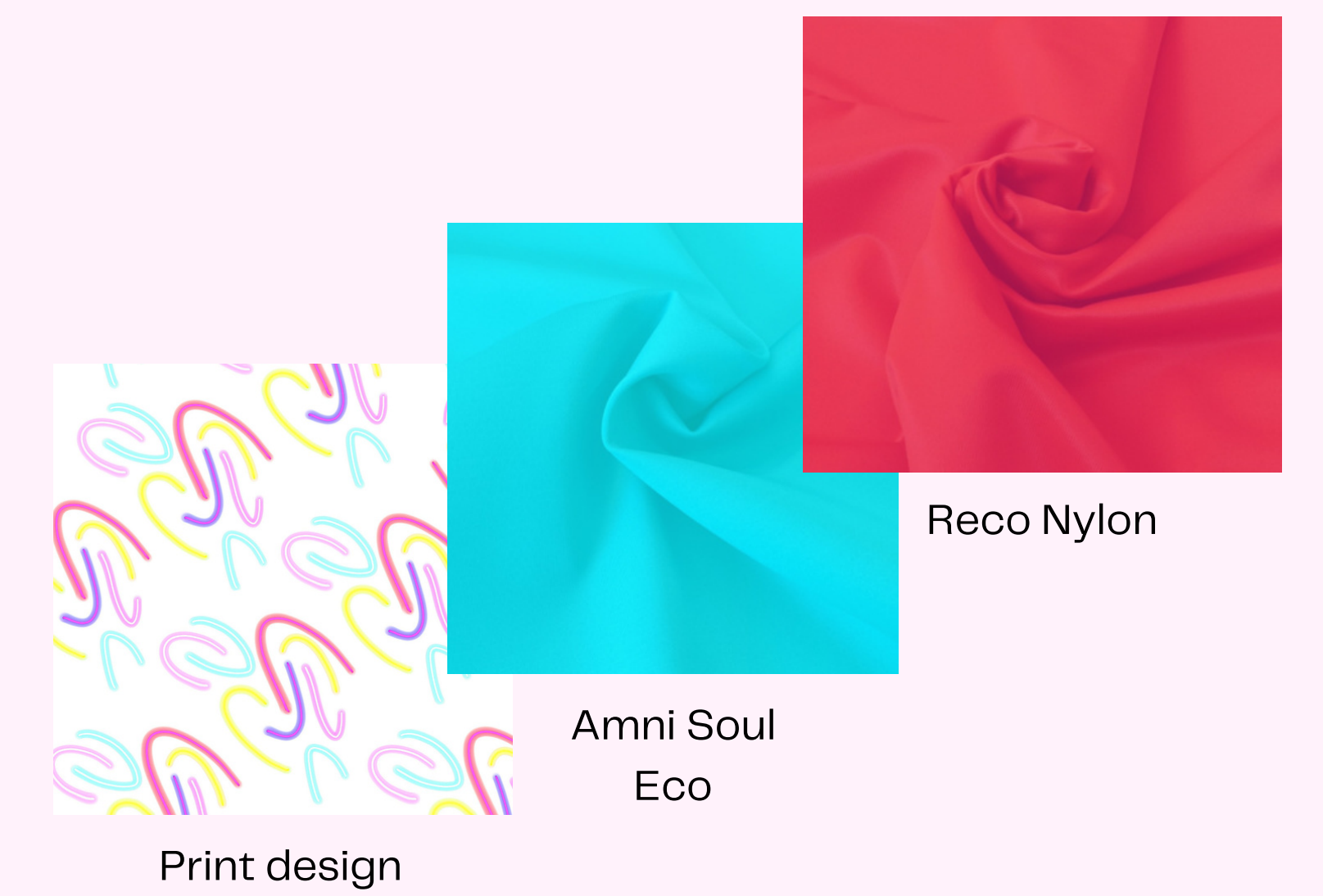


MOVEMENT

collection inspired by 1990's Hip-hop



The vibrant and young color palette for Generation Z inspired by 1990's Hip-hop and rap culture



ITEM #1
Long vest



This long vest has a zipper on top and elastic on the waist. Customers can enjoy different looks by adjusting the elastic. By zipping up the top, this vest also functions as a long dress. The side pockets are another feature to offer convenience that the target customer, Gen Z, seeks when they purchase fashion items. The high quality fabric and multifunction design enable customers to retain the item for longer time.



ITEM #2
Hoody & Pants



- The hooded top has elastic in the center, setting this item apart from other hooded tops. Customers can use the elastic and make the top look like a cropped top, which is one of the most popular items in 1990's Hip-hop culture.
- The wide pants have delicate pleats from the waist line creating beautiful movement and comfort for wearer. The vibrant print design adds a hint of 1990's Hip-hop fashion.



ITEM #3
Dress



This is a dress with elastic cutting across the body diagonally. With the elastic, customers are able to enjoy different sizes and aesthetics with fun shirring effects. In 2021, the 1990's hip hop inspiration met the visually pleasing function that Gen Z would like to go along with their Athleisure look.

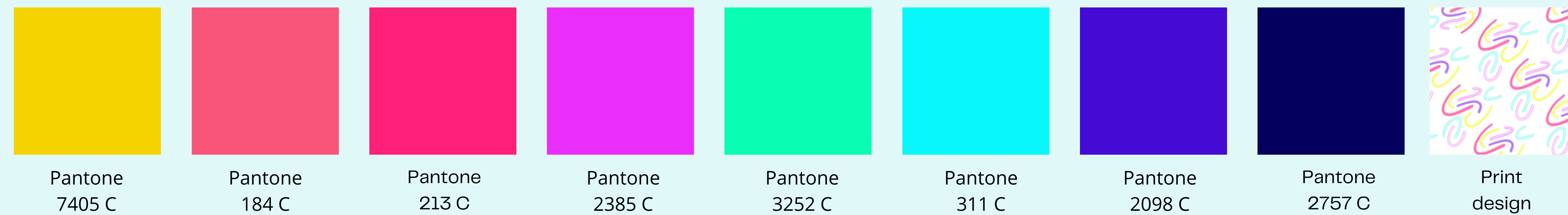


ITEM #4
T-shirt & knit belt & shorts

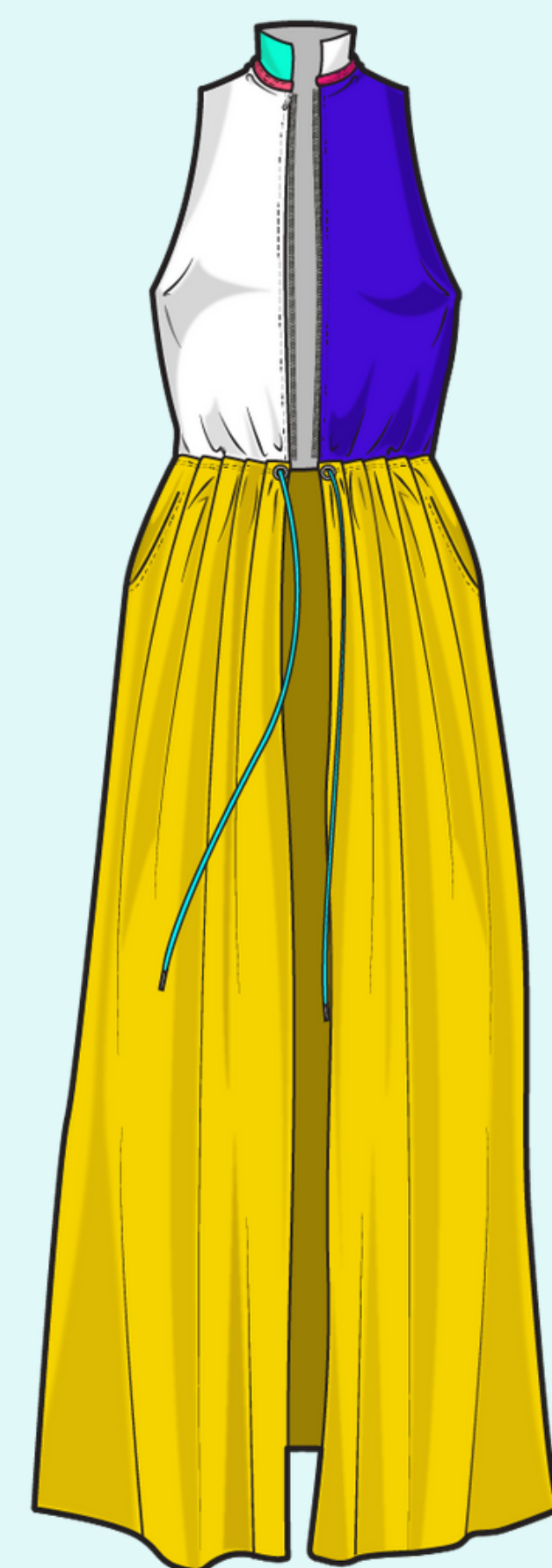


- The knit belt was inspired by the Hip-hop style that reveals female's waist. This belt is made with knit fabric, so that it provides both hourglass body shaping and comfort at the same time.
- The pair of wide shorts were inspired by the basket ball player's uniforms, which were one of the main items of clothing for 1990's rappers.
- This collection brings aesthetics from 1990s and improves upon it with ethically and sustainably made fabrics. Gen Z's awareness in fashion sustainability is getting more popular, and the collection fully accommodates that.

MOVEMENT collection inspired by 1990's Hip-hop



Colors were carefully chosen from the 1990s vibrant color scenes. This color palette delivers hope and joy to the target customers, Generation Z, who need them the most now in order to make a new leap forward post-pandemic world



ITEM #1
Long vest



ITEM #2
Hoody & Pants



ITEM #3
Dress



ITEM #4
T-shirt & knit belt & shorts

TARGET CUSTOMER Generation Z

- *Miho*
 - is 21 years old and a college student
 - loves to dress up
 - aspires to be a social media influencer
 - thinks it takes too much time to change clothes for classes, grocery shopping, hanging out and poses for social media
 - looks for clothes that can fit all occasions and still look cute
- *Zack*
 - loves going shopping
 - learned about the impacts the fashion industry makes and was shocked by it
 - follows sustainable fashion brands and activists on social media
 - is an ambassador of a sustainable fashion union at his college chapter
 - still needs new clothes that can minimize the environmental impact on each stage of producing, using and finishing the use

MARKET RESEARCH Generation Z

Demographics

- Born between 1996 and 2015, generation Z is between 6 to 25 years old
- The population of Gen Z in the U.S. is 55.88 million consisting of 16.8% of the U.S. population
- At least half of Gen Z adults live with their parents
- Boesel, Kristen. "Marketing to Gen Z: Incl Impact of COVID-19 - US - May 2020." E-book, *Mintel*, 2020

Psychographics

- When Generation Z chooses a brand, ethics and politics come in as important issues, and they are willing to pay more for products that are sustainable.
- Because most of groups in this generation are still in school, they need clothes that can fulfill their versatile activities while looking good for photos at any time.

SUSTAINABILITY FOCUS II

Sustainability is not an option anymore. Circular fashion and cradle to cradle models are now a part of a newly emerging sustainable fashion movement. Reusing, recycling, swapping and retaining are the actions that brands and customers can take together. This collection is built with materials that offer better durability for longer use and biodegradability for the end-use stage. The manufacturer of the materials concerns themselves with the the impact of production goods, while still running their factories reducing water loss, carbon emission and waste generated during manufacturing.

ABOUT MOVEMENT

Due to the unexpected recent global crisis, people are becoming more and more nostalgic. MOVEMENT offers aesthetically pleasing and functional designs that are comfortable while still giving the wearer piece of mind that they are being environmentally conscious.

MOVEMENT was inspired by 1990s Hip-hop and rap fashion, evolving into a utilitarian level collection. From the stage of material sourcing, the collection considered everyone, to include nature and the planet, not neglecting the end-use stage.

- Design
 - Instagramable
 - Comfortable
 - Multifunctional
 - Easy to care and easy to put on
 - Size adjustable
- Philosophy
 - Circular economy
 - Cradle to cradle

AATCC TEST METHODS

Evaluation of Textile Colorfastness

- AATCC 8, 165, 116 for colorfastness to crocking: evaluate how much color has been transferred from the colored fabric specimen to the white test fabric with the AATCC chromatic transfer scale or gray scale. Repeat these two more times.
- AATCC 16 Test Method for colorfastness to light: With carbon arc fadeometer, Xenon arc weatherometer, colorfastnessto light can be evaluated on colorimetric measurement.
- AATCC test method 61: evaluate the fabric quality to withstand frequent laundering by observing how much color loss and surface changes occurred after test.

Evaluation of Wrinkle Appearance

- AATCC Method 124: : grade wrinkle on fabric surface after washing and drying fabric three specimens as samples

Evaluation of Crease Recovery

- AATCC Test Method 66 for Monsanto Crease Recovery: measure specimens angle after five minutes of recovery following five minutes under weights

Evaluation of Stain Removal

- AATCC Test Method 130, Soil Release: Stain removal is evaluated after the laundering with a high concentration of AATCC Standard Detergent 124 (140 ± 5 g)

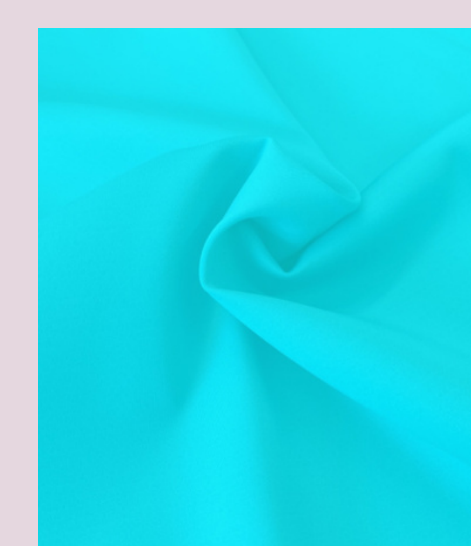
INSPIRATION 1990's Hip-Hop and rap style

Many looks on runways from the recent fashion seasons include nostalgia from 1990s. In the early 90s, Hip-hop and rap style was main stream. The fashion was inspired by traditional outfits from many African regions. The 1990's Hip-hop and rap fashion differentiates itself from other styles with a bright color palette, sweatshirts and pants, cropped tops, and large pants. People in these clothes intended to look easy-going and sexy at the same time.

Bringing this fashion stream to 2020s, the main focus was to enhance the aesthetically pleasing designs with the functionality Gen Z needs in their daily life in addition to sustainable sourcing and manufacturing.

SUSTAINABILITY FOCUS I

By the technologically created textiles Having lower number of fabrics in a single garment enables more efficient disassembly for upcycling after the end-use stage. These technologically advanced textiles provide durability for a longer use. 24188 is recycled and 65053 is biodegradable.



65053 By Penn

- Double jersey
- 70% Amni Soul Eco, 30% Roica
- Weight 210 g/m²,

- Amni Soul Eco yarn: the only polyamide yarn in the world with enhanced biodegradability. This trademarked yarn keeps the durability and the quality, and starts decomposition process when it is discarded to microorganisms. This yarn only takes about three years to be decomposed.
- Rhodia's polyamide 6.6 yarns features durability, comfort, breathability, moisture management, easy care, recyclable.
- Penn. (n.d.). *24188*. Penn. <https://www.penn-ts.com/en/Products/24188>



24188 By Penn

- Satinette Raschel
- 70% Reco nylon 30% Roica
- Weight 230 g/m²,

- Reco nylon is produced reducing environmental impacts.
 - Grennhouse gases impact reduced by 6 times
 - Ph-reduction minimized by 50% helping to preserve soil quality
 - 10 times less impact in water bodies
- It is made with reclaimed materials.
- Nurel synthetic fibers. (2019). *Reco Nylon, envisioning a sustainable textile industry*. Penn.