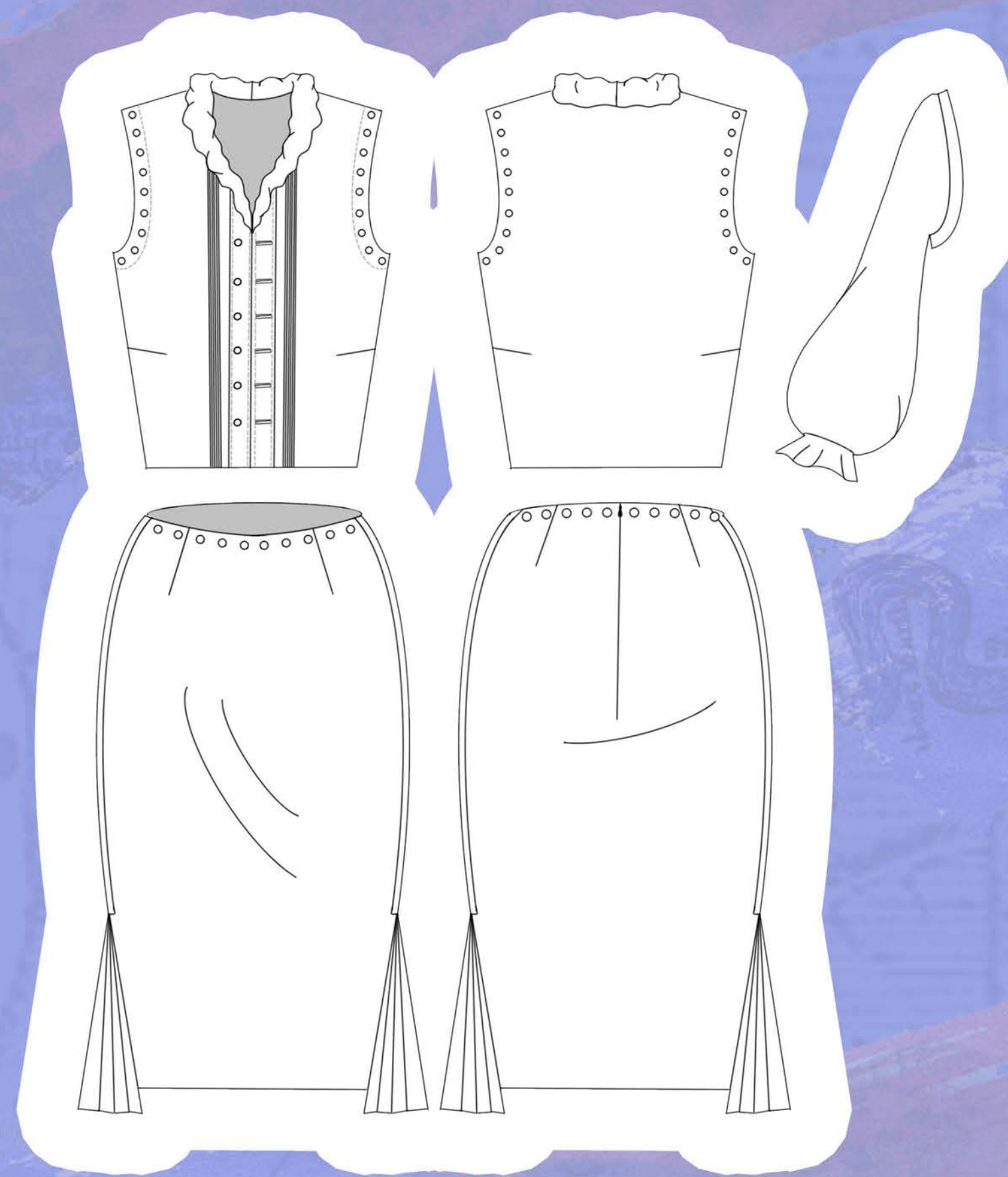












WEco.

Everlasting style for entrepreneurial office women.

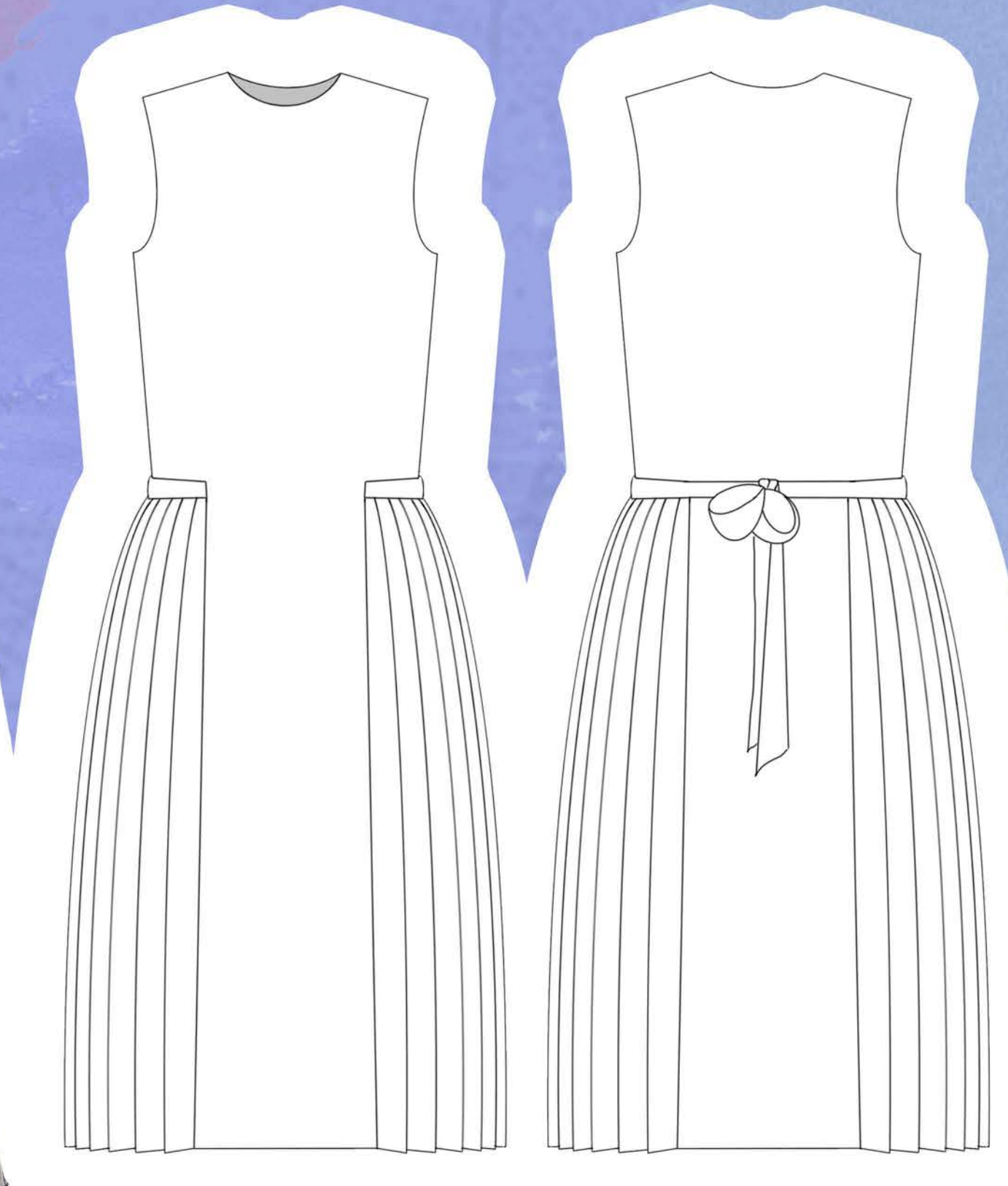
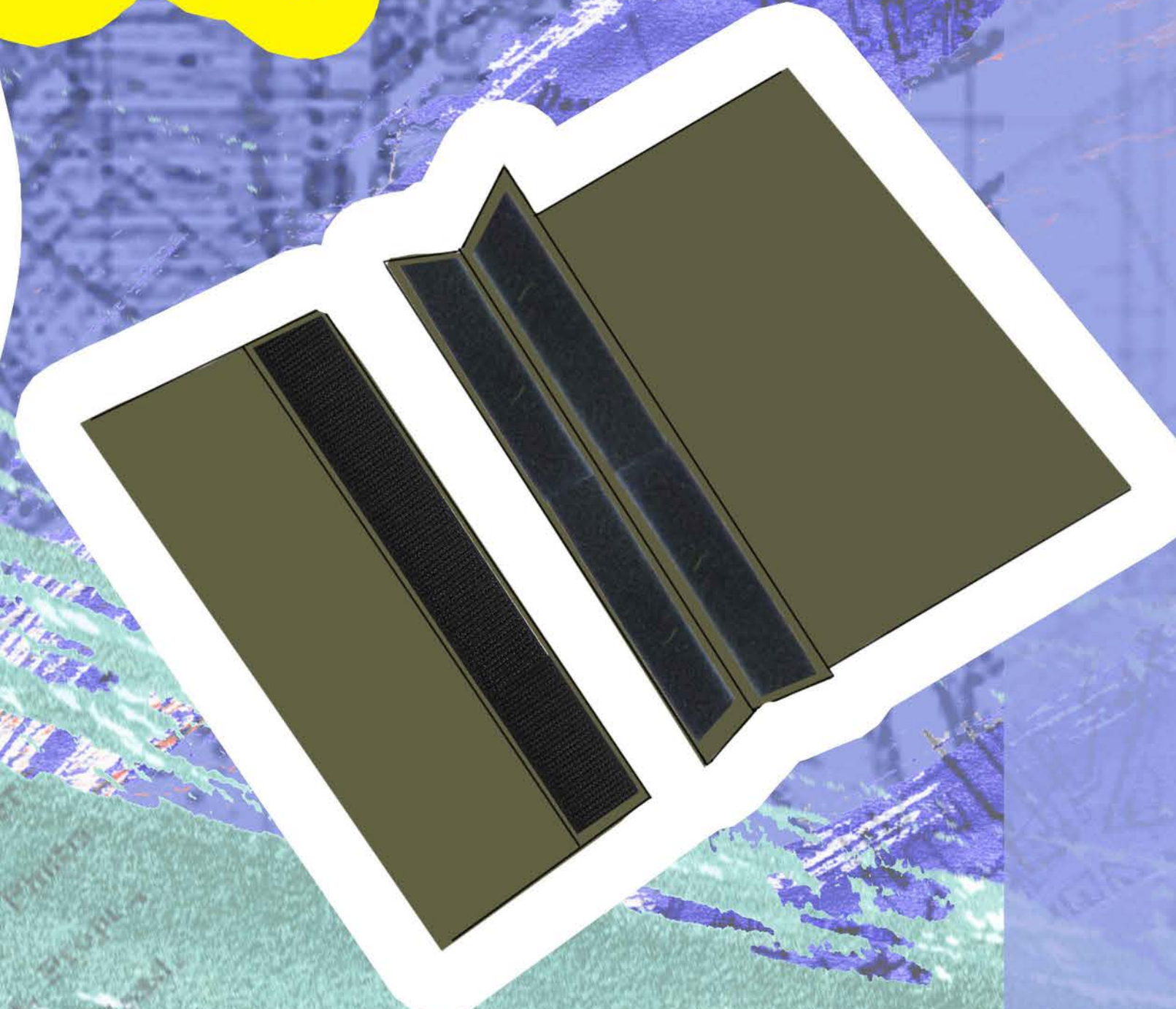
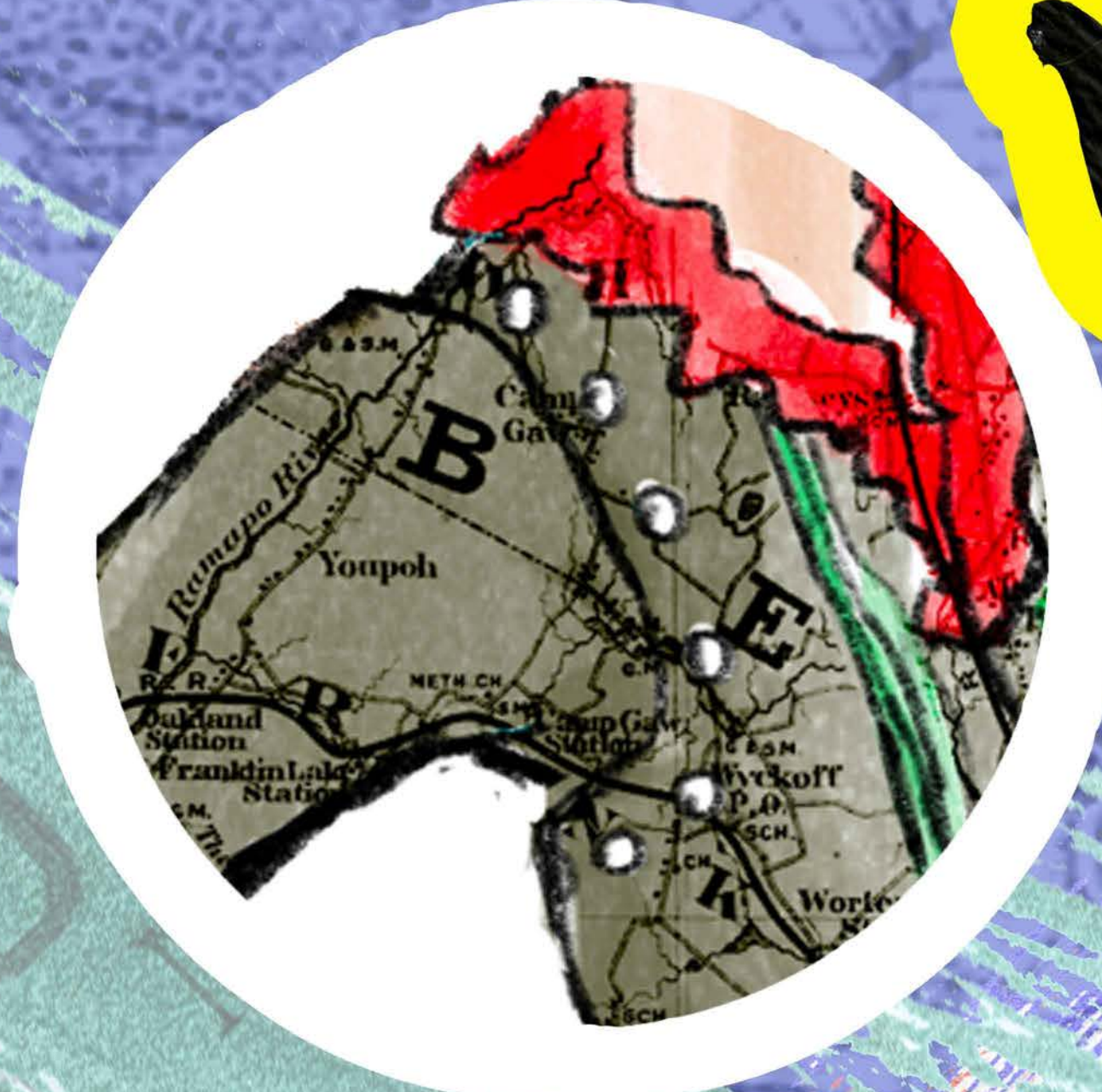
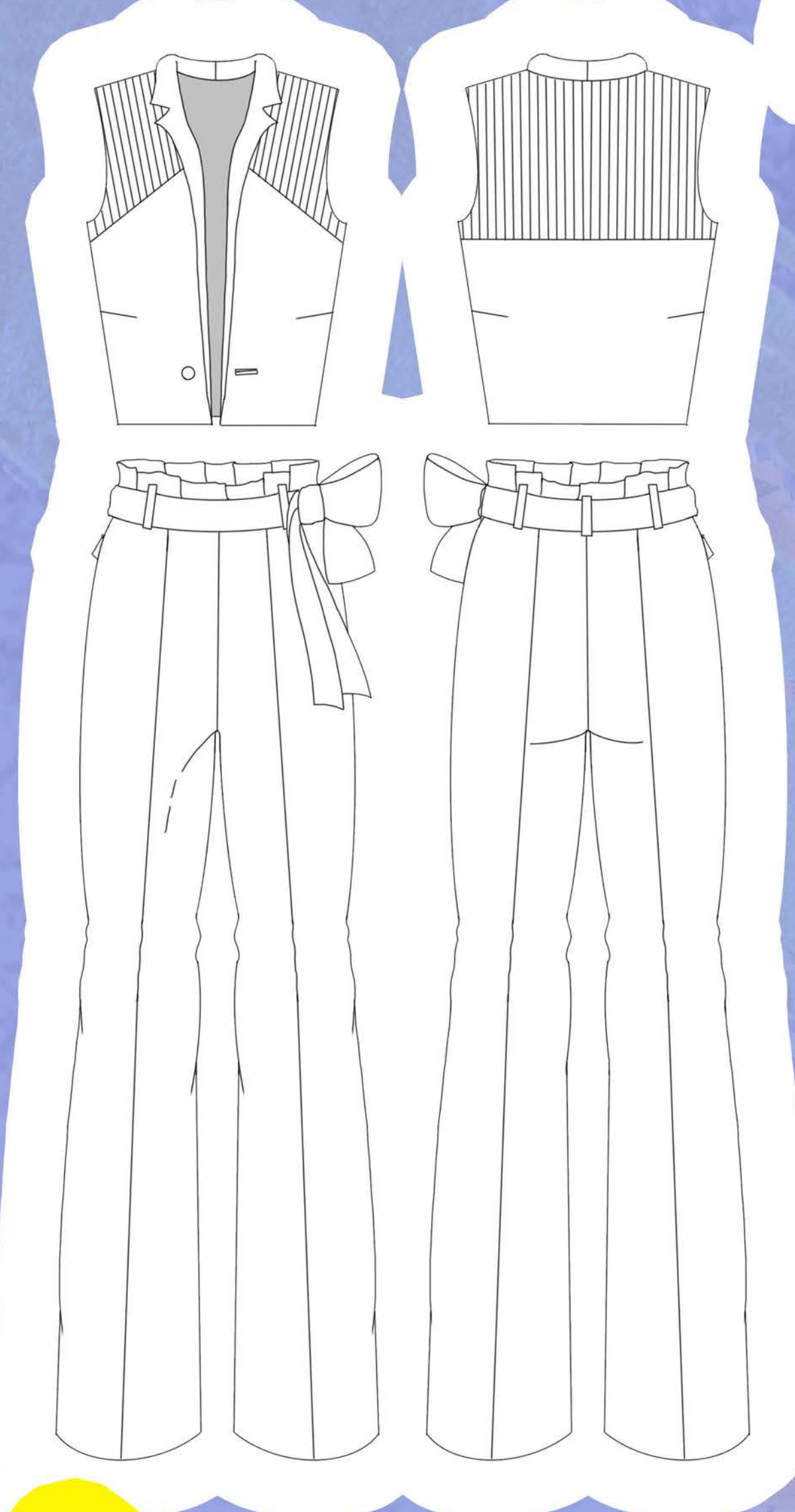
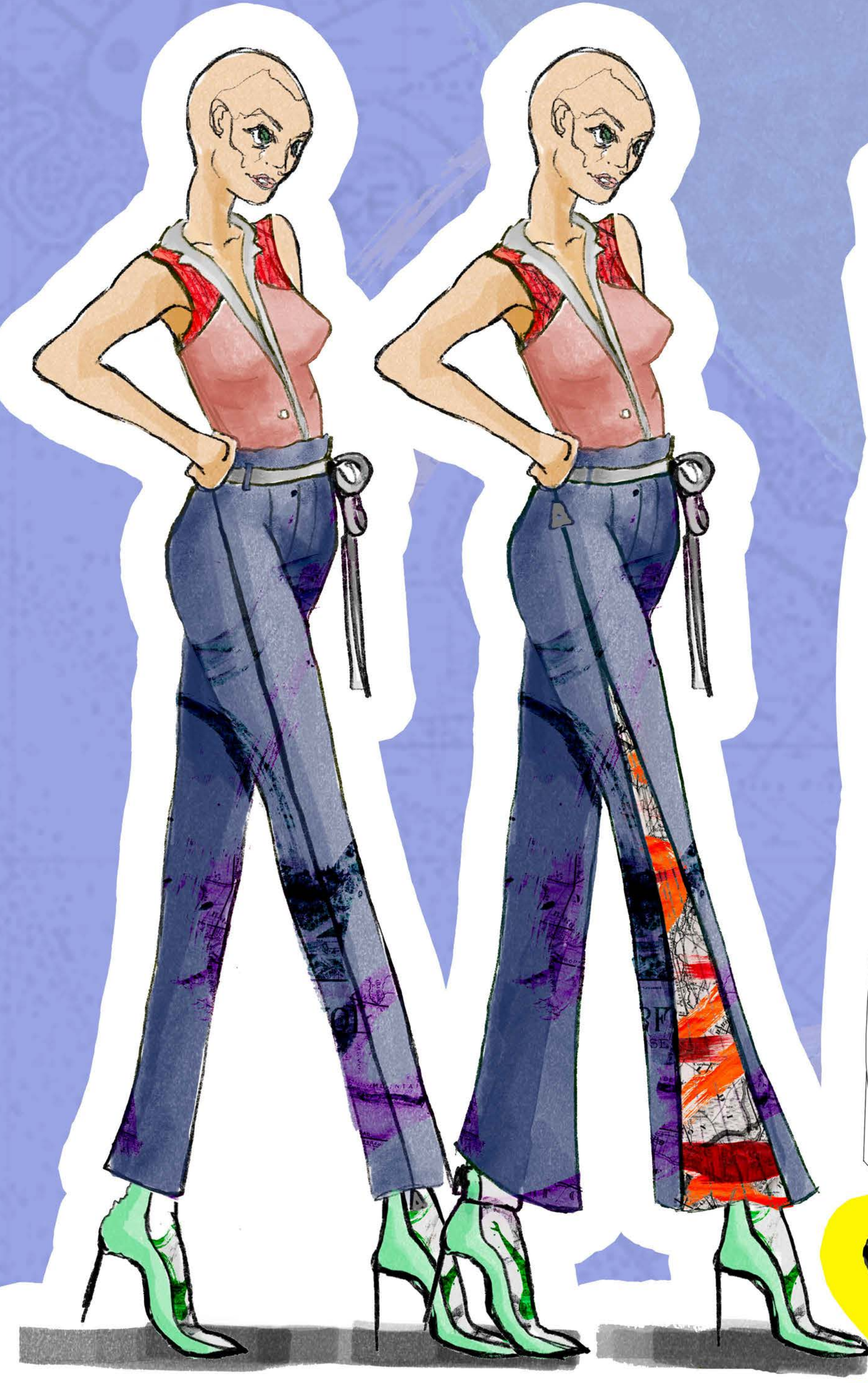
WEco connects stylish, environmentally concerned modern shoppers with garments that look to the future with hopes to connect us better through versatile design. Made for those who sit in an office but like to move around throughout the day, this brand seeks to maximize style and comfortability while offering the liberty of choice and ease of mind.



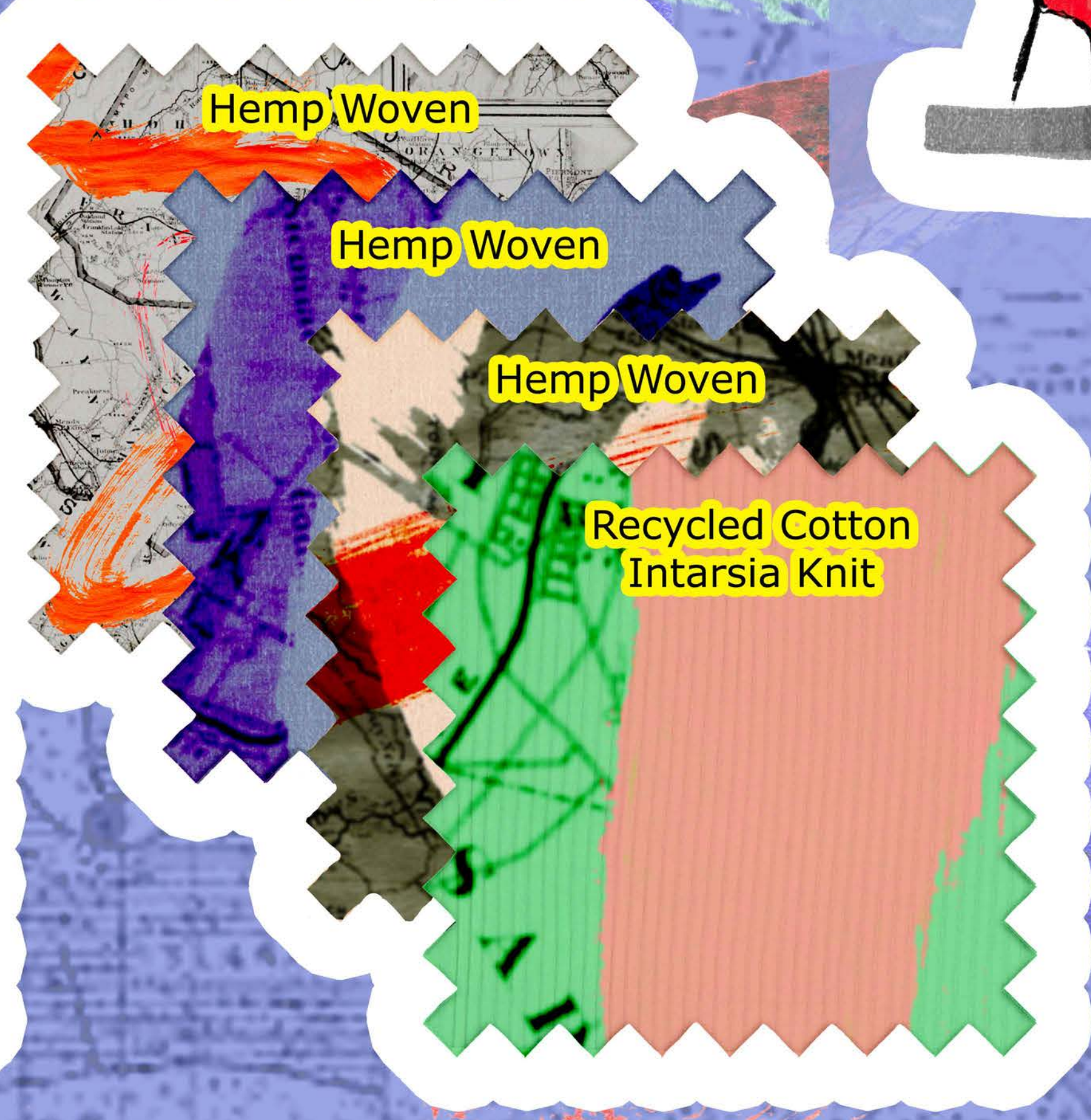
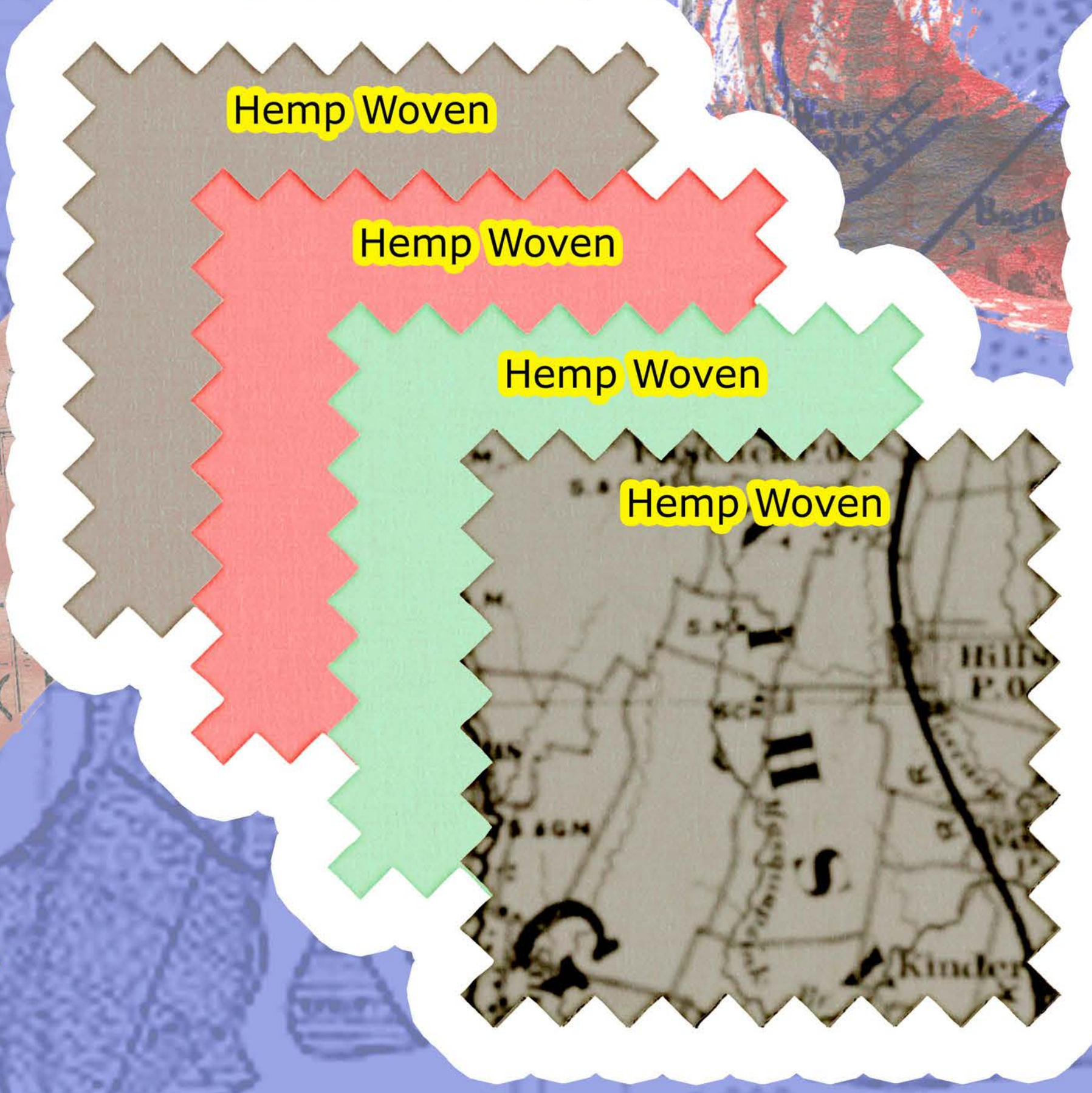
- Pantone 485 C 
- Pantone 7613 C 
- Pantone 166 C 
- Pantone 346 C 
- Pantone 7763 C 
- Pantone 655 C 
- Pantone 2597 C 
- Pantone 489 C 
- Pantone 420 C 
- Pantone 720 C 

Heels are able to be folded down for a more casual look/for comfort.

Sleeves are able to be attached/removed by using velcro hidden inside seam flaps. The garment can be changed based on the weather/how the wearer wants to present themselves any specific day.



Zippers are able to come up and down to release pleats that are hidden on the inside. Zipping them down give the pants a straight look, and zipping them up reveals the pleats on the inside.



The belt comes through slits on the front of the dress and ties around the back. Can be tied as tight at wearer desires.



Sustainability

WEco. aims to make pieces as versatile as possible, as well as maintaining design integrity, to ensure the lifespan of the garments are maximized as customization allows for longevity. The interchangeability of pieces encourages our consumers to limit their purchases and help fight against textiles being put in landfills. Customization will grab customers and keep them with us.

We will use hemp fabrics to eliminate extreme water waste and to help assist our designs in being less form fitted and more free falling. Hemp fabric replacing cotton will also help fight against the use of harmful pesticides in water runoff, which affects the ecology of areas surrounding cotton farms. Proving to be more durable as well, the fabric will help uphold the integrity of our pieces and last our customers much longer.

Fabrics, when dyed, will use chemical-free, sweatshop-free dyes from Europe sourced by Rawganique. This will eliminate the use of harmful acids and cease the endangerment of fabric dyers themselves. For the knit dress, the intarsia knitting method will be used for a 2x2 rib on a 12G Shima Seiki wholegarment machine. The yarn used will be recycled cotton.

WEco.

WEco. aims to dress women in creatively based industries (for example, a talent agency) who love to express their personalities as a component as their work. They go through different environments throughout the day that call for different levels of professionalism, and with a line that offers versatility as well as timeless style, they will keep these garments longer and prevent more clothing from ending up in landfills. With the innate ability to change, the pieces will last beyond trends and show the wearers that they are making an environmentally conscious decision.

My original inspiration for this line derives from the art form of abstract expressionism. I painted the above piece in 2018 and my bosses at the time, who are talent agents, bought it from a fun raiser ran by my high school. They hung it up in their office - inspiring this collection. Their unique personalities as well as the nature of their field makes for the expression of self very welcomed.



Powered by paint strokes and the travelling of line, I used a calligraphy-style bamboo brush to create fluid shapes and marks. They were then edited to be different colors, along with public domain maps being overlaid on top to promote freedom.

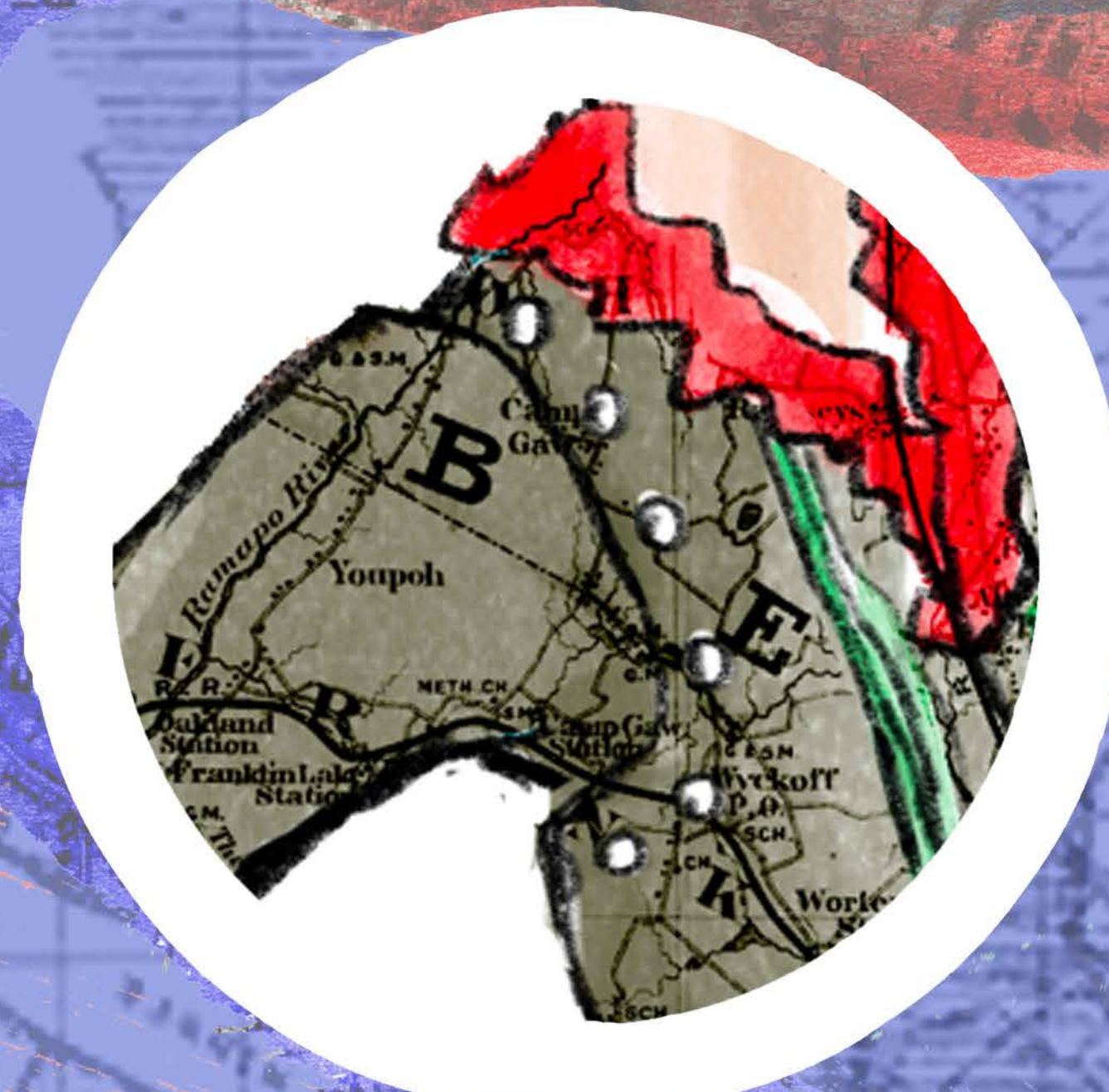
AATCC

TM008-TM8-TM 8 Colorfastness to Crocking: Crockmeter Method

By rubbing swatches of white fabric against the fabrics used in this line, we will be able to determine if the color will withstand the test of time. If the color rubs off, then different dyes and chemical-free options will have to be explored.

This test method will ensure that the dye used for the garments will not wear out and that color will be preserved for the foreseeable future. The line relies on the pops of color as well as the integrity of the prints to reflect the personality of the wearers, so if the color wears away, then the customers will want to buy more clothing. Our goal is to eliminate this need - so to preserve color will be to avoid more garments ending up in landfills. Specifically, this test method advises not testing on small areas of print, but this line's print is specifically large.

Testing will make sure that color does not affect the chairs that the wearers sit in throughout the day, as well as their seats in their cars. Taking away from nightmare-ish events like clothing dyeing what you are sitting on will put our customers at ease, without them having to worry about it in the first place.



The sleeves of this top are removeable, using velcro hidden by fabric on top of it. Two layers of velcro ensure that they do not dislodge during the day accidentally, as well as ensuring comfort on the inside. This adaptability promotes the wearer to keep the piece longer, as well as get more use out of it as opposed to a top that cannot transform with the weather/mood.



The knit dress is for a more comfortable wear. The tie becomes hidden in the front and comes through slits on the sides that allow for the wearer to tighten it/loosen it as they see fit. With a mechanism that allows for changing comfort for changing events through the day, the wearer will be able to use the dress to its fullest potential.



For talent agents, expressing their personalities as well as maintaining professionalism allows for liberty in what they wear. When going in to meetings, they will be able to zip closed the pleats on the sides of these pants for a more "professional" look. Then, when going about their days in the office and outside, they can open them up for a flare of fun. This will make them want to keep the garment longer

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Timeless colors, such as tans, greys, and navy blues, were combined with colors that can be seen as youthful or mature, such as red, orange, and green, to make sure these pieces stay relevant in any wearer's wardrobe. The neutrals balance out the pops of color and prevent the garments from being overwhelming or seen as unprofessional. Just the right amount of color is fun, classy, and can even be interpreted as upscale. For a business casual office - these colors are perfection.