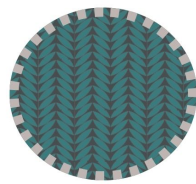


Chalet Wear

WOMEN'S SKI RESORT WEAR A/W 2025

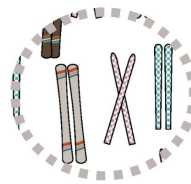
SWATCHES



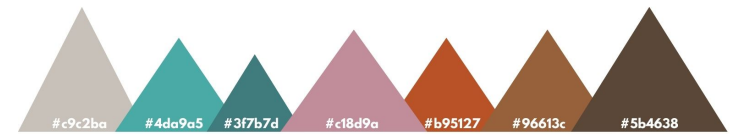
RIB KNIT



TERRAZZO



RETRO SKI PRINT



Dopamine Bright's & Long-term Naturals

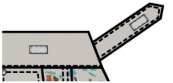
Focus: Inclusive Design Features

BECAUSE THE GREAT OUTDOORS SHOULD BE ACCESSIBLE

OFTEN GARMENTS IN THE SKI WEAR INDUSTRY CONSIST OF MANY CLOSURES AND DESIGN FEATURES. THESE FEATURES OFTEN DON'T PRIORITIZE INCLUSIVITY FOR CONSUMERS WHO MAY FIND IT DIFFICULT TO FASTEN SMALL BUTTONS, CLOSE A ZIPPER, OR GO THROUGH THE STRAIN OF PUTTING SKI BOOTS UNDER THEIR SKI PANTS. I WANTED TO DESIGN WITH THIS CONSUMER IN MIND. THIS WOMEN'SWEAR LINE INCORPORATES ACCESSIBLE FEATURES, SUSTAINABLE NON-TOXIC FINISHES, AND NATURAL FIBER UNDERLAYERS FOR BREATHABILITY AND COMFORT IN A COOLER CLIMATE.



Mag-zip inclusive one-handed magnetic zippers



Hook & Loop Tape as accessible closures



EcoElite water-repellant finishes (PFC free)



Natural dyes & textiles for breathability & comfort

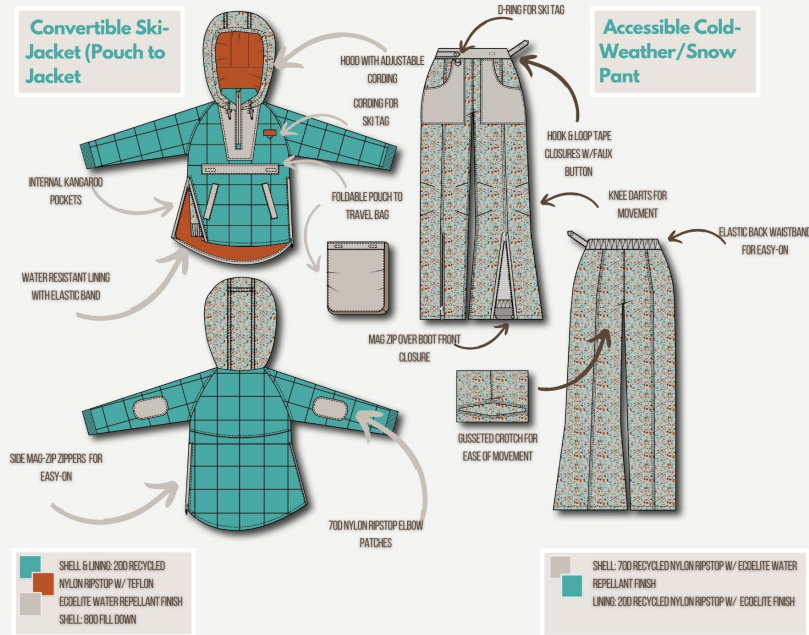


Flat-lock stitches for next-to-skin comfort

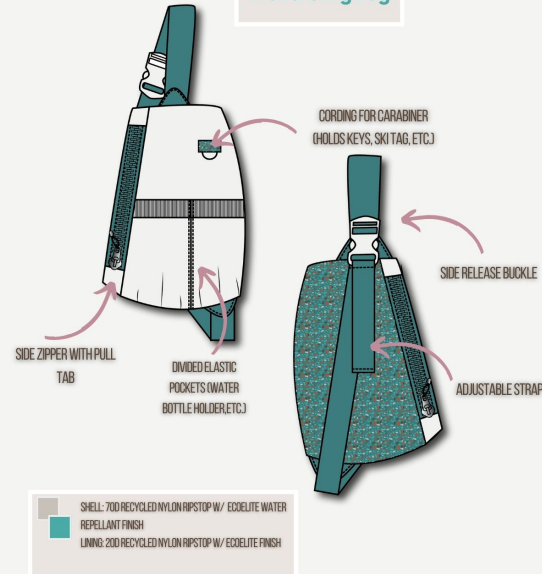


Rib-Knit for ease-of-wear

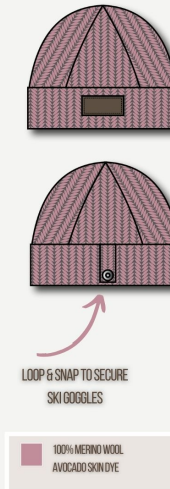
Convertible Ski-Jacket (Pouch to Jacket)



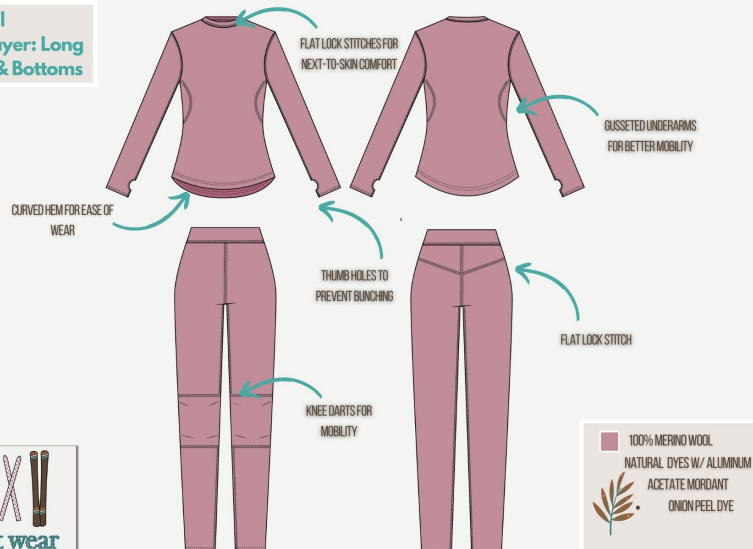
Cross Body Travel Sling Bag



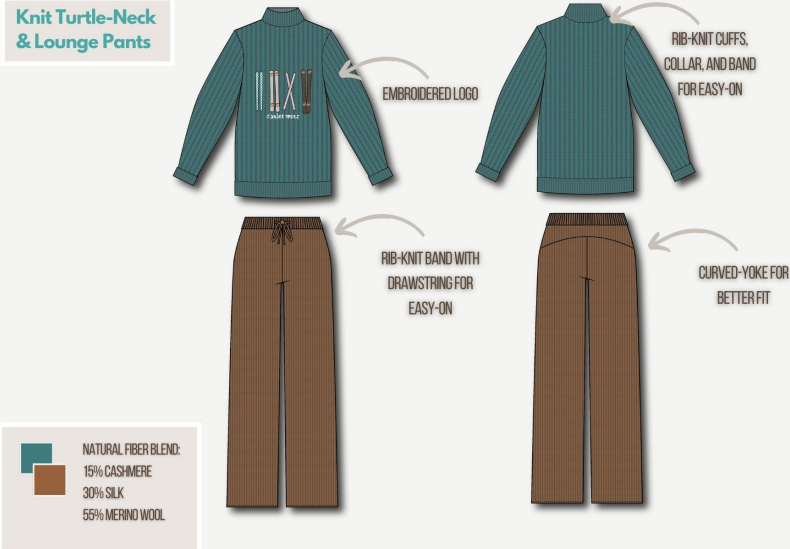
Double Knit Beanie Hat



Thermal Underlayer: Long Sleeve & Bottoms



Knit Turtle-Neck & Lounge Pants



Textile Overview:

RECYCLED NYLON RIPSTOP: NYLON IS KNOWN FOR ITS STRENGTH AND DURABILITY MAKING IT A POPULAR CHOICE FOR OUTDOOR APPAREL. HOWEVER, VIRGIN NYLON IS EXTREMELY HARMFUL TO THE ENVIRONMENT, MADE FROM A NON-RENEWABLE SOURCE, **PETROLEUM**, THE PROCESS OF CREATING THIS TEXTILE IS INCREDIBLY ENERGY INTENSIVE AND THE FINISHED TEXTILE IS NON-BIODEGRADABLE. MY SOLUTION: **RECYCLED NYLON RIPSTOP**, THIS TEXTILE IS CREATED FROM **PRE-CONSUMER FABRIC WASTE** OR **POST-CONSUMER MATERIALS** (LIKE FISHING NETS) AND REQUIRES NEARLY 50% **LESS ENERGY** THAN THE PRODUCTION OF VIRGIN NYLON.

MERINO WOOL: MERINO WOOL HAS MANY **ENVIRONMENTAL AND HEALTH BENEFITS**, INCLUDING:

- MADE FROM MERINO SHEEP WOOL, WHICH IS **100% RENEWABLE**.
- UNLIKE SYNTHETICS, MERINO WOOL IS **100% BIODEGRADABLE**, KEEPING IT FROM CLOGGING OUR LANDFILLS.
- REGULATES BODY TEMPERATURE
- KEEPS YOU DRY BY ABSORBING SWEAT AND WICKING IT AWAY FROM THE SKIN
- ODOR RESISTANT, ABSORBS MOISTURE AND ODOR CAUSED BY BACTERIA
- UV RESISTANT, ABSORBS UV RADIATION
- STAIN RESISTANT, MERINO WOOL HYDROPHOBIC QUALITY ALLOWS IT TO NATURALLY REPEL STAINS
- FLEXIBLE, TEXTILE WILL MOVE AND STRETCH WITH YOU.

CASHMERE, SILK, MERINO WOOL BLEND:

CASHMERE: PURE CASHMERE IS MADE FROM THE SOFT UNDERCOAT OF CASHMERE GOATS LIKE MERINO WOOL IT IS **100% RENEWABLE & BIODEGRADABLE**. PROPERTIES OF CASHMERE ARE SIMILAR TO THOSE OF MERINO WOOL INCLUDING,

- SOFT & GENTLE FIBERS**, A GREAT CHOICE FOR INDIVIDUALS WHO DEAL WITH SKIN IRRITATION OR DISCOMFORT
- HYPOALLERGENIC**
- REGULATES BODY TEMPERATURE**
- FIBER CONTAINS FATTY ACIDS, WHICH CONTRIBUTE TO ITS **ANTI-MICROBIAL PROPERTIES**.
- ODOR RESISTANT**

SILK: SILK IS MADE UP OF FIBROIL, A PROTEIN FROM COCOONS. LIKE MERINO WOOL AND CASHMERE, SILK IS A **NATURAL FIBER** THAT HOLDS MANY OF THE SAME PROPERTIES INCLUDING:

- HYPOALLERGENIC**
- REGULATES BODY TEMPERATURE**
- STRONG & DURABLE**
- BREATHABLE**

TOGETHER THESE 3 FIBERS MAKE A **POWERFUL COMBO** THAT IS HIGHLY BENEFICIAL FOR COOLER CLIMATES.

AATCC Test Methods:

TEST 1: TM035-TM35-TM 35 TEST METHOD FOR WATER RESISTANCE: RAIN

THIS TEST WOULD BE HIGHLY BENEFICIAL TO RUN ON THE PRODUCTS WITH ECO ELITE WATER REPELLENCY FINISHES. SINCE THESE GARMENTS ARE MADE TO LAST THROUGH WINTER WEATHER, THE FINISHES APPLIED MUST PERFORM WELL. IT WOULD BE BENEFICIAL TO COMPARE THE PRODUCT WITH OTHER NON-FLUORINATED FINISHES TO IDENTIFY IF A PIVOT NEEDS TO BE MADE.

TEST 2: TM015-TM 15-TM 15-15 COLORFASTNESS TO PERSPIRATION

THIS TEST IS USED TO ANALYZE THE EFFECTS OF SWEAT ON COLORFASTNESS. IT WOULD BE BENEFICIAL TO PERFORM THIS TEST ON THE THERMAL LAYER (DYED WITH ONION SKINS) AND IDENTIFY IF THERE IS ANY COLOR CHANGE. IF A COLOR CHANGE IS PRESENT IT WOULD BE BENEFICIAL TO PIVOT TO ANOTHER MORDANT AND PERFORM THE TEST AGAIN.



"About 46% of ocean plastic in the Great Pacific Garbage Patch is made up of fishing nets"



"Because of merino wools durable and odor resistant properties, it can be worn dozens of time before being washed"



Cashmere improves blood circulation, "The gentle pressure applied by snug-fitting cashmere garments can enhance circulation in your extremities, helping to alleviate discomfort and reduce the risk of numbness and tingling"

AATCC Membership:

I watched the AATCC Online Membership Resources livestream and am planning on attending the upcoming "Meet the AATCC Presidents" livestream. Upon watching the membership resource live stream and scrolling the website, I found the READ section to be very useful, and know it will be very beneficial to utilize for future textile research. I also was excited to find a mentor/mentee program. I am always looking to gain knowledge from professionals and am looking forward to signing up for this opportunity.

Citations:

"Widen". Textile Exchange. 2 Jan. 2023. <https://www.textileexchange.org/>

"Wool: Merino Wool: The Truly Versatile Cashmere". Gold Mountain Cashmere. 1 Feb. 2023. <https://www.goldmountaincashmere.com/merino-wool/>

"The Most Degrading Single Source of Ocean Plastic No One Wants to Talk About". The Guardian. 22 Aug. 2019. <https://www.theguardian.org/fashion/news/2019/aug/22/ocean-plastic-fishing-gear/>

"Merino Wool: Weaving & Care Guidelines & Information". International Merino Wool Marking & Care Guidelines & Information. 2023. <https://www.internationalmerinowoolmarking.com/>

"The Most Degrading Single Source of Ocean Plastic No One Wants to Talk About". The Guardian. 22 Aug. 2019. <https://www.theguardian.org/fashion/news/2019/aug/22/ocean-plastic-fishing-gear/>

Dye & Finishing Overview:

NATURAL DYES: THE MERINO WOOL UNDERLAYER WILL BE DYED WITH ONION SKINS DIVERTED FROM RESTAURANT FOOD WASTE. ONION SKINS CONTAIN A NATURAL PIGMENT QUERCETIN, WHICH GIVES THE PEEL THE VIBRANT COLORS WE SEE. THIS PIGMENT CAN BE EASILY EXTRACTED FROM THE PEEL WHEN BOILING. ONION SKINS ARE ALSO RICH IN TANNINS, WHICH IMPROVES THE COLORFASTNESS OF THE DYE. ANOTHER WAY WE WILL ENSURE THE COLORFASTNESS AND LONGEVITY OF THE PIGMENT IS BY FIRST MORDANTING THE FABRIC WITH ALUMINUM ACETATE.



I SIMULATED THE ONION DYE PROCESS WITH YELLOW ONION PEEL WASTE FROM A LOCAL RESTAURANT.



PICTURED IS THE RICH PIGMENT PRODUCED FROM YELLOW ONION SKINS ON CELLULOSIC FIBERS.

ECOELITE FINISH: A SAFER ALTERNATIVE TO DWR FINISH, "ECOELITE™ FINISH IS A BIO-BASED AND NON-FLUORINATED STAIN REPELLENT TECHNOLOGY THAT REPELS WATER AND WATER-BASED STAINS WITH A COMPOSITION OF 60% RENEWABLY SOURCED RAW MATERIALS".

Customer Insights:

VALUES:

PRODUCTS THAT PROVIDE HER COMFORT AND EASE OF WEAR AS AN OLDER WOMEN.
FUNCTIONAL AND EASY TO PACK PRODUCTS THAT AID HER TRAVELING LIFESTYLE.
WILLING TO PAY MORE FOR SUSTAINABLE ALTERNATIVES.



AGE: 67

SALT LAKE CITY, UT \$ 100-125K

BRAND LOYALTIES:

- PATAGONIA
- COTOPAXI
- BOMBAS

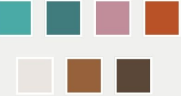
MOTIVATIONS:

- OVERALL HEALTH & WELLNESS
- ALL SEASON TRAVEL
- PROTECTING THE EARTH FOR FUTURE GENERATIONS

Color Quality:

COLOR PLAYS A SIGNIFICANT ROLE IN **PRODUCT INTEGRITY**. IF A CONSUMER PURCHASES A GARMENT AND THE COLOR IS **QUICK TO CHANGE OR DYES THEIR OTHER CLOTHES** IN THE WASH THE CONSUMER WILL LIKELY PERCEIVE THE BRAND AS **LOWER QUALITY** AND WILL BE LESS LIKELY TO SHOP IN THE FUTURE (SAME GOES FOR A PRODUCT CLAIMING WATER REPELLENCY, BUT FAILS TO KEEP A CONSUMER DRY). COLORFASTNESS PLAYS A SIGNIFICANT ROLE IN THE DESIGN OF THE GARMENT AND CAN POTENTIALLY BE A DECIDING FACTOR IN PURCHASING DECISIONS.

Color Trends:



DOPAMINE BRIGHTS, TO STAY SEEN ON THE SLOPES. WGSN IDENTIFIED DOPAMINE BRIGHTS AS AN EMERGING TREND FOR **A/W 25 OUTDOOR APPAREL**. TO STAY ON TREND WITH MY TARGET MARKET AND THE SEASON PROJECTIONS I CHOOSE A SOMEWHAT MILD PALETTE OF BRIGHT COLOR'S MIXED WITH ANOTHER PROJECTED TREND FOR A/W 25 LONG-TERM NATURALS.

