Abstract
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Purpose
The collection created serves several purposes, and follows a merchandising plan conceived by Fashion Merchandising students at Kent State University. The merchandising plan chosen is titled: “Simple Heritage”, and heralds the use of sustainable cotton fabrics as well as U.S. manufacturing. The customer who served as inspiration for this collection is an avid traveler. The group worked to design and create looks that were not only transformable and functional, but also eco-friendly. This collection is intended for a moderately priced market, and is set for Fall 2019.

Material Choices
The product material was sourced from FabScrap as well as Mood. From FabScrap, a classic blue denim was chosen with 81% cotton, and 19% lyocell. The items chosen for the collection and purchased from mood were: a white cotton shirting fabric, a black cotton twill, and a white cotton single-jersey knit. All of these products are sustainable, as cotton is a natural fiber, and will one day biodegrade back to the earth. Purchasing from FabScrap was also a sustainable decision, because all of the fabric that is sold was saved from being thrown in the landfill. All of their materials are purchased from fashion brands in NYC that have no more use for it. By selling the scraps and yardage received from these brands, they are extending the lifetime and usage of a material that would have otherwise taken up space in a landfill. Simple Heritage is a brand based on supporting the economy of the U.S., and nothing is more American than cotton denim. Denim has long been a staple of American fashion, and it just so happens that it is good for the environment as well. Denim has long been heralded for its practicality, and so it seemed natural that a traveler would have at least one denim product on them at any given time. It doesn’t require cleaning often, it’s durable, and serves as a casual neutral piece in any look. The cotton knit was chosen for its breathability and comfort. A basic knit top is an essential for any traveler to remain comfortable no matter where they are. The cotton shirting and twill were chosen for their breathability as well. All of the previously named materials were funded by Cotton Inc.

Design Process
The design process for this project started a little bit differently than most others for two reasons. Reason number one being that we had to work as a team to design the looks, and reason number two being that we were required to finish the Tech Pack for the products much sooner than is expected. Putting the Tech Pack first forced us to work much more quickly in our designing. We were working out the details of the looks while creating the flats, which was very challenging for all three of us. In some ways, being forced to think ahead helped, but it also made the process feel rushed and haphazardous. Eventually, our group managed to create a schedule for completing assignments on time which led us to finish the product on time. As for the designing responsibilities, each group member was required to create a look based on the visual inspiration of San Francisco’s Golden Gate Bridge, keeping in mind the original business plan of cotton based products. Each member created a look, but upon consultation with Dr. Hwang, it was decided that the group should add two more jackets to the collection. These were
designed by the group members who had designed the corresponding look, which happened to be myself and Miara Thomas. From there, the process of patterning and construction was shared between all three group members. The first looks designed remained in the hands of the original group member who designed it, and the responsibility of creating said look was placed on each member.

**Customer**

Our customer for this collection is women who are 25 and older, and middle class or higher. She is explorative, adventurous, and often has great feelings of wanderlust. To get a better idea of what this customer would need, we interviewed Miara’s sister Mashon. Mashon told us that she is interested in garments that help her conceal her wallet/passport, is versatile in warm or cool weather, and also transforms for multiple wear.

**Transformability**

Casey’s look included a denim top that could be paired with a shirt dress, or worn on its own. The sleeves unzipped up the arm to allow for a warmer, sleeved look, as well as a cooler open look. Miara’s look included a denim dress that could separate into a top and bottom via buttons and buttonholes applied to the top and bottom of the shirt and skirt. The top was also reversible (with denim on one side, and black cotton twill on the other) and an airy knit top. My look includes a pair of denim shorts with an attachable skort. The skort also includes a hidden front pocket to store anything important. The knit top paired with it has drawstrings in the back to allow for a ¾ sleeve look, or long sleeve look. All of these pieces can be mixed and matched to allow for multiple styles.

In conclusion, we created a collection designed to fit an explorer who is eco-conscious. Though we struggled at first with the tech pack, the group was able to pull the looks together in a final cohesive collection. We stayed on our deadlines, and were able to execute all parts of our design plan. I think we have learned valuable lessons about how to work in a group setting during this project.