


Sandstorms of Tomorrow

Combining natural production methods and materials to cater to the world's most advanced customer base.

The background of the slide is a close-up photograph of numerous skeins of yarn in various colors, including shades of pink, orange, yellow, and blue, arranged vertically. The yarns are slightly out of focus, creating a textured, bokeh-like effect.

Gen Z is a generational anomaly as far as their shopping habits go. This is the largest customer base currently with the lowest income, as it is primarily made up of students and young adults who have just entered the workforce. Gen Z is a generation who grew up surrounded by social unrest, war, and climate change. The other important thing to note is that they have strong belief systems and when a brand threatens those belief systems they will stop shopping there. Companies need to adjust their sourcing and manufacturing methods to meet the approval of the most important consumers of modern times. This primarily needs to be done through sustainability and transparency. By doing this, the fashion industry will not only improve its overall impact on the planet and humanity but also boost the sales of many companies that might otherwise fail from not evolving their values.

Who is Gen Z, and what do they want?

The term Gen Z refers to anyone born between 1995 and 2010. There are many articles that try and capture just how unique of a market Generation Z is. But through primary research I have discovered just how passionate they are about their values.

Contrary to millennials and Gen X, this new customer base prefers shopping in store, in fact 57.5% of those surveyed say they shop in store, while 78% say they prefer to shop in store and they shop online due to lack of options.

Gen Z also considers a brand's values when shopping more than any other generation. Only 12.5% said it had no impact on their habits, 32.5% said they'd never thought about it, While 55% said that it played a major role in their purchasing decisions.

Gen Z's support of a brand is based on the brands views of:

Race: 60%

Sexuality: 57.5%

Gender Identity: 47.5%

Politics: 50%

Sustainability: 65%

Manufacturing Practices: 75%

Customer Connections: 40%

Quality: 97.5%

42.5% of Gen Z surveyed would stop shopping at their favorite brands if they discovered the brand disagreed with their personal values.

Gen Z also has many opinions when it comes to what they want to see changed in the fashion industry, the most important is sustainability and brand transparency. Gen Z also advocates for better labor practices, size inclusivity, and crediting cultural designs. Gender neutrality was also mentioned repeatedly.

@emmachamberlain





What does sustainability mean for this collection?

Sustainability is the hottest trend in fashion right now, but caring about our planet and our impact on it should not be a topic that goes in and out of fashion depending on the season. This collection aims to standardize sourcing and manufacturing practices to become carbon neutral within the next few years.

The first step is going to be using all natural or recycled fibers. Natural fibers will eventually biodegrade, unlike synthetic. The few garments in this collection that use synthetic fibers will be made using entirely recycled materials. This is also true for any cotton used to reduce water usage.

Another way to reduce the use of water is to pigment or hand dye. This is also a great option because it makes each product more unique, and the color variations can add depth to the garment.

Another way I plan to reduce waste is to include a custom textile that is made of small scraps of leftover material in order to ensure that no pieces are wasted, adding to landfills.

Eventually implementing a closed loop garment production system is essential for all brands. It is the most sustainable option going forward in the industry. The only real way to be 100% sustainable is to stop making new products entirely. That is not nor has it ever been an option. The fashion industry is a multi-billion dollar industry that employs millions of people. The second most environmentally responsible option would be to limit the number of “new” products by using fashion waste. Brands could easily recycle old synthetic fibers to be made into new products. Also limiting the overall quantity of clothing produced in order to prevent overstock.

Farm to closet traceability is something that gives a brand the transparency that a lot of customers are looking for. Making a customer aware of every aspect of the production process can be beneficial for brands as it keeps them honest with their customers.

With a socially conscious target customer like Gen Z, advertising the transparency of the brand would help draw them in as a core consumer.

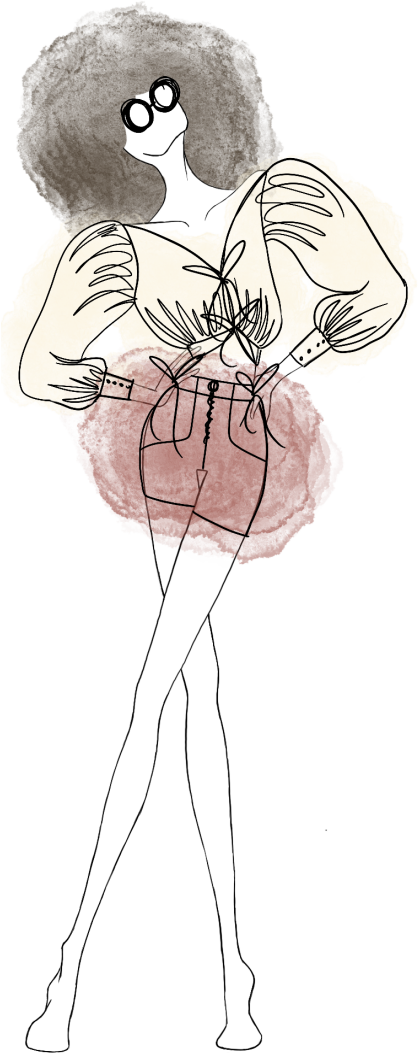
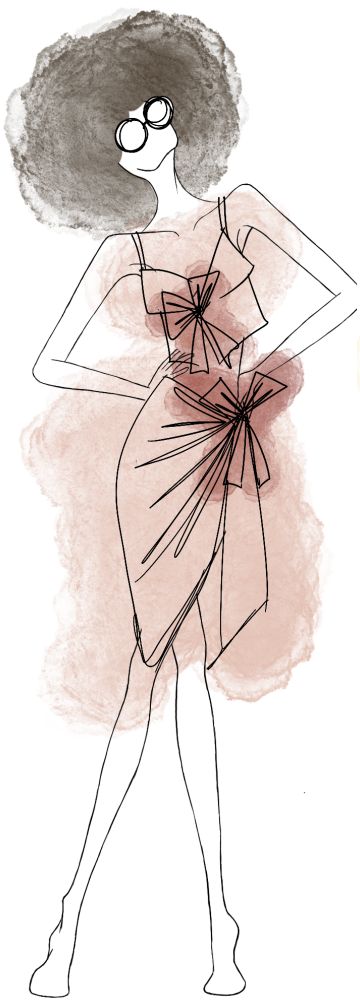
Being transparent is a relatively low cost marketing strategy as all it really takes is adding an extra hang tag saying exactly where the materials came from, where the garment was made, and how it was manufactured and shipped.

This can also be advantageous to a brand as farm to closet traceability also helps to ensure the brand that they are getting the level of quality that they're looking for, by leaving a detailed and public paper trail.

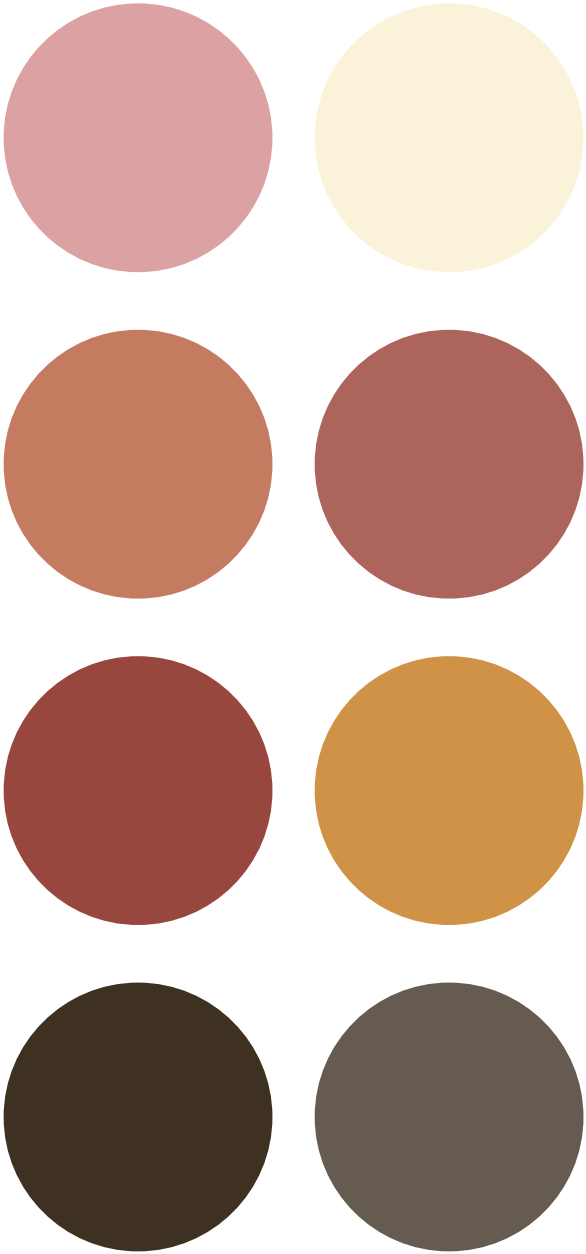
The main challenge associated with this is that all levels of the supply chain would have to adopt the program. This could easily be done through PLM programs as that already follows a specific style from start to finish. Adding in a few extra components concerning the fibers used would help to ensure that a level of quality is being met.







Color + Pattern



Sunset Leopard Print

Pigment dyeing on silk, to minimize water use, and eventually fade and create a distressed look, the randomness of the fading would complement the beauty of the silk fabric.

Desert Bloom

Embroidery on 100% linen fabric that is hand dyed in small batches. The three dimensional aspect of the embroidery will give structure and depth to the lightweight linen.

All the Pieces Patchwork

This patchwork textile is all 100% heavyweight cotton canvas, The material would be cut in small pieces to avoid unnecessary waste. The individual pieces are first flat fell stitched together, then with a double needle topstitch.

Textiles



Lightweight Linen Plain Weave
100% Linen
119 GSM
Hand Piece Dyed



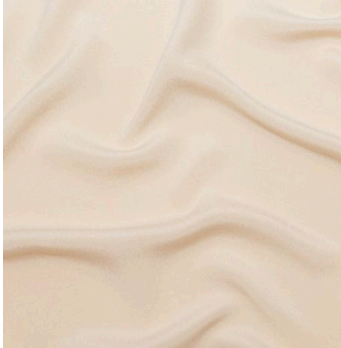
Sheer Linen Scrim
100% Linen
Fabric Dyed



Compression Purl Knit
92% Recycled Nylon
8% Lycra
Fabric Dyed



**Single Crochet
With Classic Shell Hem**
80% Cotton
20% Wool



Silk Crepe
100% Silk
161 GSM
Hand Piece Dyed



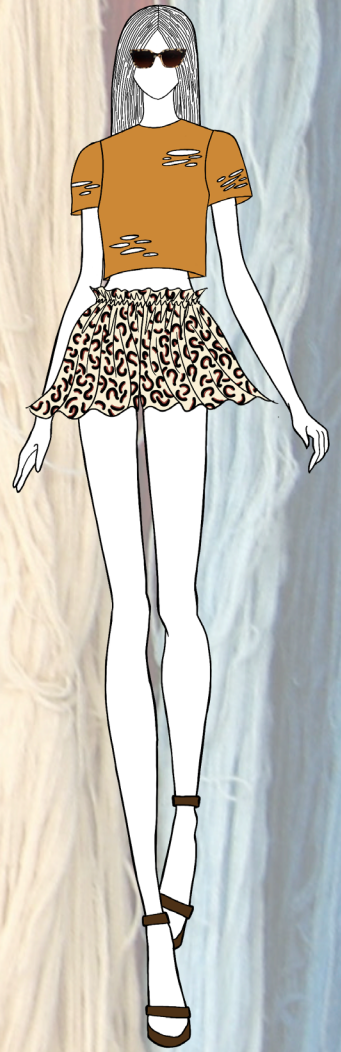
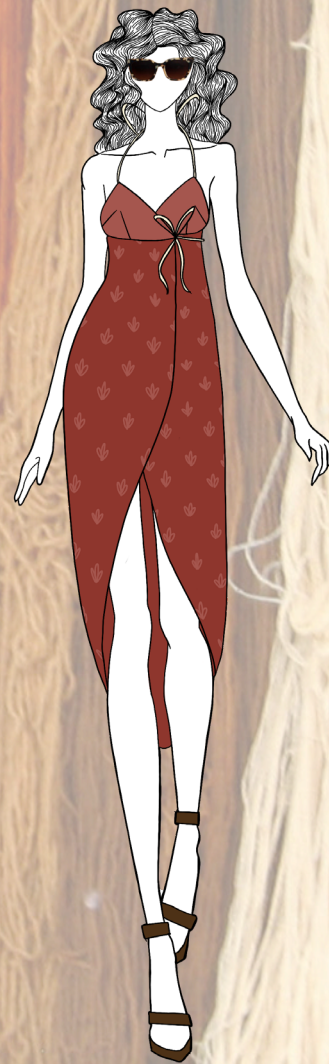
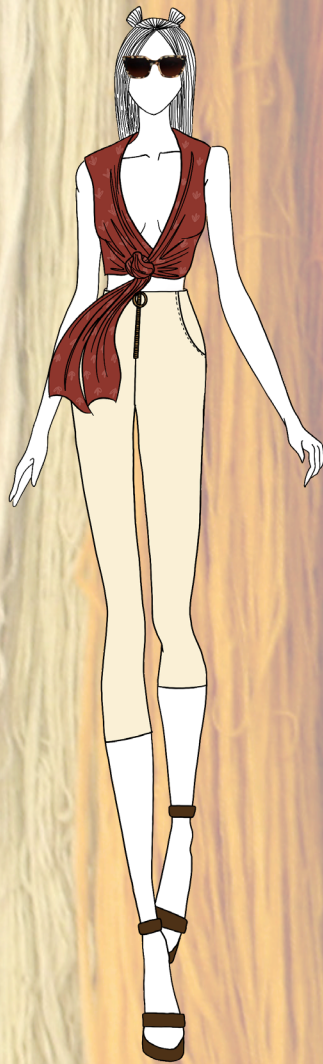
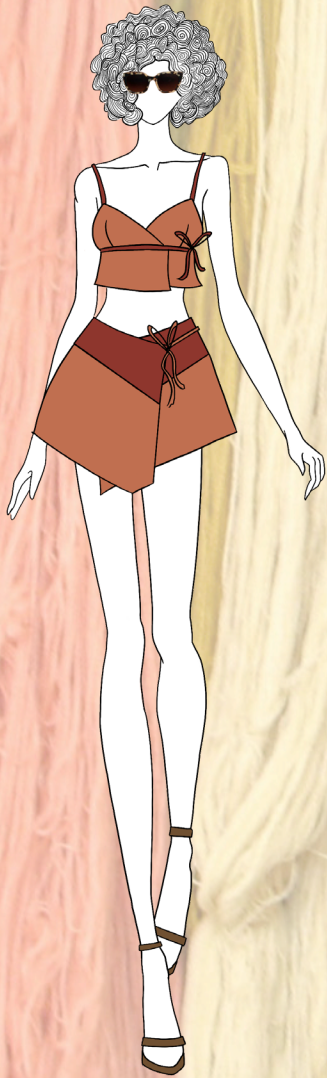
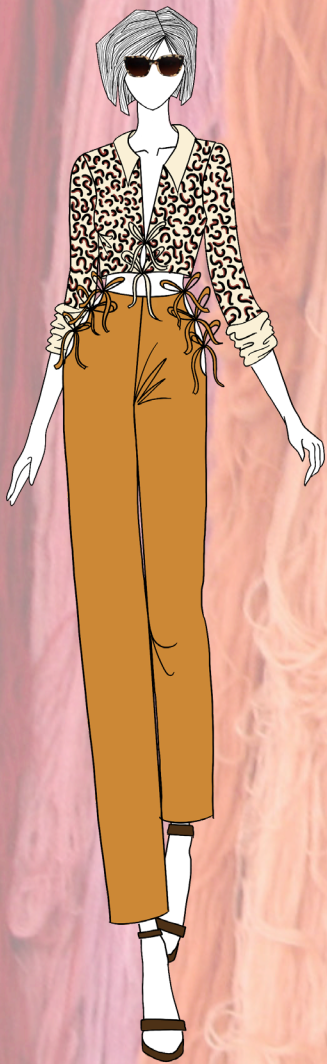
Heavyweight Canvas
100% Cotton
304 GSM
Hand Piece Dyed

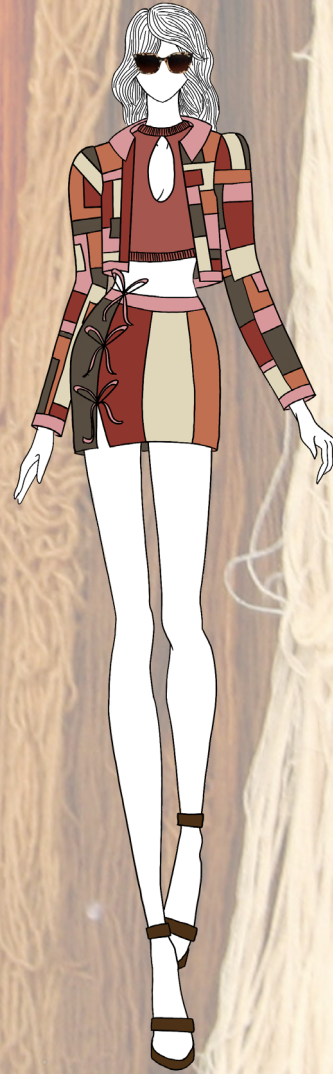
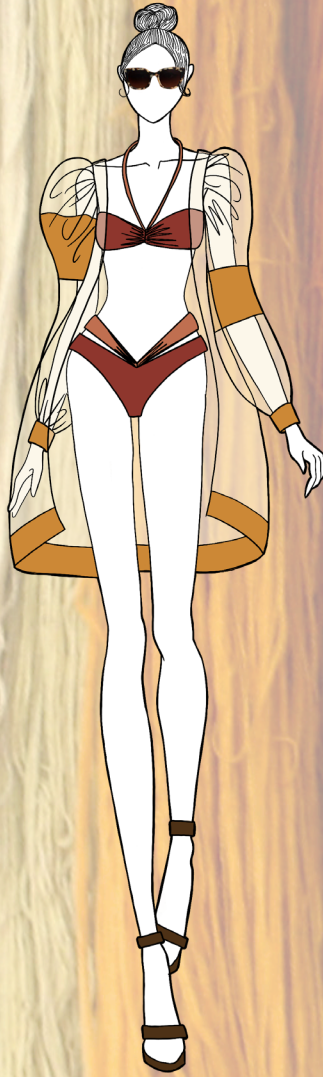


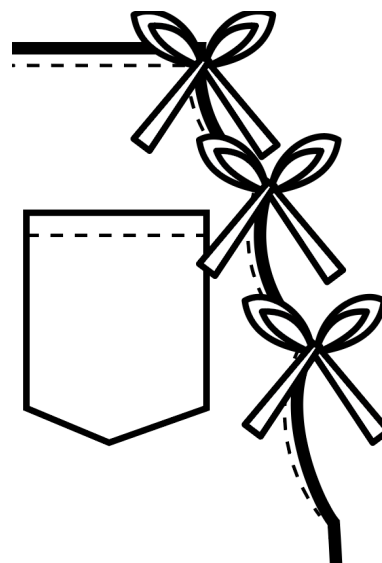
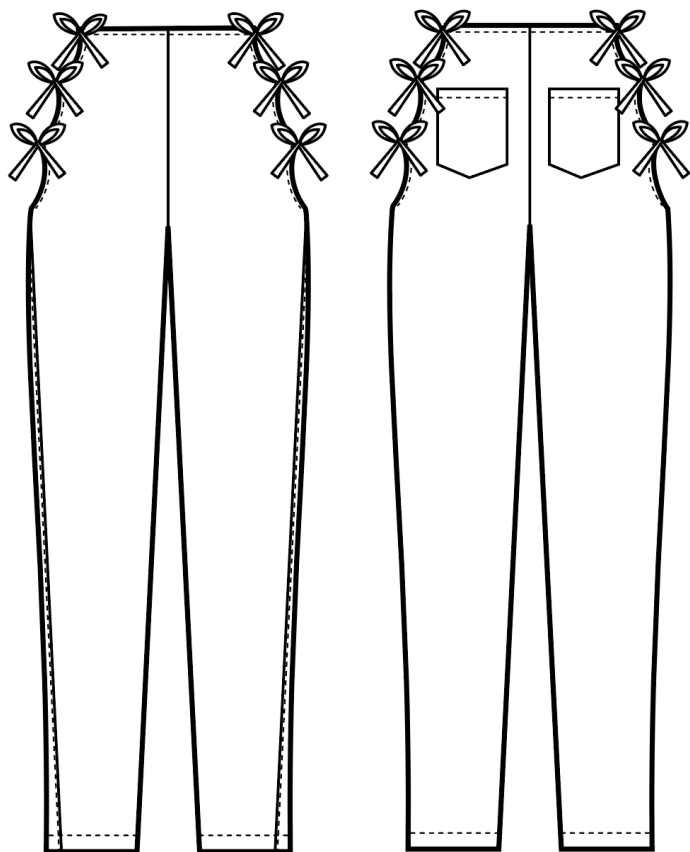
Solid High Gauge Jersey
95% Cotton 5% Lycra
Hand Piece Dyed



**Purl Stitch
With Skips and Cross**
100% Cotton







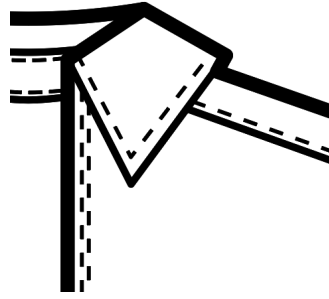
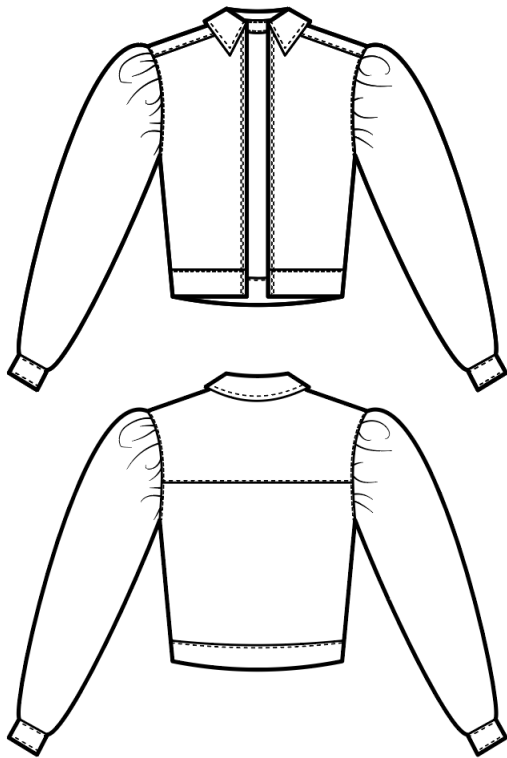
Hipster Pants

Straight legged high waisted pants, with tie closures on each hip. 1/8" top stitching along the waist and hips, and a 1" hem. Canvas has sand blasting as a distressing method.

300 Class Lock Stitch (everywhere)

Flat Fell Seams

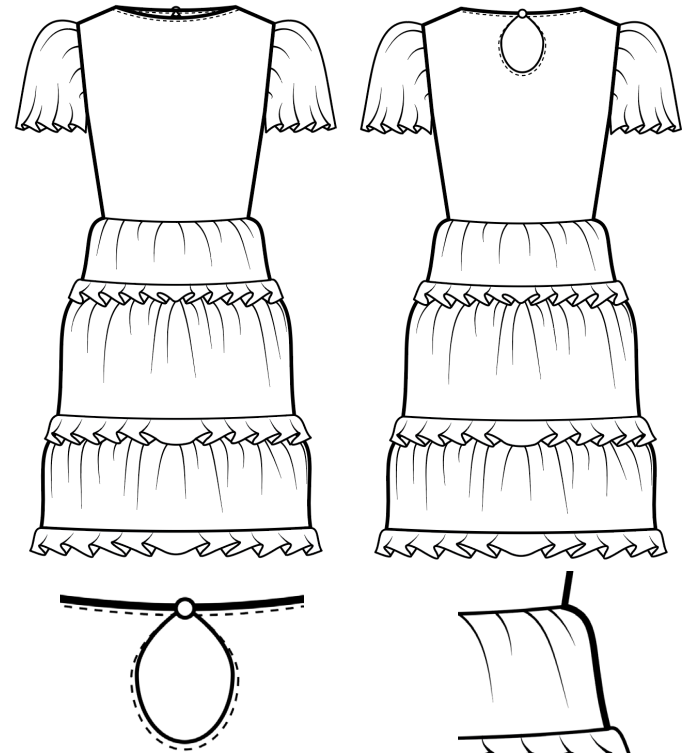
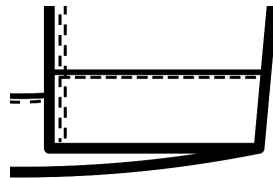
Double Rolled Hem



Lovely Canvas Jacket

Classic collared jacket with mutton chop sleeves, no front closure. 2" hem and cuffs, with a 2-piece collar.

300 Class Lockstitch
Overedge Stitching (seams)
Bound Hem + Cuffs



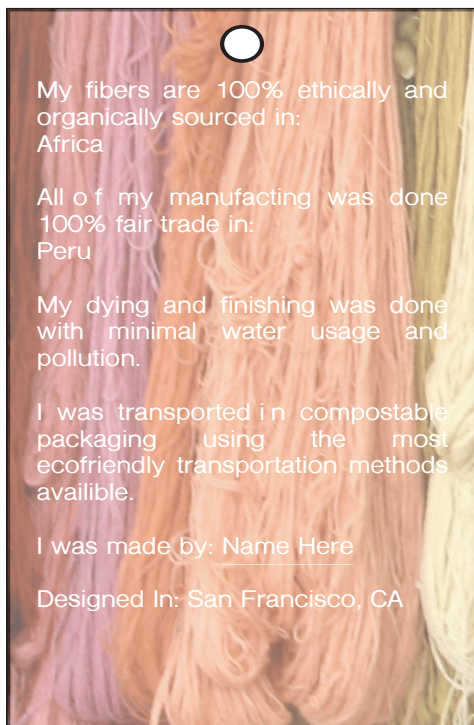
Ruffle Day Dress

Tri-layered with a ruffled skirt and flowy sleeves. Features a keyhole closure at the back. Seam contains a 1.5" ruffle detail.

300 Class Lockstitch
Overedge Stitching (seams)

The Hang Tag

These hang tags would be on every garment. They include information on where the fibers came from, where they were manufactured, who did the manufacturing, how they were dyed and how they were transported to retail stores. These tags would be made entirely of recycled materials.



Social Media Marketing

The main form of marketing would be through social media posts through Gen Z influencers, including Emma Chamberlain, Natalie Noel, and Greta Thunberg, who ideally would help to steer brands in the right direction when it comes to sustainable practices.

Retail

While the primary retail method would be e-commerce, via a website and social media, pop up shops would be held in major cities, and clothing would be featured at major shopping destinations for Gen Z such as Urban Outfitters. Return policies would be incredibly accepting as fit and comfort are very important to us and our target consumer.



More on Gen Z:

Favorite brands and stores include:

- Lululemon
- Levi's
- Patagonia
- Brandy Melville
- Urban Outfitters
- Local Boutiques
- Free People
- Everlane
- Girlfriend Collective
- American Eagle

Out of the fifty people surveyed only two responded with designer brands when asked what brands they purchased. When asked about what brands they'd shop at if money was no object, only 30% responded with designer names.

30% of Gen Z shops for clothes less than once a month

22.5% of Gen Z shops for clothes only when necessary.



@zendaya

From this research this is what I have found conclusively,

Many Gen Z customers are shopping at brands that they largely disagree with.

-From outside research I understand that this is mostly due to cost. Gen Z is made up entirely of students, and young adults just entering the job market. And therefore have limited financial resources to spend on high quality clothing. Ideally we would want to produce sustainable, good quality clothing at a lower price point to secure Gen Z as our primary customer.

Transparency is essential in order to appeal to the market.

-being forthcoming about our values, priorities, and production methods will earn us a reputation as a trustworthy and distinguished brand. It is important to our success that we are honest with our customers about how we go about producing the products that they purchase.

Sensitivity is of the utmost importance.

-during the design process research is key. Ensuring that designs aren't offensive or appropriating cultures without proper credit is something that should have been implemented throughout the industry a long time ago. With this generation caring so much and being so diverse it's more important now than ever.



Manufacturing



The entire collection would be done using fair trade manufacturing. Sustainability isn't exclusive to limiting water usage and hazardous materials. Sustainability can also refer to ensuring the well being of the people involved in making the clothing. The textiles and sewing would both be done in respectable establishments in Peru where workers will be paid fair wages and have access to basic medical care in house. In addition, a portion of profits would go directly to a service of the employees choice such as a child care facility. Established brands such as patagonia have seen incredible success in this department. Employee satisfaction and financial security lead to higher quality craftsmanship.

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