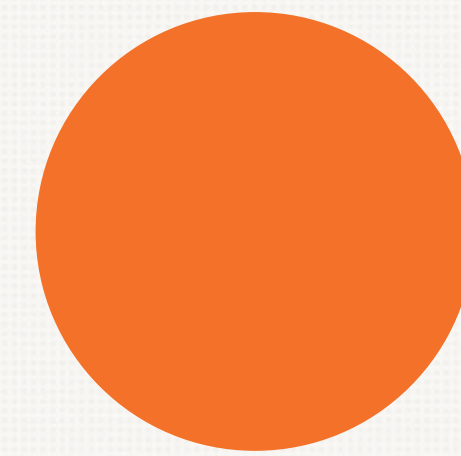


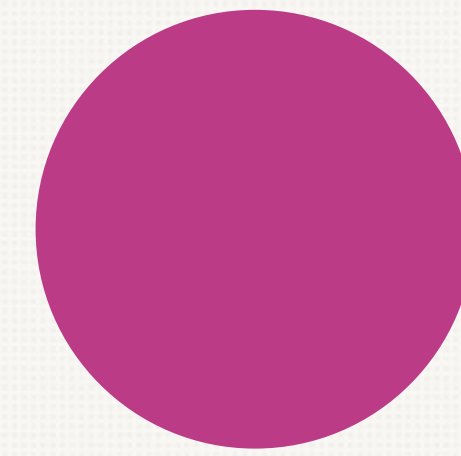
Nectar & Pedals

Nectar & Pedals is a collection where the flowing layers of on-trend elevated casual dress meets the technical and safety limitations of cycling. Inspired by the hues of the west coast's native Anna's Hummingbird and their preferred local flora, this collection empowers consumers to embrace cycling as a sustainable transportation option without sacrificing the fashionable looks they want to wear to spring and summer events such as street markets and festivals.

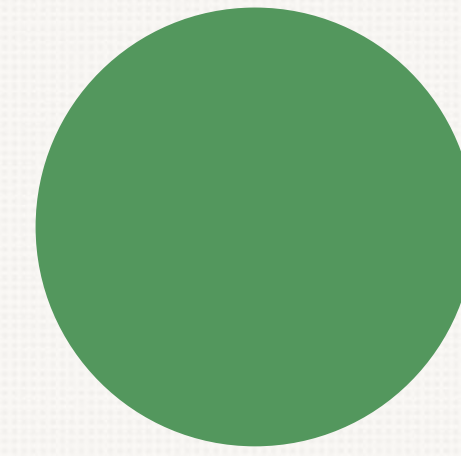
Color Palette



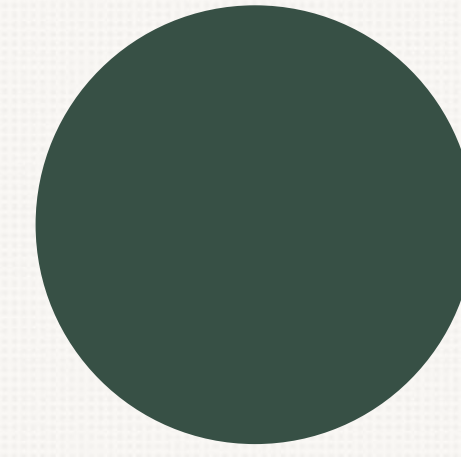
Archroma 110-560



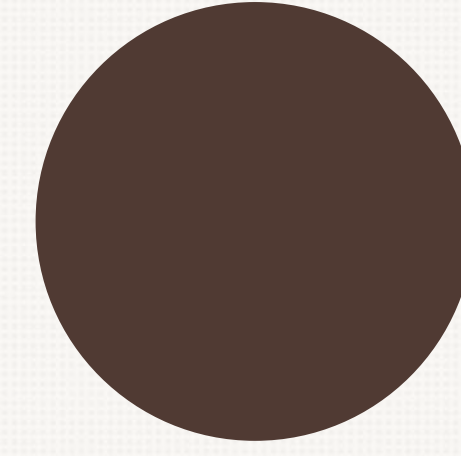
Archroma 439-570



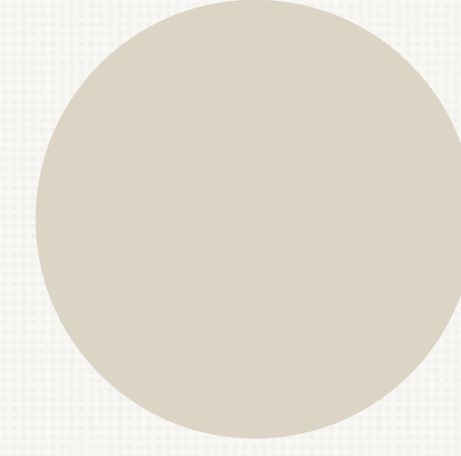
Archroma 321-550



Archroma 651-870



Archroma 543-850



Archroma 215-310

Color Palette Details

All colors are rated as good viability on cotton in the Archroma Colour Atlas. Additionally, each color is bluesign® approved on cotton, meaning they will minimize the collection's environmental impact, provide safer chemical management and improve social sustainability through better working conditions.



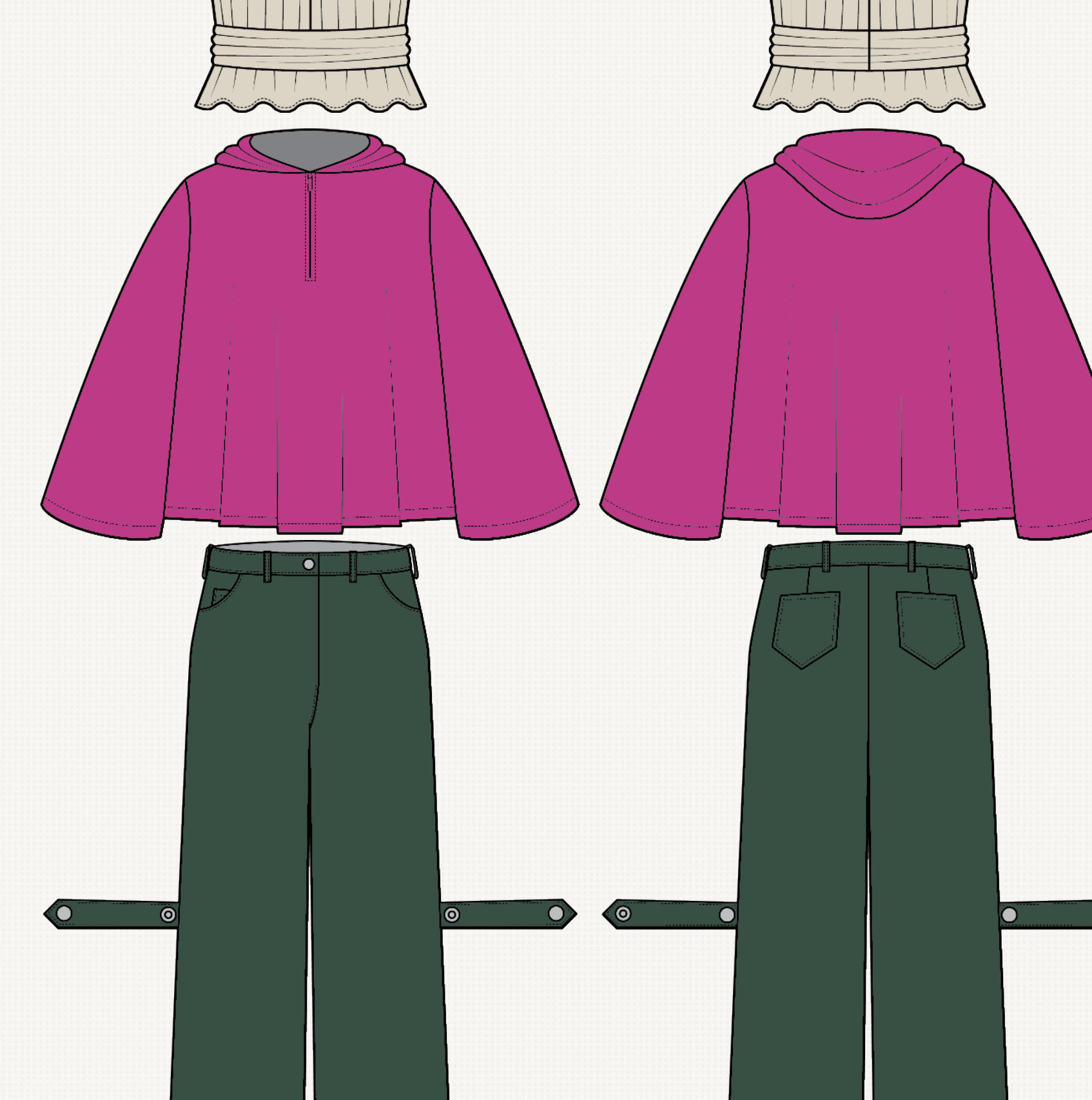
Cycling

Cycling offers a sustainable transportation option for local travel or to supplement last mile travel where transit options are lacking. Cyclists can avoid the struggle of finding parking in crowded cities, and have their travel range increased compared to walking. However, in order to be both safe and comfortable while on a bike, clothes must be relatively fitted to not risk catching in the bike's machinery. They also need to have a good level of ease for movement, and inner layers must provide moisture wicking while outer layers provide weather protection.



Elevated Casual

Elevated casual offers clothes a step above basics, being more refined or interesting than daily staples. This category covers clothes a consumer would want to wear to a day out with friends, or to a special event like a street market or music festival where they wish to present in a more cute and stylish way. For spring and summer clothing, this category requires comfortable clothing that is lightweight and airy while having strong wrinkle resilience. In current style trends, oversized and loose layers tend to be preferred.



As this collection is a tribute to the local hummingbirds, organic cotton will be emphasized at every opportunity. Pesticides used for cotton growing can have devastating impacts on bird populations, making the focus on organic cotton a key point in the sustainability of the line. Cotton is a clear choice for elevated casual, but in cycling contexts it is lacking in use. Through careful fiber blends and treatments, organic cotton can be applied to provide comfortable wear even when cycling in a transportation context. Modular clothing pieces that can be converted or layered provide for cycling safety while providing a desirable outfit once at the destination.

Anna's Blouse
Cotton blend voile: 80% organic cotton, 17% recycled nylon, 3% spandex
 Voile provides a light airy summer feel and faster drying. Nylon provides wrinkle resilience while maintaining a natural feel. Spandex is added for wrinkle resilience and ease of movement. Gathered design allows for stretch while looking fashionable.

Anna's Skirt
Cotton blend voile: 80% organic cotton, 17% recycled nylon, 3% spandex
 Designed to be layered with the Glint Bike Shorts, the skirt is easy to remove for safety while riding a bike and then can be put on when arriving at the destination for a polished look.

Glint Bike Shorts
Cotton Modal interlock knit: 65% organic cotton, 25% Modal rayon, 10% spandex
 The base layer for the skirt and dress of the collection, the Glint Bike Shorts are designed for comfort and durability. Modal is added for breathability and improve on moisture management over cotton. Spandex adds ease of movement while keeping the garment fitted for safety while cycling. A shorter length is used for easy layering with various skirts and dresses. Side pocket is included for convenience.

Bloom Coat
100% organic cotton twill, Nikwax Direct.Dry DWR finish
 Full range of movement is kept without any additional fibers through the use of an oversize fit, raglan sleeves, and pleats placed in the sides and back of the jacket. The back has a removable waistband piece to allow an option between style and increased range of movement. Medium weight fabric is used to keep the jacket from being too heavy for spring. Nikwax Direct.Dry DWR finish provides a PFAS-free factory applied waterproofing treatment to provide increased weather resistance while cycling.

Lily Dress
Cotton sateen: 97% organic cotton, 3% spandex
 Cotton sateen provides a polished look while helping with wrinkle resilience. Spandex gives a greater range of movement and also assists with wrinkles. The bottom of the skirt can be snapped up in both the front and the back to easily keep it out of the way when cycling, and layers well with the Glint Bike Shorts. A center back zipper is used as a closure.

Lucent Top
Cotton and Recycled Polyester blend jersey knit: 70% organic cotton, 30% recycled polyester
 In order to have superior moisture wicking, recycled polyester is added in a smaller amount to this base layer piece. A technical knit is used for drape, ease of movement, and moisture wicking. Bows at shoulders are purely decorative to reduce likelihood of wardrobe malfunctions, with the top being pulled over to be worn.

Current Capelet
100% organic cotton twill, Nikwax Direct.Dry DWR finish
 An oversized riding capelet with a hood, quarter zip, and DWR finish, this capelet provides maximum weather protection when cycling. The hood is designed to be bike helmet compatible, with hidden internal drawcords to not detract from style while allowing the hood to be pulled over a standard helmet. With a loose fit and large sleeves, full range of movement is maintained.

Honeysuckle Jeans
100% organic cotton twill
 The oversized wide leg fit is on trend, and side straps are added to safely allow the excess fabric to be tucked away when cycling to prevent issues with fabric catching in the bike gears or tires. When not snapped closed, the straps add a unique style feature to the standard wide leg jeans. Since they are a loose fit, mobility is not impacted and 100% organic cotton with no additional blends for stretch can be used. The loose fit through the hips allows for more comfortable cycling.

Competitive Advantage

Clothing designed for cycling that is currently on the market defaults to the technical, with limited style options beyond colors and prints and an emphasis on performance over all else. Nectar & Pedals' approach offers the style features consumers love in fashionable casual clothing without sacrificing ease of movement and weather protection. The line offers clothing options to empower more consumers to commute by bicycle as a casual transportation option without announcing they rode a bicycle to get there.

Target Market

Demographics:

- 23-38
- Femme presenting
- Young professional urban dwellers, particularly west coast due to summer climate and events
- Income ~\$65,000 individually

Psychographics:

- Value spending time participating in their community
- Lifestyle of engaging in local events with friends
- High concern about sustainability and working to better the world around them

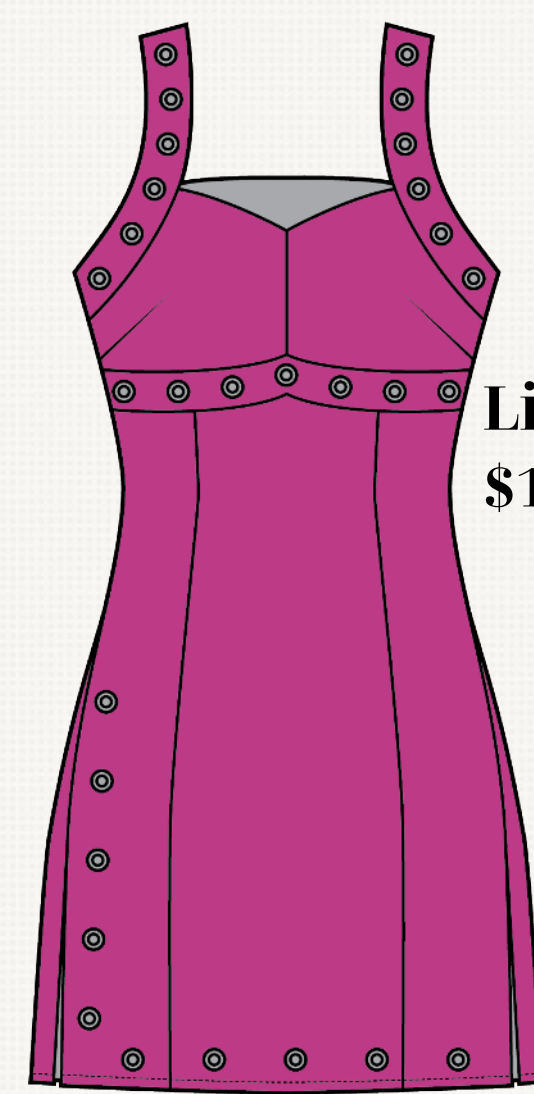
Behavioristics:

- Try to buy secondhand or low impact clothing rather than fast fashion
- Interested in brands creating social and environmental impact
- Want clothing that will last and not create guilt due to environmental issues
- Businesses with local connection preferred

Our customer's needs are directly tied to the mission answered by organic cotton fibers: to create a sustainable option that empowers the wearer by helping them feel their best without sacrificing style. Sustainability in cycling ties together harmoniously with this desire, bypassing environmental concerns created by both gas and electric vehicles. By focusing on organic cotton free of pesticides that are harmful to bird populations, the collection will fully embody the connection between humans and nature.



Anna's Blouse
\$80



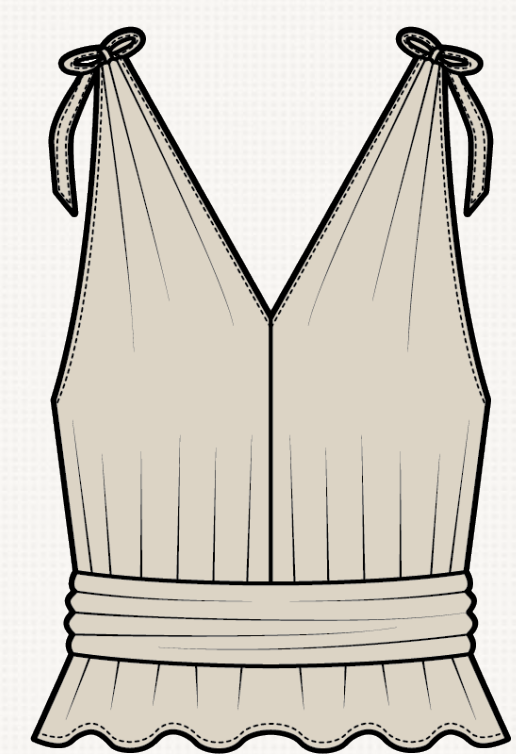
Lily Dress
\$120



Anna's Skirt
\$75



Bloom Coat
\$150



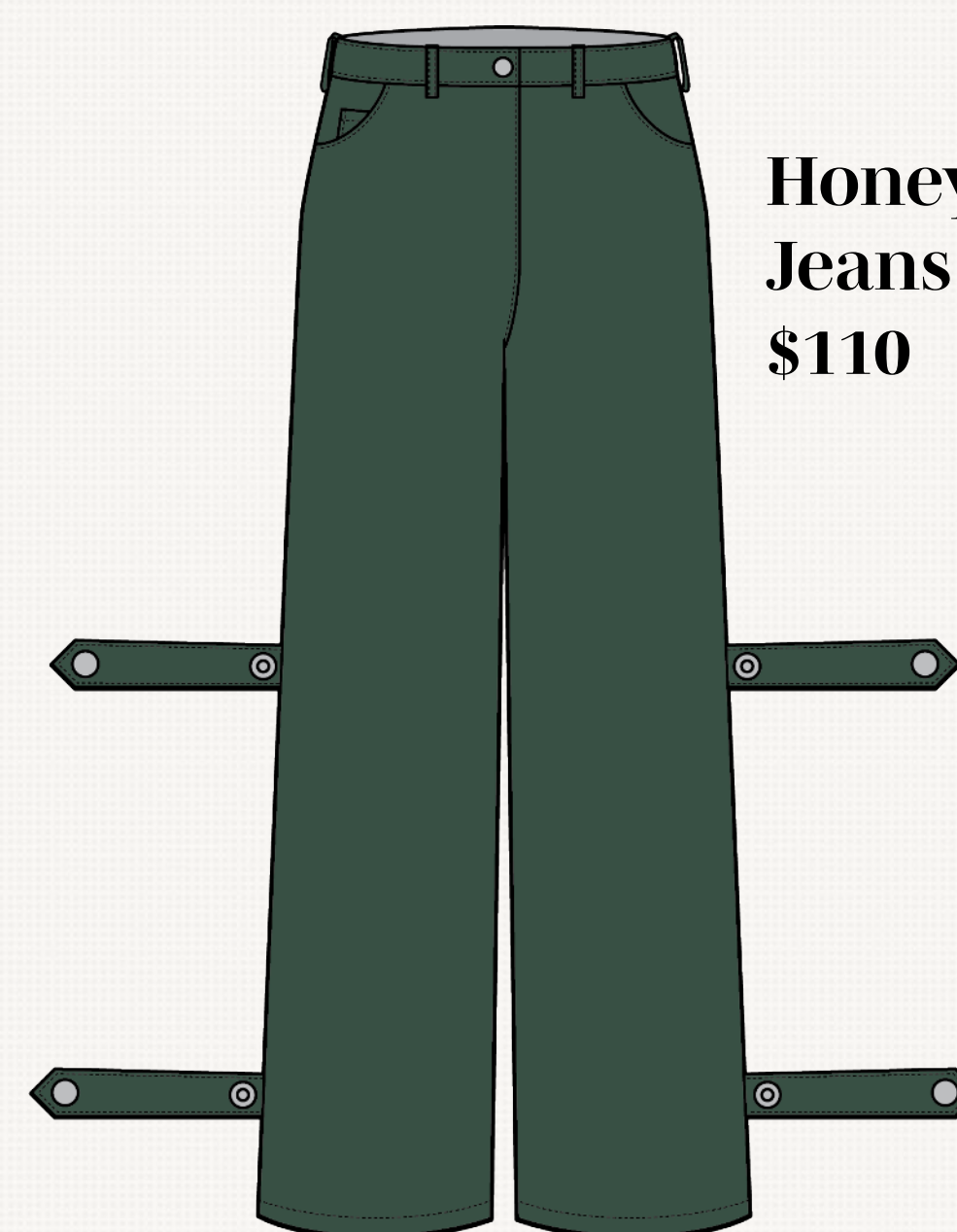
Lucent Top
\$55



Currant Capelet
\$120



Glint Bike Shorts
\$60



Honeysuckle
Jeans
\$110



Distribution

The primary in-person merchandising will be through pop-up shops at spring and summer events including street markets and festivals, placing the line in front of consumers right when the brand messaging applies to them the most. Through these events, the line will connect directly with consumers within the target market, engaging with local communities on topics of sustainability in transportation and organic fibers and offering an experience unique to each event. The signature Honeysuckle Orange Cruiser Bike will be a focal point of the booth, creating a vignette where shoppers can imagine themselves riding to their destination and arriving ready to go with no wardrobe change required. Events will serve both to connect with the right customer and to imbue their feelings about the brand and purchases with the positive energy of the event experience.

AATCC Event

I viewed the Testing For Multi-Purpose Performance event as I sought to learn more about how testing can be used in my design process as well as the variety of methods out there. One key point I took away was that there are many different tests to use, even for the same property, so nuance matters for which testing method you should choose. An example from the event was TM066 and TM128, which both deal with wrinkle recovery. The prior deals specifically with wovens, while the latter looks at the appearance of general textiles by using a standardized Wrinkle Recovery Replica kit to visually communicate the level of wrinkles. I also found the breakdown of how testing methods are developed and the involvement of AATCC members to be particularly enlightening, and it is something I am interested in being involved in for the future. For my collection, the section on moisture management was particularly important as sweat and rain are both elements I had to consider, leading me to spend some time considering the different testing options that all had potential. During the presentation it was also covered how different committees work, with the example being RA31 dealing with Antimicrobial Activity. Textiles with antimicrobial properties are something I am interested in working with in the future, and having an introduction to the various test methods available sparked my interest in exploring further.

Benefits of Testing

Testing closes the gap between design intent and final garment, ensuring everything planned by design and promised by merchandising is present and functional. Knowledge of what testing to use and how to interpret the results allows designers and merchandisers to make more deliberate choices throughout product development. For a brand, creating garments from textiles that do not meet the standard level of quality causes a significant brand risk through lost consumer trust. Many quality issues may not be readily apparent until well into the garment's life cycle, such as failing DWR finishes or significant abrading, so prior testing can help pinpoint problems before they reach the consumer. With a globalized supply chain, standardized testing methods keep both international suppliers and brands seeking to source from them on the same page, reducing the friction of mismatched expectations up front. At point of sale, testing provides assurance to the consumer that they are receiving a garment that will hold up to the claims the brand is making, building trust.

Test Methods

AATCC TM195 Liquid Moisture Management Properties of Textile Fabrics

This method will be applied specifically to the Lucent Top since it will be marketed as a moisture wicking base layer option. As the Nectar & Pedals line puts organic cotton front and center, this garment is the only one that incorporates recycled polyester. In this case it was added to create a technical knit that will provide moisture wicking for comfort. This testing method shows how quickly moisture is moved away from the skin layer without saturating the cloth and then how well it spreads for evaporation in the external environment. The test will be used to prove the moisture wicking claim, showing sustainability minded consumers that the synthetic addition was necessary.

AATCC TM035 Water Resistance: Rain

Both outerwear options in this line will have a Nikwax factory applied DWR finish. This makes them more premium options in the line, commanding a higher price, and necessitating proof that they are worth this higher price. The rain test will show how well the garments hold up to water penetration in the event of rain, something that will likely be encountered through riding conditions.

AATCC TM15 Colorfastness to Perspiration

This collection is meant to be worn while cycling, and also outdoors in spring and summer days. With warm to hot weather being the standard, it is important all garments in the collection will hold up to sweat without any color transfer. This test will subject the textile and a white sample fabric to artificial perspiration, to test if there are any color fading or color transfer issues. Since the line features both vibrant tones and lighter shades, it is important to make sure these colors will hold up and not transfer to other garments.

AATCC Membership

As an aspiring creative director, I am very interested in working with new and innovative textiles and treatments to further push the boundaries of what clothing can do for the wearer. Through AATCC membership, I will have access to learning about emerging technologies in the textile industry through the events and publications provided by the association. Further through these sources I can learn more about test methods to keep up to date as new methods are approved and standardized, to better match my textile choices with the functional properties I desire in the completed garment. This knowledge on testing methods will improve my communication and collaboration with suppliers, helping me to build stronger professional relationships that are important to our globalized supply chain.

Nectar & Pedals

