



Merino Wool Intarsia Knit Sweater



Cotton Trench coat with Fleece Lining and Metal Snaps



Knit Denim Elastic Waistband Jeans

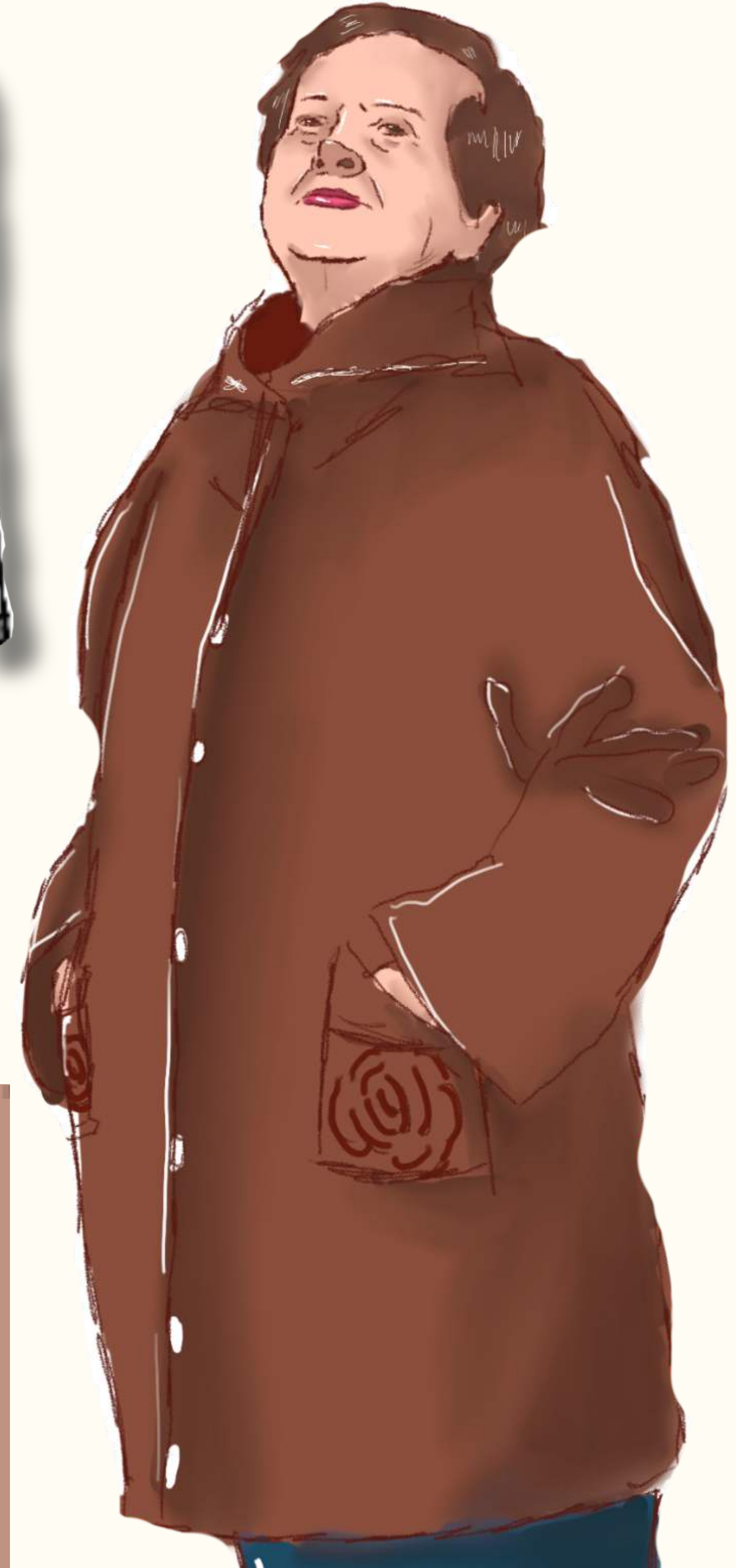


# Golden Girl

Golden Girl is an adaptive senior clothing line for **Nursing Home to Public** in the **Winter season**. The garments offer a wide range of accommodations such as magnetic snaps, front opening closures, elastic waistbands, and bags that can be securely hung onto walkers. When going out for a walk or visiting family, Golden Girl makes sure that seniors have the option of going out or being active even in the winter season.



Embroidered PU Leather Bag with Metal Snaps for Walcker Attachment



Butter Yellow F3DDA5	Deep Cranberry 6F2B23	Coffee 6F4C3B	Brown Sugar B18B7F	Blueberry 4D7EA8
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Screen Printing	Intarsia Knit	Stamped PU Leather
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### COMPETITIVE ADVANTAGE

From working in a nursing home for almost 2 years, I have seen the residents go about their daily lives and the struggles that come with it. I interviewed the residents and asked them what they would like for their clothing to include or do for them to make their lives better. They spoke of clothing that is comfortable, easy to move in, and get in and out of. This led to designs with front closures, magnetic/velcro snaps instead of buttons, elastic waistbands instead of zippers, and warm, comfortable designs for ease of movement. Golden Girl allows seniors to be comfortable and have the independence of shopping and being able to get in and out of their clothes with ease, while also looking stylish as well



### AATCC TESTING METHODS

#### AATCC TM216: Odor Absorbency

Aging skin causes the skin to produce more omega-7 fatty acids that break down into 2-nonenal, which are compounds that create a musty odor that is difficult to wash out of synthetic fibers. This also helps seniors with incontinence or some that struggle with changing their clothes daily so that they can wear clothing more than once without noticeable odor. Lastly, this will also give seniors confidence in socializing, giving them less to worry about and more time to be themselves.

#### AATCC TML186 : Weather Resistance

Seniors experience a greater drop in body temperature than others and feel colder due to their naturally slower metabolism, reduced fat layers under their skin, and less blood circulation. Proper clothing and safety prevents drops in body temperature which can lead to serious health issues.

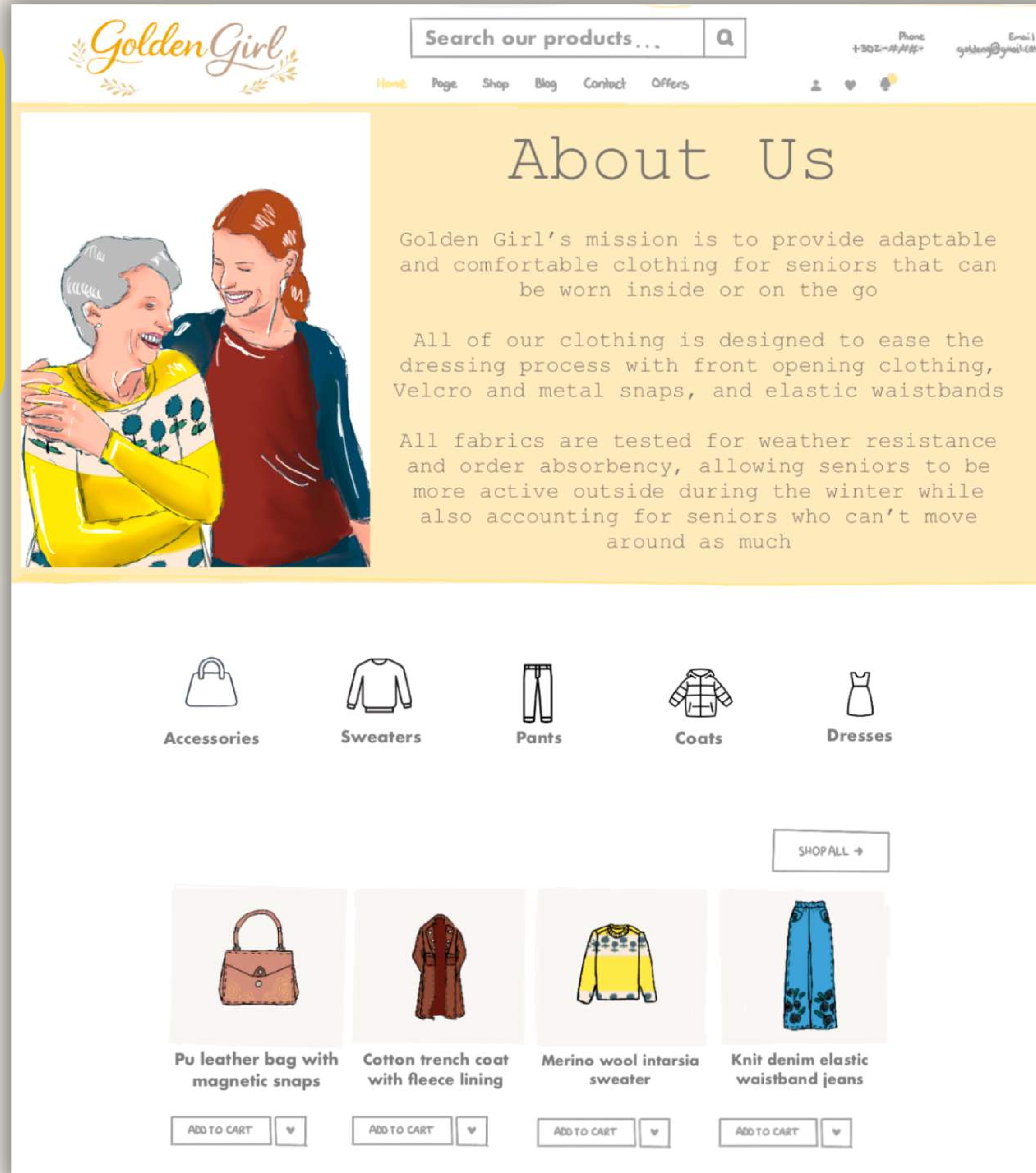
### Target Market :

**Demographics :** Dorothy Lane, 92 years old, retired, lives in a nursing home or senior living community and wants to get out and spend time with family

**Psychographics:** Wants to be able to go out and do things to stay active. Spending time with friends and family is important to her

**Hobbies :** Knitting, jigsaw puzzles, and taking walks around the nursing facility

**Clothing Preferences :** Non-restrictive clothing, front opening closures, velcro and magnetic closures for ease of dressing, warm clothing



### DISTRIBUTION CHANNEL

Golden Girl will be available online as the target customers are in senior living facilities and cannot travel or get out much to shop in-store. The website is made to be easy to navigate as seniors tend to get confused when it comes to complicated technology. This allows seniors to buy the clothing that they need right from their own home, and have it shipped right to their door. It eliminates the trouble of going out when some can't anymore, so our website is designed to give seniors that feeling of independence for shopping by themselves. For adaptable and quality senior clothing, retail prices will range from 50-150 dollars plus shipping



### AATCC MEMBERSHIPS

**Sales reduction (up to 30% off) :** members get discounts on a number of AATCC events, labs, workshops, and publications  
**Networking :** Access to member directory, AATCC communities, and local activities  
**Resources :** EBSCO Textile Complete archive access, AATCC Review magazine, and technical papers  
**Professional Development :** Mentorship program, committee involvement, and industry-specific training  
**Student Benefits :** Free conference attendance and lower fees for students

### AATCC EVENT

A personnel associated with AATCC came in person and spoke to my textiles class. The speaker spoke about and described the different testing methods and what they mean for your submissions. They a rundown of the rules, important dates, and requirements for entering. She showed previous winners and gave reasons why they won and how they caught the judge's eyes. We talked about the importance of sustainable clothing and what the AATCC hopes to achieve by running this competition. It was concluded that they hope to spread the word on sustainable clothing and that it is possible and clothing that helps people isn't such a far fetched idea.

### TESTING

**Why is the testing process important to design, merchandising, the supply chain, and point of sale?**  
It replaces assumptions with evidence and predicts market performance because you can guess how it will operate in-store based on testing. It also ensures the product meets the quality standards and customer expectations and allows for improvement based off of real-world feedback. People can ensure that their product meets consumer standards and performs how they've marketed their garment by testing its performance in the lab. This also verifies that the materials meet the specifications and can withstand usage.