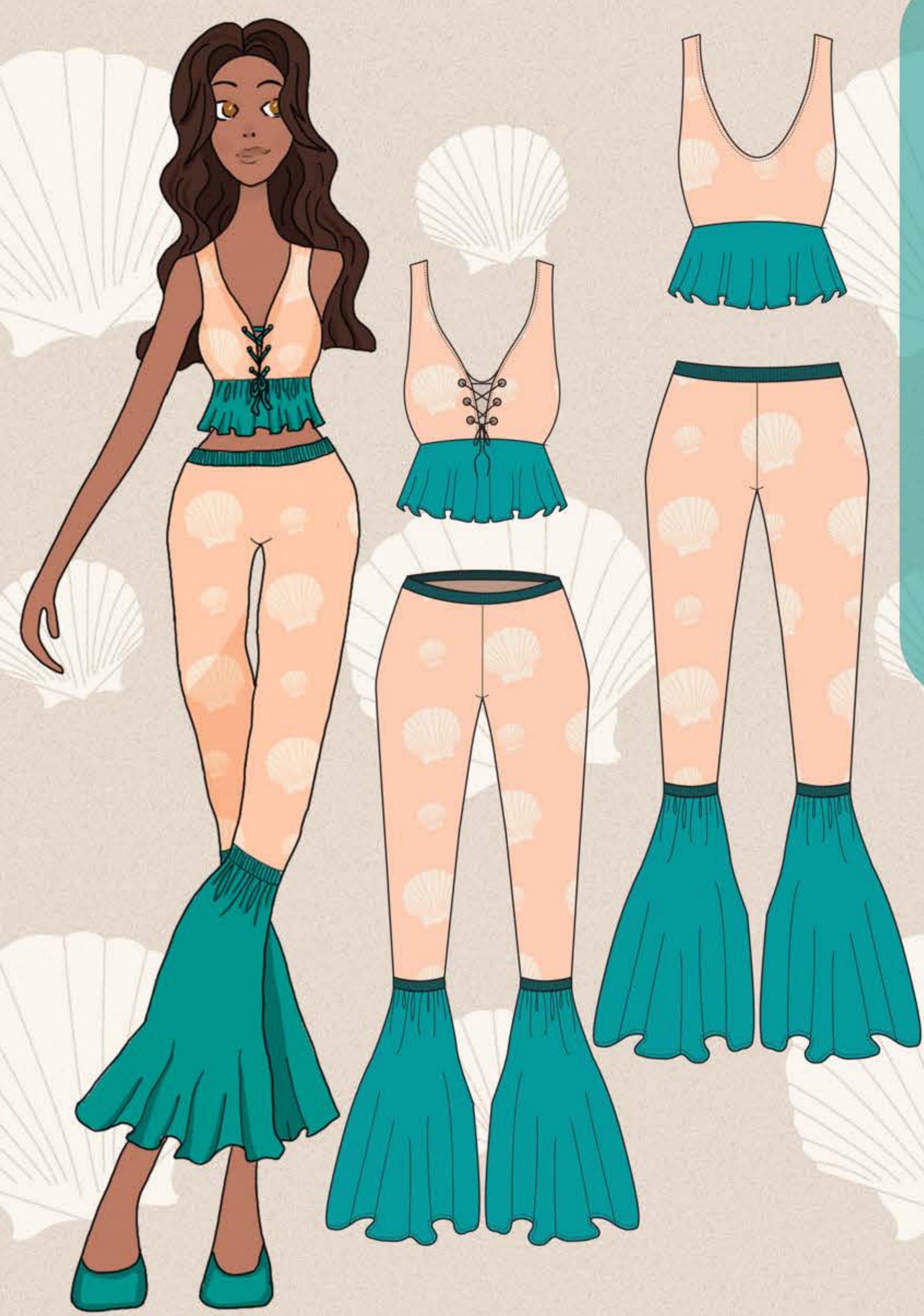




Dance with the Waves

A water-conscious athleisure line inspired by ballet and ocean waves, as well as the hues of the ocean at sunset

Saute in Shells
This two piece set is made using Kelsun, organic cotton, and Tencel Modal. The waistband is constricted using ROiCA V550 to increase biodegradability.



Waves On Pointe
This set utilizes Kelsun and organic cotton in addition to ROiCA V550 for the elastic in the sports bra portion of the set and the waistband.



ARCHROMA Color Palette

703-120 Shell Shocked

704-320 Summer Daze

216-330 It's Golden

325-150 Seas the Day

707-410 Summer Blues

818-130 Swell Times



Fouette in Flowers
This dress is made from Kelsun and organic cotton with rib-knit leggings also constructed from organic cotton and Kelsun.



Suns Out Buns Out Set
This two-piece set is constructed using Kelsun, organic cotton, and Tencel Modal with the the rib-knit arm and leg warmers made using Kelsun and organic cotton



Kelsun, a seaweed based fiber, was chosen as a main fiber for these garments because it uses 70X less water than standard cotton. ROiCA V550 was chosen as a more biodegradable alternative to elastane. Colorifix, a dyeing process that uses microbes and decreases water consumption in the dyeing process, is the dyeing method used. Chitosan is added as an anti-microbial finish to decrease the amount clothing needs to be washed without interfering with the biodegradability of the garments. All closures utilize organic cotton spindle cord to eliminate the use of plastics and increase biodegradability.



Dance with the Waves

An athleisure line inspired by the movement of ballet and ocean waves as well as the hues of the ocean at sunset. We want the ocean to continue to inspire us and others and as such focus heavily on our impact on nature's waterways.

COMPETITIVE ADVANTAGE of THE SAND BARRE

The Sand Barre seeks to provide a water-conscious alternative to athleisure-wear currently on the market. Everything from the fibers chosen to the dyeing method used seeks to reduce water waste and reduce the amount of pollution caused during the textile production process. Organic cotton, Kelsun, and Tencel Modal are the predominant fibers the Sand Barre utilizes. Each of these fibers uses significantly less water in the production process. In addition to the above fibers, ROICA V550 is used as a more biodegradable alternative to elastane. Colorifix, a dyeing method that uses microbes to dye fabric, is the chosen dyeing process because it decreases water consumption by 77% compared to other dyeing methods. In addition to using less water during production, the fibers chosen make the garments produced by The Sand Barre almost entirely biodegradable. With sustainability being a more valuable selling point for many consumers, at The Sand Barre it's about more than selling a product. We value the health of our oceans and seek to reduce the impact of the textile industry on our waterways and hope to appeal to consumers who value the same things we do.

DISTRIBUTION

The Sand Barre collection will be available on The Sand Barre's website and through pop-up events that will be advertised on social media. The Sand Barre will also be available in our permanent store fronts which will be located in coastal cities such as Los Angeles, San Diego, Miami, and Cape Cod. For the in-person merchandising display, the arm and leg warmers along with the bra top would be displayed as a flat-lay on a table in front of the other garments in the collection. Displaying these garments on a table will encourage people to touch the fabric and feel texture of the arm and leg warmers and the bra top. In addition to encouraging customers to touch the product, the table with flat lays will serve as an introduction to the collection and encourage the consumer to look at the garments behind the table as well. The other garments will be on hangers on one wall to encourage the viewer's eye to take in the collection as whole and then to shop the individual pieces that pique their interest. Each set will be displayed near each other but on separate hangers to inspire the consumer to mix and match the sets and to illustrate that each piece of each set is sold individually.

ARCHROMA 703-120 Shell Shocked	ARCHROMA 704-320 Summer Daze	ARCHROMA 216-330 It's Golden
ARCHROMA 325-150 Seas the Day	ARCHROMA 707-410 Summer Blues	ARCHROMA 818-430 Swell Times



Fouette In Flowers Dress: \$110 Leg Warmers: \$50	Waves On Pointe Bra Top: \$40 Long-Sleeved Top: \$70 Pants: \$125	Suns Out Buns Out Arm Warmers: \$40 Top: \$60 Skirt: \$90 Leg Warmers: \$50	Saute in Shells Top: \$65 Pants: \$125
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TARGET MARKET

Demographics: 20-40 year old women who make approximately \$40,000-\$90,000/year. Works in a field focused on helping others (education, non-profits). Is located in an urban area (especially coastal cities). They are college educated with the attitude of a lifelong learner. Our customers are active in their leisure time.

Psychographics: Our customers are invested in the health of our oceans, specifically in reducing water pollution. They believe in patronizing brands that practice sustainability. They value the health of the environment with a focus on water ways.

Behavioristics: Our customers enjoy shopping in outdoor malls or farmers markets and supporting small businesses. They rarely shop fast fashion. Our customers value quality and durability and loves when garments are biodegradable. They are very loyal to brands that align with their values regarding sustainability.

AATCC MEMBERSHIP

The student virtual event, "Testing with AATCC Standards," increased my understanding of not only the importance of the standards, but also the process for creating the standards and increased my understanding of the standards themselves. Specifically, I learned a lot about the testing methods highlighted in the presentation, such as the test for fiber fragment release during home laundering and the test for horizontal wicking of textiles. In addition to being able to attend student virtual events, one of the many benefits of being an AATCC member is that AATCC membership includes free access to the AATCC Journal of Research. The textile field is rapidly evolving, and as a designer it is critical that we remain up to date on new developments in the textile field. Having access to this journal allows members to be on the cutting-edge of the apparel design field and incorporate new research into our designs. The journal not only includes information about textiles, but also covers fibers and apparel, as well as covering design, processing, testing, and materials. Access to the AATCC journal is an immense benefit for members who are interested in sustainability as well as creating clothing that is durable.

AATCC TESTING METHODS

The Sand Barre considers not only our customer when making our garments, but also the ocean. We use primarily natural fibers to help make sure that the majority of the garment will biodegrade after it's served its purpose. The testing process is crucial in ensuring that the garment is able to serve its purpose. Athleisure wear needs to be comfortable and durable, and the textiles chosen for our designs also need to be friendly to the environment. The testing methods chosen guarantee that the consumer is satisfied with their purchase as well as confirming the longevity of the garment.

TM125-T 125- Color Fastness to Perspiration and Light

The Sand Barre is line designed to be moved in and designed to be worn in any conditions the wearer may want to move in, therefore the wearer will likely perspire while wearing these garments and could be in a variety of different lighting conditions. This test method was chosen to ensure that colorfastness of the garment is not negatively impacted by exposure to perspiration and light to ensure that the wearer gets the longest use possible out of the garment and that the garment can be worn for workouts outside as well.

TM21I- Reduction of Odor on Antimicrobial-Treated Finishes

Not only do we want our line to be antimicrobial, but we want the wearer to see the benefits of that. As a line that is designed to be moved in, the natural side effect of that is perspiration and odor. To help ensure the longevity of our product, this test was chosen to demonstrate that the antimicrobial activity of the Chitosan reduces odors that might otherwise cling to the garment and also helps reduce the number of washes needed for the garment.

TM212-2021 Test Method for Fiber Fragment Release During Home Laundering

We want the Sand Barre to have the health of the ocean and other water ways in mind not only in the production process, but also when the garment makes it home. This test was chosen to determine the amount of fiber fragments released during home laundering. Even though our clothing line is almost entirely biodegradable, we want to minimize fiber fragment release into our waterways.