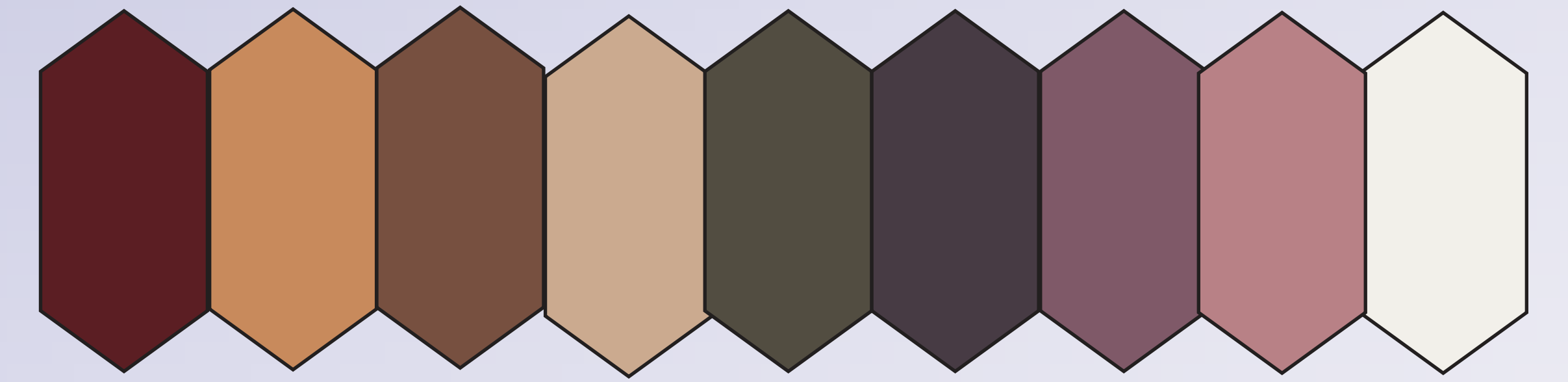
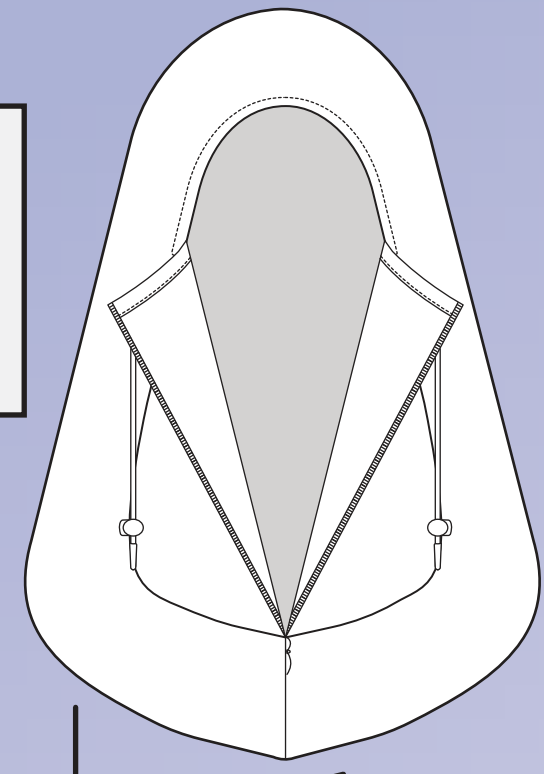


Urban Nest

Fall 2020 Collection



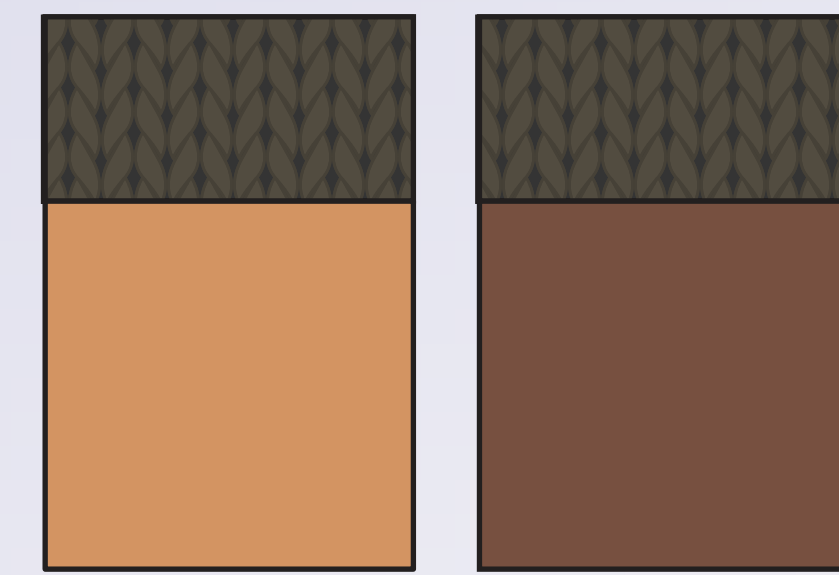
Hood with invisible zipper and drawstrings



Blazer jacket is not fitted to give a more relaxed silhouette.



Dress pants have a straight leg for comfortable wear.

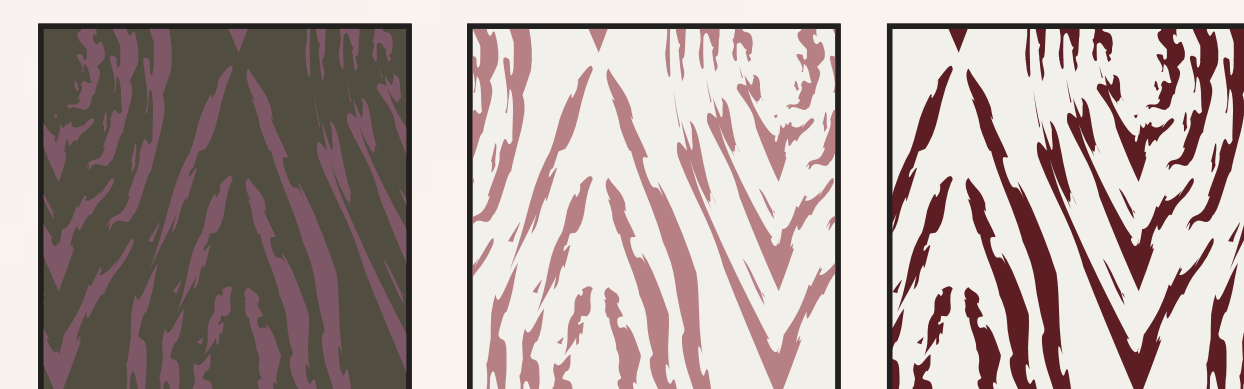


Body: 100% mushroom leather
 Contrast: 65% organic cotton/35% recycled polyester
 Fastenings: 100% recycled plastic

Removable coat hood provides facial protection.

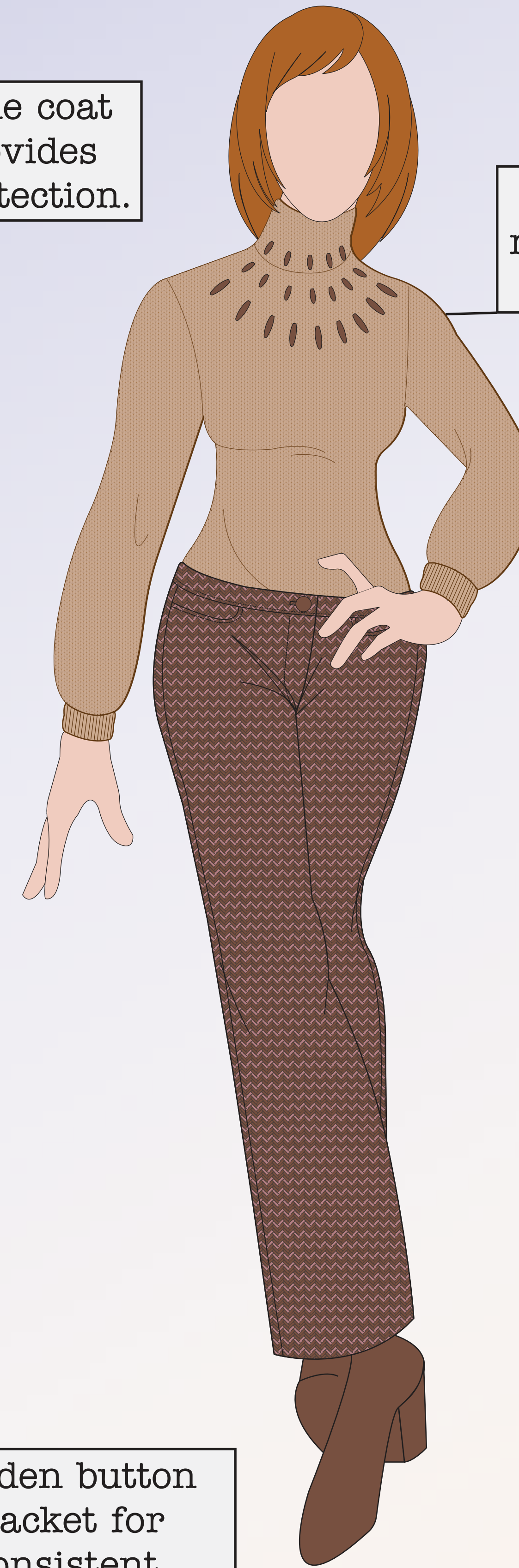


Hidden button placket for consistent surface pattern.

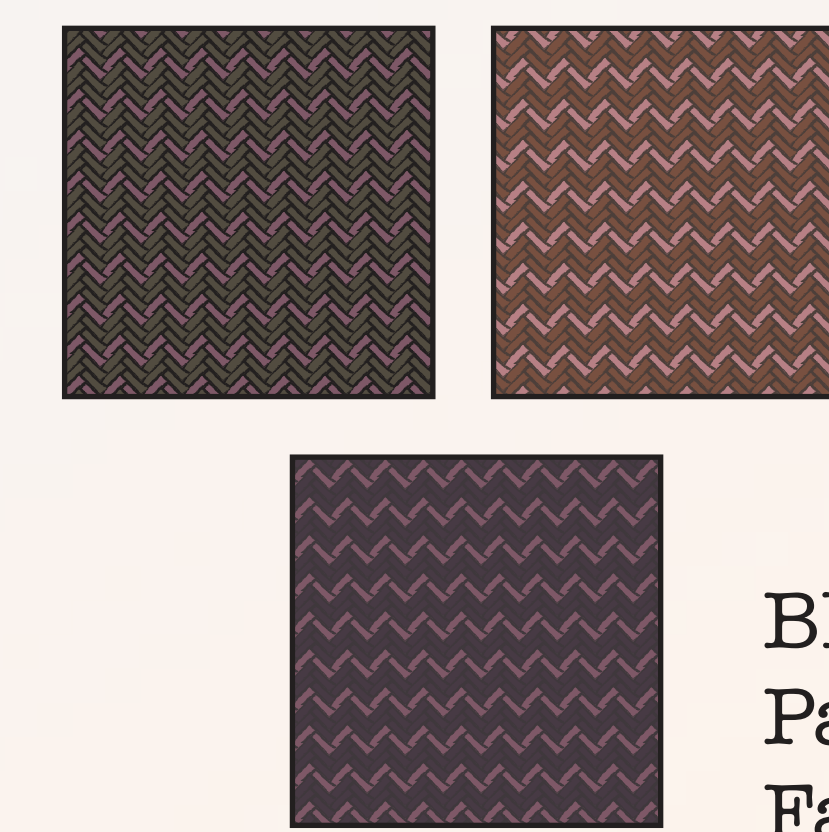
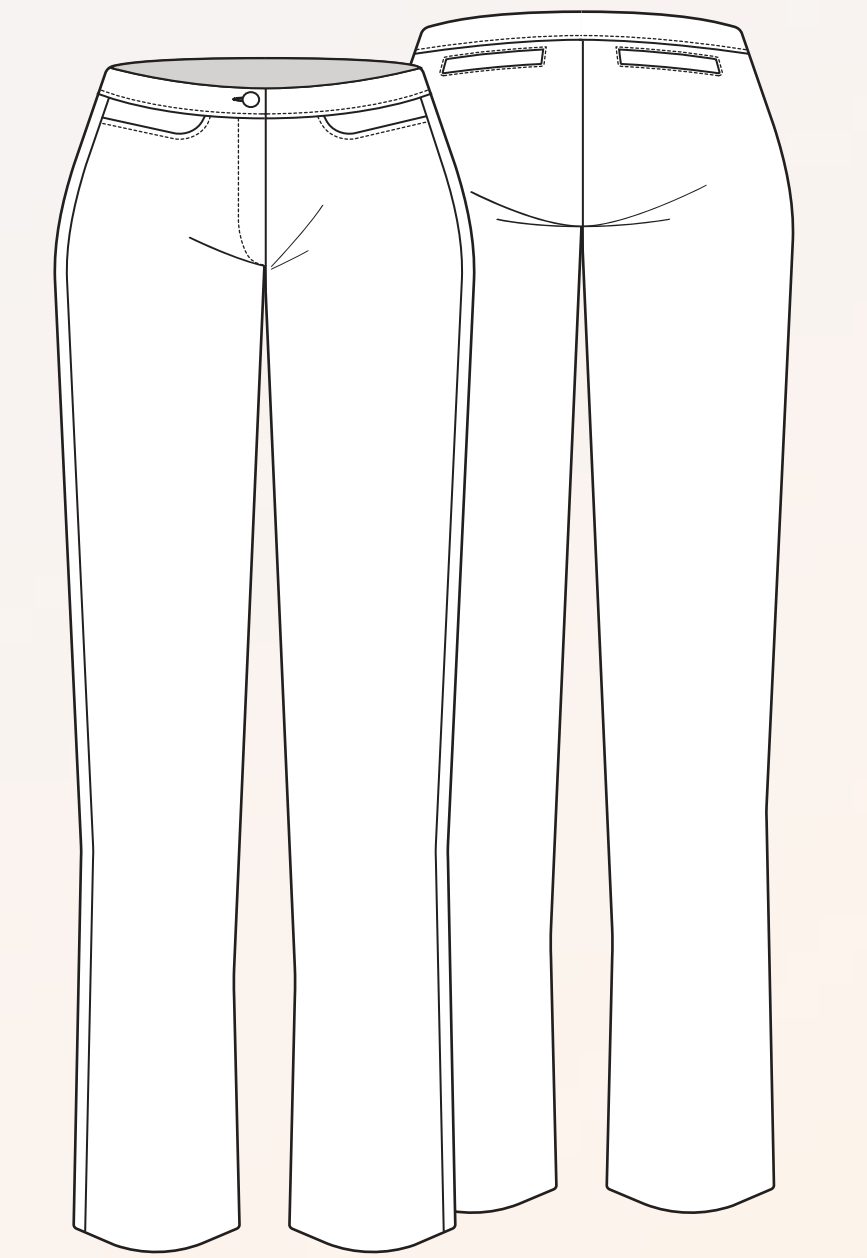
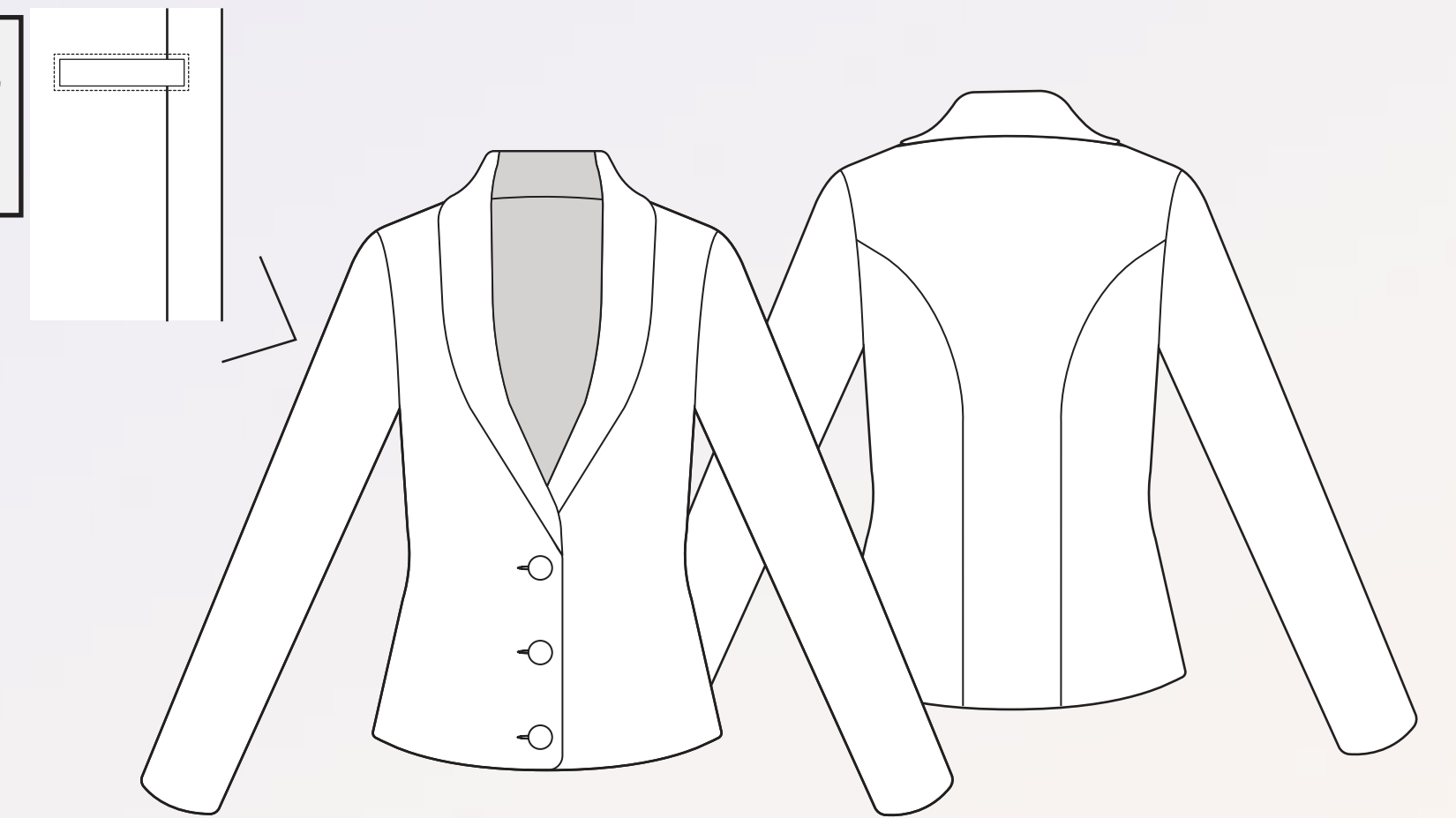


Blouse: 70% organic cotton/30% recycled polyester
 Buttons: 100% recycled plastic

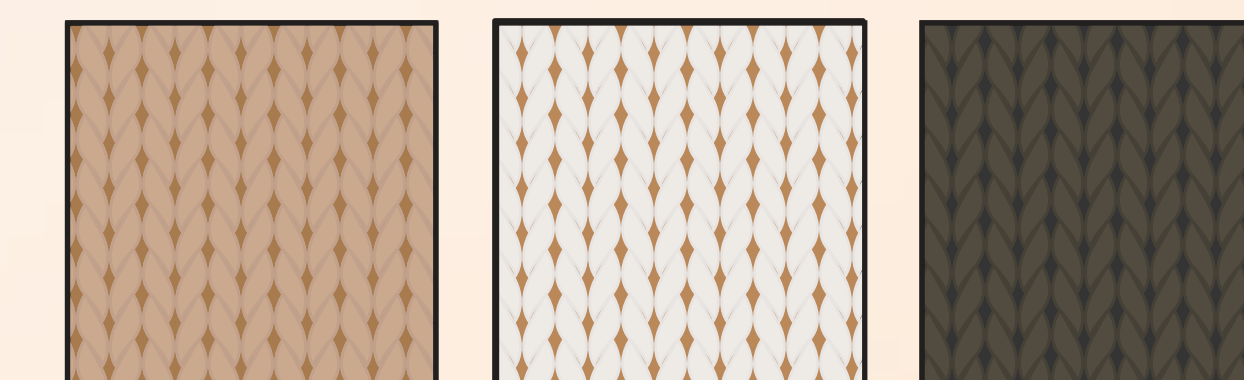
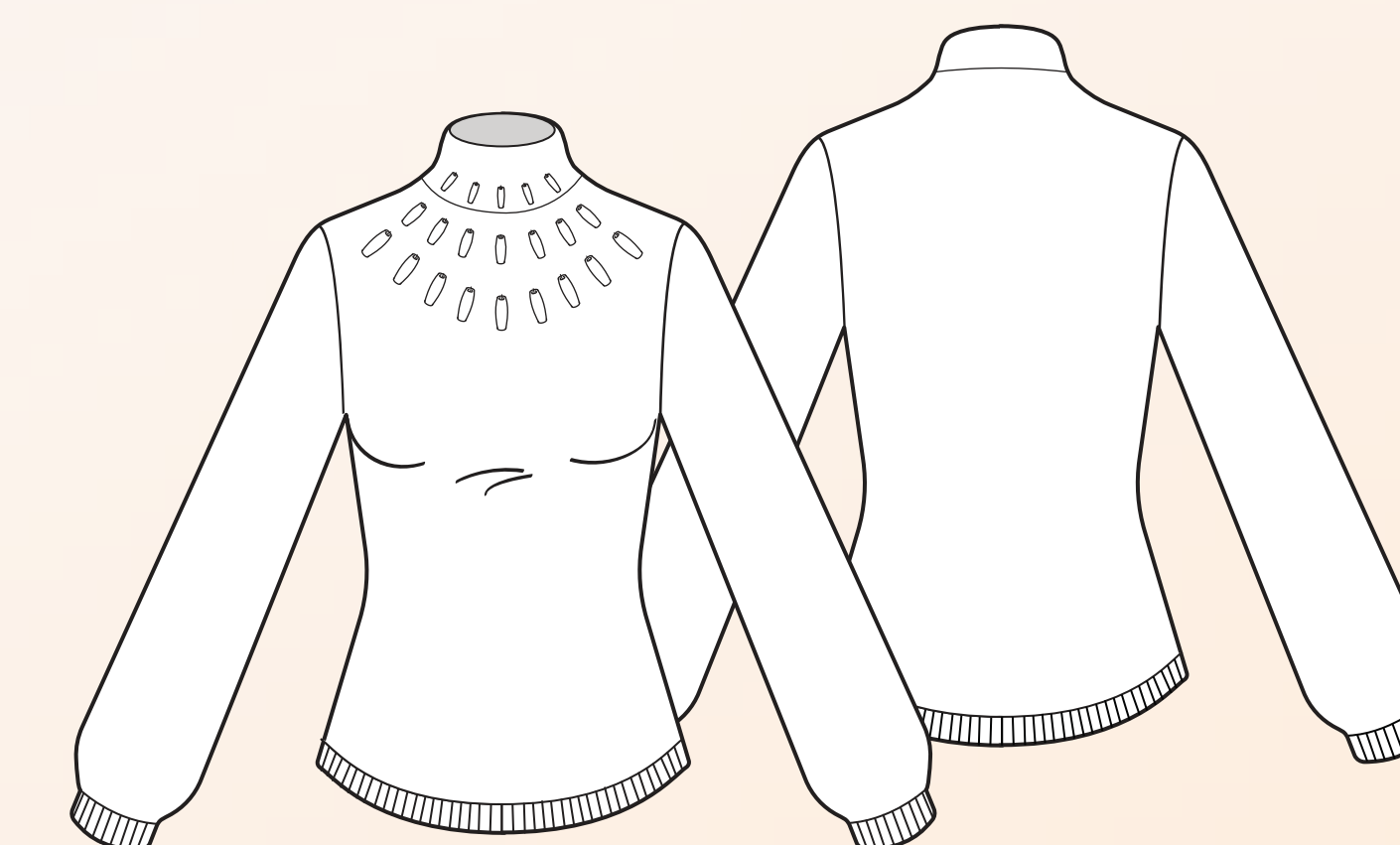
Sustainable beading made of reclaimed glass replaces accessories.



Inner breast welt pocket



Blazer: 100% wool
 Pants: 99% wool/1% spandex
 Fastenings: 100% recycled plastic



Sweater: 100% organic cotton
 Beading: 100% reclaimed glass

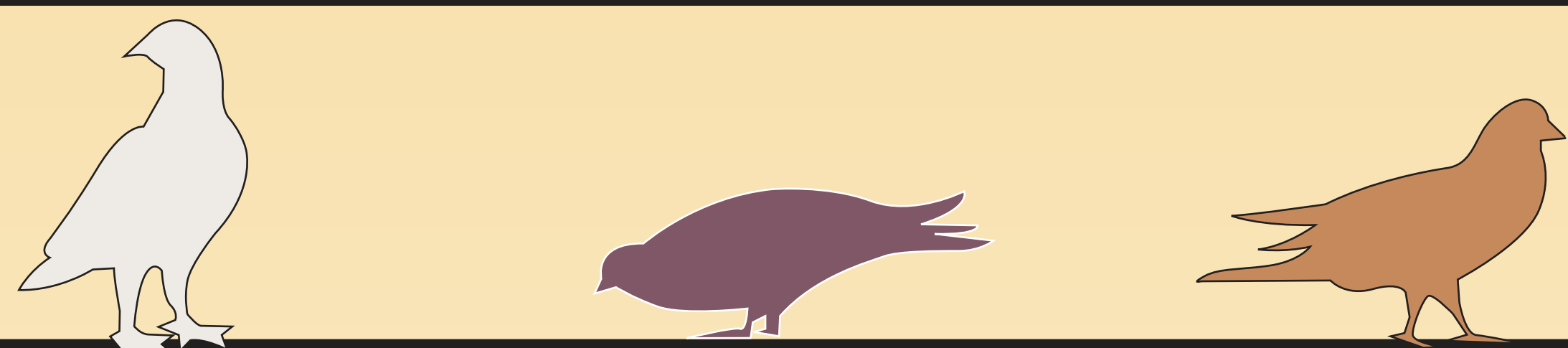
There is a current need for options that include sustainable fabrics, protection against airborne pollutants or disease, and which bring comfort to the wearer. This proposed line of work attire fulfills those needs by incorporating eco-friendly materials and fastenings that offer protection from airborne irritants or disease. In addition, these designs offer unique colorways and more relaxed silhouettes to increase comfort.

Market Research

Currently on the market for women's workwear are designs such as:

- Herringbone pant suits available in a tailored slim fit and straight fit with grey, beige, brown and black colorways
- Women's knit sweaters with oversized cable knit or waffle knit designs featuring a dolman sleeve. Common colors include neutrals and pastels such as white, mauve, pink, and blue
- Trench coats with a classic, cross front, belted design as well as others with removable hoods

However, there is a need for options that include sustainable fabrics and protection against airborne pollutants or disease, and that bring comfort to the wearer. **To address this gap, the proposed line of work attire includes eco-friendly materials and fastenings, features that offer protection from airborne irritants or disease, popular pattern designs in unique color ways, and more relaxed silhouettes to increase comfortability.**



Quality

The AATCC Test Methods selected are the following:

- AATCC TM135: Dimensional Changes of Fabrics after Home Laundering
- AATCC TM158: Dimensional Changes on Drycleaning, Perchloroethylene: Machine
- AATCC TM143: Appearance of Apparel and Textile Products after Laundering
- AATCC TM8: Colorfastness to Crocking: Crockmeter

Why these tests were chosen:

- To accommodate material selections, dimensional change tests for both home laundering and dry-cleaning methods were included
- Any skew, shrinkage, or sagging from laundering will make the products undesirable to wear, preventing them from being long-lasting
- The seams or shape of the garments must not change after being subjected to multiple launderings
- The garments we designed will repeatedly rub against one another and other surfaces during wear, so we want to ensure minimal color change or fading occurs from crocking
- Overall, testing these factors will help increase the longevity of the garments and reduce the need for consumers to buy substitutes

Design Research

According to trend reports published by WGSN, a trend forecasting and analytics company, the coronavirus outbreak has created unique consumer needs in terms of workwear. Because many people have shifted to working at home, consumers have placed more importance on being comfortable and staying safe when they do have to travel outside their homes.

To accommodate these needs, this workwear line includes:

- A knit sweater
- A more relaxed pantsuit made from knit material
- A trench coat with hidden buttons to secure the opening and a zip up element to protect the face

Also, with an increase in awareness about sustainability and the damaging nature of fast fashion, consumers have also been becoming more conscious about their shopping habits.

The eco-friendly materials used are:

- | | |
|---|---------------------------|
| • Mushroom leather | • Organic cotton |
| • Recycled polyester material, zippers, and buttons | • Reclaimed glass beading |

Timeless Style

To make this work attire product line timeless in terms of style, we incorporated:

- Traditional, staple pieces such as a button up blouse and a pant suit
- Unique variations of consistently popular pattern choices and surface designs, such as herringbone and bark jacquard
- A color palette of warmth, romance, and femininity by using neutral beiges and jewel tones that can be worn through multiple seasons

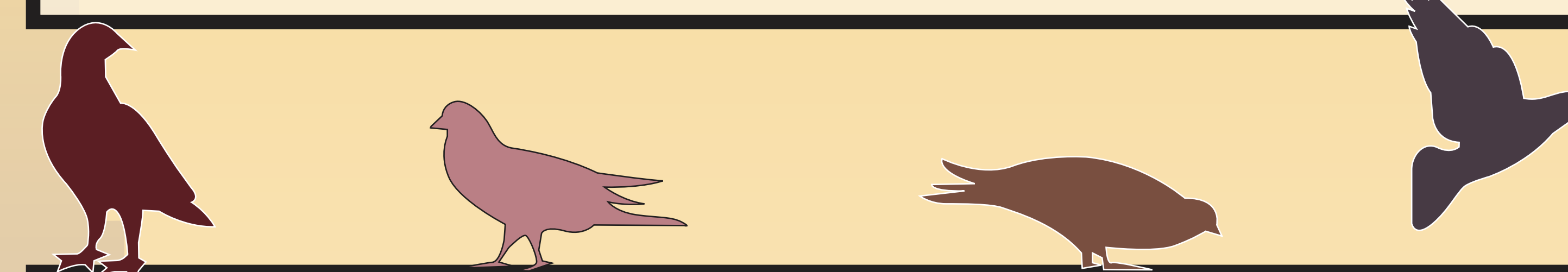
The office wear in this line is designed for a business casual work environment. Due to the COVID-19 pandemic, many individuals are working from home. However, some are still commuting to and from their workplaces in cold temperatures and possibly without access to reusable face coverings.

To address the wearers' needs and experience in both situations, we included unique features in the designs such as:

- A zippered, adjustable face mask to the trench coat for added warmth and face protection from pollutants or airborne disease during commutes
- A relaxed pant suit and sweater to bring added comfort whilst working in the office or at home
- Materials in next-to-skin garments that are easy to wash at home

Target Market

Women 30-35 years old with no specific race or religion		Prefer shopping at higher-end department stores such as Neiman Marcus, Saks Fifth Avenue, and Nordstrom	
Reside in Manhattan, New York, and live in a household of 1 to 3 people	Work in creative fields such as architecture, journalism, advertising, or fashion.	Eco-conscious	Salary of \$80,000+
		Bachelor's degree or higher	
Spend their disposable income on new season's clothes and shoes, cosmetics, groceries, bills, medical expenses, and put leftover money in savings.			



Sustainability

The line includes sustainable and more eco-friendly materials mentioned in the Design Research section. To manufacture the products, only facilities that are **OEKO-TEX** or **GOTS certified** and incorporate sustainable production methods and techniques will be selected. By doing this, the integrity of the products will be increased, creating long-lasting and durable pieces.

To reduce environmental impacts in the factories, we would:

- Avoid toxic and harmful chemical usage
- Employ efficient energy usage
- Use patternmaking and cutting techniques with higher marker efficiency to reduce waste fabric

The consumer will know our product line is sustainable because of **care labels and advertising**. Marketing such as hang tags and signage made from recycled material will further inform consumers of the eco-friendly materials and processes used to manufacture the garments.

The care labels on each item will include:

- Fiber content
- The country of origin
- Care instructions recommending cold water washing and minimum detergent

The marketing displays for the products will state:

- Information about the factory where it was made, including certifications
- The recycled materials used to make the hangtags
- Special and unique features