

ODE TO THE PAW PAW

Ode to the Paw-Paw is a collection of waterway conscious casuals. This all-natural line's motifs are interconnected with the common pawpaw. This North American fruit isn't commercially viable, but continues to be integral to the indigenous ecosystems of Western PA.



Cropped Jacket
GOTS Cotton Terrycloth



Sweatpants
GOTS Cotton Terrycloth



T-shirt
OKEO-TEX Linen Jersey



Palazzo Pants
OKEO-TEX Midweight Linen



Crewneck
GOTS Cotton Terrycloth

COTTON + LINEN:

These natural fibers are 100% biodegradable and are microplastic-free. Keeping synthetics out of the picture is the best harm reduction tactic when it comes to waterway safety. Keeping in mind that natural fibers are not a cure-all for waterways + ethical issues, this line only uses textiles that are GOTS and OKEO-TEX certified.

RESTORATION:

A textile print that shows the restorative efforts of conservationists over the past 10 years in the growth of paw-paws. The green speckling is a map of the United States, showing the scarcity of the tree. The blue dots are points on the North American map where paw-paws currently grow. The two metrics are layers without offset to communicate the great work that has been done to restore riparian ecosystems. The paw-paw's greatest use in terrain restoration is in its taproot system. The pawpaw's root is long and strong. When placed along a river's edge these taproots can slow waterflow and reduce soil erosion and flooding.

all swatches were handcrafted/dyed and scanned in for color + texture accuracy

ZEBRA SWALLOWTAIL:

The caterpillar motifs are representative of the Zebra Swallowtail, a butterfly variety that is exclusively reliant on the pawpaw for its survival. The butterflies can only lay eggs on the pawpaw, and the caterpillars can only eat pawpaw leaves. The pawpaw's re-emergence in the North American Ecosystem is the only factor that ensures the survival of this vital pollinator.

goldenrod + indigo



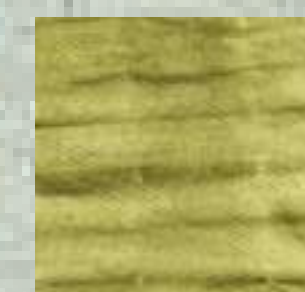
tumeric + lemon juice



tumeric + ferrous oxide



black walnut

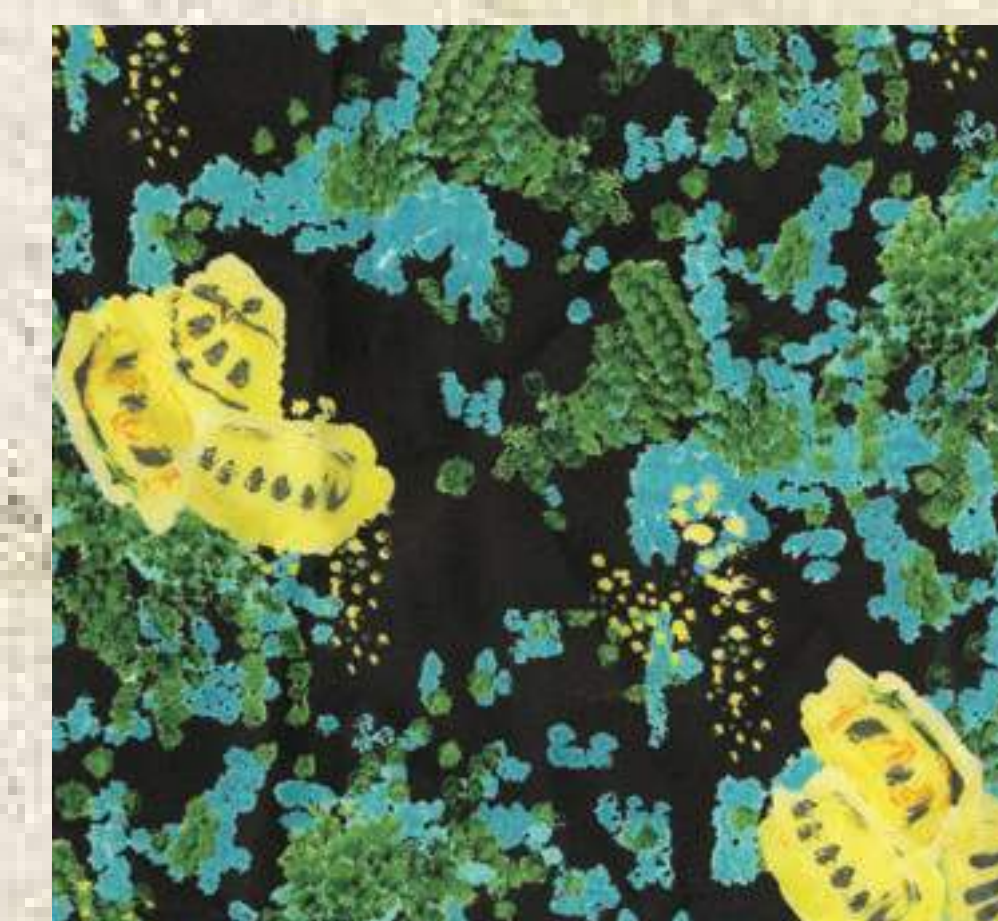
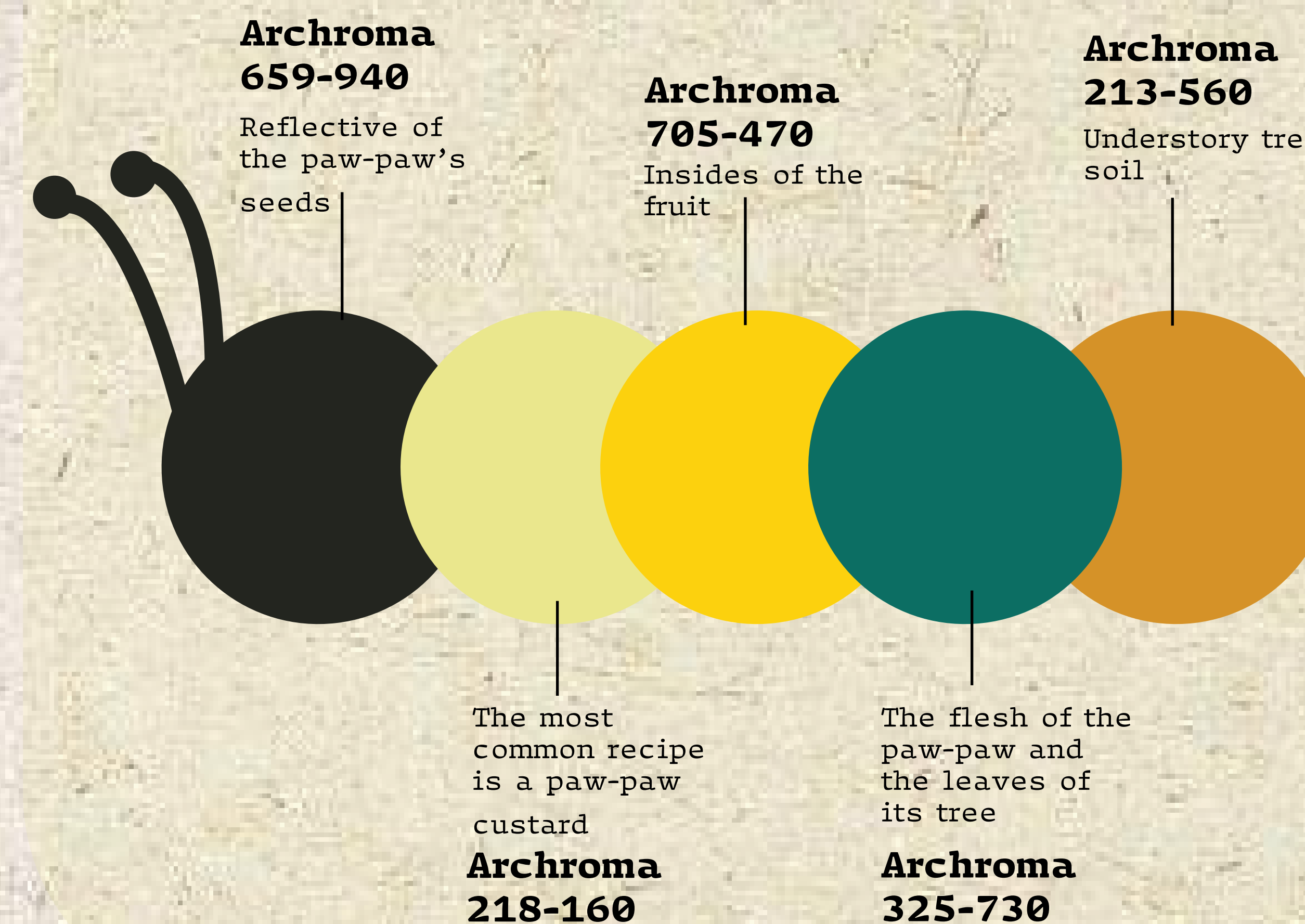


NATURAL DYES:

The natural dyeing process was adopted for this collection as a way to express nature's vibrant colors. Unfortunately, paw-paws themselves don't carry enough pigment to be used in the dyeing process, and in an effort to preserve the ecosystems of these plants, more plentiful options were chosen. Indigo, goldenrod, tumeric, black walnut husks, lemon juice, alum, and ferrous oxide are all the materials needed to naturally dye these fabrics: from scouring to mordanting to the actual dye bath. Avoiding synthetic dyes is a means of avoiding toxic water-runoff and less overall water consumption in general. Returning to natural materials is a welcome step towards maintaining the degrading ecosystems that surround the industrial textile space, the communities that are a part of those environments.

Renders created in CL03D. Ode to the Paw-Paw uses virtual fitting and sampling to reduce costs and waste

COLOR STORY



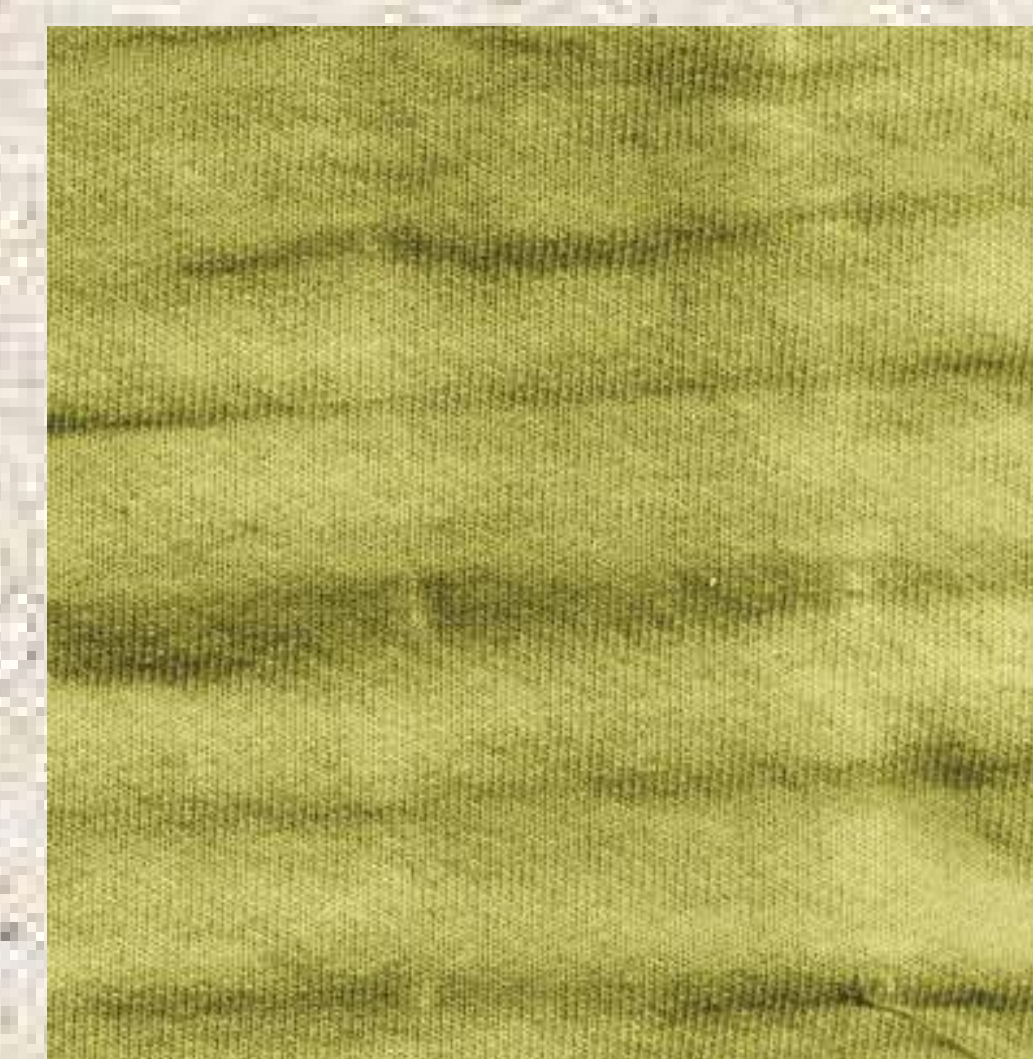
DIGITAL PIGMENT PRINTING:

The inks selected for this pigment printing are water-based, which eliminates the risk of water contamination since solvents aren't present in the process. The waste created by this type of printing is solid and easier to responsibly dispose of than its other printing counterparts, keeping the solid sludge out of waterways.



EMBROIDERY:

Using cotton for the embroidery floss gives the embroidery an organic texture that mimics the paw-paw seeds themselves. Cotton fibers will break down at the end of the garment's life, preventing long-term pollution that would've otherwise occurred with synthetic floss.



SHIBORI:

A resist technique that only uses thread and a dye bath. Slow-fashion by nature, this crew-neck's sleeves were dyed in black walnut using the shibori technique. This process doesn't introduce any new materials to the production process and creates a pattern that is colorfast and abrasion resistant. The integration of traditional surface print adds time onto production, however this added time and human connection adds value to the garment. The striping calls upon the natural patterns seen on the wings and body of the Zebra Swallowtail throughout its life.



all swatches were handcrafted/dyed and scanned in for color + texture accuracy

SILKSCREENING:

Water-based fabric inks are water soluble in the printing process and become wash-fast once heatset. No print studio is perfect. In the event of a spill, these inks prevent cumulative waterway damage during the printing process by being non-toxic for aquatic life.

ODE TO THE PAW PAW

Ode to The Paw-Paw celebrates the beauty of nature and its organic forms. The bright colors and off-set type mimics the juxtaposition between harmony and juxtaposition in nature, just as in traditional surface design techniques.

OUR ADVANTAGE

This collection is competitively sustainable while maintaining a high standard of comfort. We are dispelling the industry's current notion that only harmful textiles can be marketed and categorized as comfortable.



TARGET CUSTOMER

DEMOGRAPHICS:

Aliyah Davis, 29 years old, Environmental Scientist \$75,000/year, Lives outside Pittsburgh, PA, renting an apartment with her boyfriend of 4+ years.

PSYCHOGRAPHICS:

Cares deeply about climate change, values physical and mental wellbeing

HOBBIES:

Rock hunting in the creek, shopping at farmer's markets, hanging with friends at new restaurants, hiking with her boyfriend, going to the gym

SHOPPING HABITS:

Splurges on sustainable options (even when rent is due), browses in-store, buys online, loves to window shop

CLOTHING PREFERENCES:

Leans towards natural fibers, hates scratchy fabrics, appreciates breathability, relaxed silhouettes

DISTRIBUTION CHANNEL

This collection will be available in-store and online. The primary distribution channel will be our **brick-and-mortar with intricate immersive displays** to surprise and delight the customer. With a trunk made of recycled plastic and leaves made of naturally over-dyed textile scraps, from concept to customer Ode to the Pawpaw's brand is synonymous with sustainable solutions. On the store-front windows, there will be callouts that inform the customer on key features. On each tag, there will be an explanation of all the techniques used to create the garment, as well as how it's working to protect waterways and celebrate biodiversity.

To ensure ethical working conditions, high quality textiles, and waterway monitoring, these unique basics will retail for between **\$150 - \$250**.

MEMBER BENEFITS

The **AATCC Member benefit** that will propel me in my career as a technical designer is the ability to connect with my community through virtual and in-person events. Providing industry-standard textile education to my peers is what will allow us to stay relevant in the ever-evolving fashion sphere. Being supported by such a knowledgeable institution with so many industry intersections is what allows me to promote real-world problem solving strategies.

VIRTUAL EVENT

I attended **'Rising Professionals Interest Group: A Day in the Life'**, where industry professionals Stephanie McNamera and Brian Kezel recounted their days to us, contextualizing their daily activities with their current point in the production cycle. I learned the intricacies of a designer's schedule, which can even be as hands-on as flying to showrooms and international vendors. This event cemented the interconnected nature of our industry and how many hands that a garment goes through before it's finally placed on the salesfloor. This event supports my personal view of networking not only with fellow designers, but also manufacturers, buyers, textile scientists, and merchandisers, as connections to the entire production process keeps us moving towards innovation and creativity, so long as we all work together.

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AATCC TESTING METHODS

The two testing methods selected were **TM081-TM81-TM 81** and **TM187-TM 187**. These tests, as seen below, each play a vital role in consumer confidence and maintaining high production standards.

IMPORTANCE OF TESTING

Within **design**, these tests can provide real evidence about fabric behavior, allowing them to cut textiles that don't align with waterway safety standards or aren't durable enough to withstand repeated laundering. Even the colorfastness of natural dyes can be tested under these standards, cluing designers into the true properties of their textiles.

In the world of **merchandising**, the results of the tests and the decisions of the designers fall on your lap. Marketing a textile that pills or fades before it hits store shelves is a near-impossible task. Proper textile testing prevents these PR nightmares, ensuring that marketing claims can be backed up by the reputable standard that is the AATCC.

Zooming out to the scope of the **supply chain**, textile testing prevents unpredictable variables from appearing. Knowing the properties of yardage being ordered can inform proper shipping techniques and can even prevent deadstock and offcuts from being prevalent, ensuring that textile waste is reduced.

Finally, when the garment makes it to the customer at the **point of sale**, all these factors coalesce to create a reliable, quality customer experience. Being able to educate the customer on the behind-the-scenes of production reassures them of the quality. Often times transparency claims feel insincere without backup and providing that knowledge with strong certainty will build consumer trust.

TM187-TM 187 DIMENSIONAL CHANGES OF FABRICS: ACCELERATED

Casual and comfortable clothes often find themselves going through rigorous wear and laundering. To ensure that the textiles won't be warped or shrunken after consistent washing and drying, the collection will go through a dimensional changes test. The tests ensure that during laundering or wear, there is minimal garment warping. This ensures proper fit over time and allows the promotional tag-lines to maintain their voracity. This quality assurance keeps clothes from fraying, keeping the torn garments and microfibers out of waterways.

TM081-TM81-TM-81 PH OF THE WATER-EXTRACT FROM WET PROCESSED TEXTILES

Even when textiles are naturally dyed, PH levels and the dye's impact still must be considered as it relates to the production process. This test is vital to our understanding of the collection's impact on waterways, as the line isn't made of animal fibers. Because of the natural fibers, the yardage has to be scoured and mordanted before soaking in the dye baths. The alum and soda ash must be monitored to ensure that harmful levels of each material aren't contaminating waterways. In merchandising, this test allows us to gauge tensile strength and deliver consistent garment quality to the consumer that can be confidently used in marketing materials and as a selling point. Textile pH is valuable information for the object's trajectory through the supply chain. The garments, whether they're in storage or being distributed, must be a median pH, since pH imbalance can negatively impact colorfastness and fabric quality. At point of sale, the testing ensures that consumers get to experience the best hand feel of the textile. The pH tests are also a selling point, as consumers are assured through call-outs on hang-tags that the garment has gone through these tests. Educating the customer on the precautions taken to keep waterways safe and to ensure high textile standards will give them an appreciation of the production process.