



Sustainable Textiles



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The Future of the Fabric Industry



Many new and creative textiles are being created in relation to sustainability efforts.

These textiles are made from by-products, meaning that these products would have been discarded and added to the growing waste of products, which is not sustainable. Reusing these products reduce the need for new resources as well.

My collection will be for S/S 23 with a focus on luxury resort wear. These materials are nature based, and so I feel that having a focus on resort wear will aid in the overall vibe.



Cactus Leather

- Cactus regenerates soil naturally, helps prevent soil erosion and desertification
- Made from Opuntia Cactus, or Nopal, founded in Mexico
- After leaves are cut, they are mashed and dried. They are then mixed with non-toxic chemicals to create the leather

✦ Textiles ✦



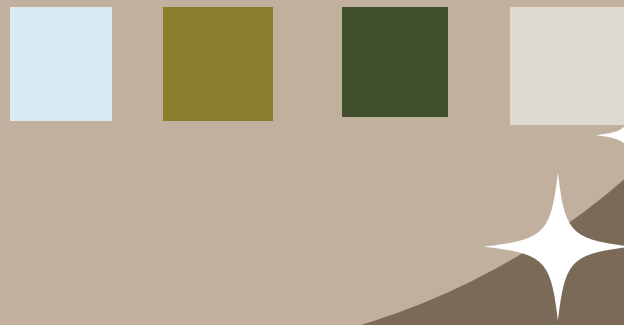
Algae-Based

- Brand like Algaeing works with Algatech, that grows algae using vertical farming indoors
- Converts algae into a liquid that can be used as a textile dye. Adding cellulose to the liquid creates fibers
- Energy efficient and free of toxic chemicals
- Needs 80% less water

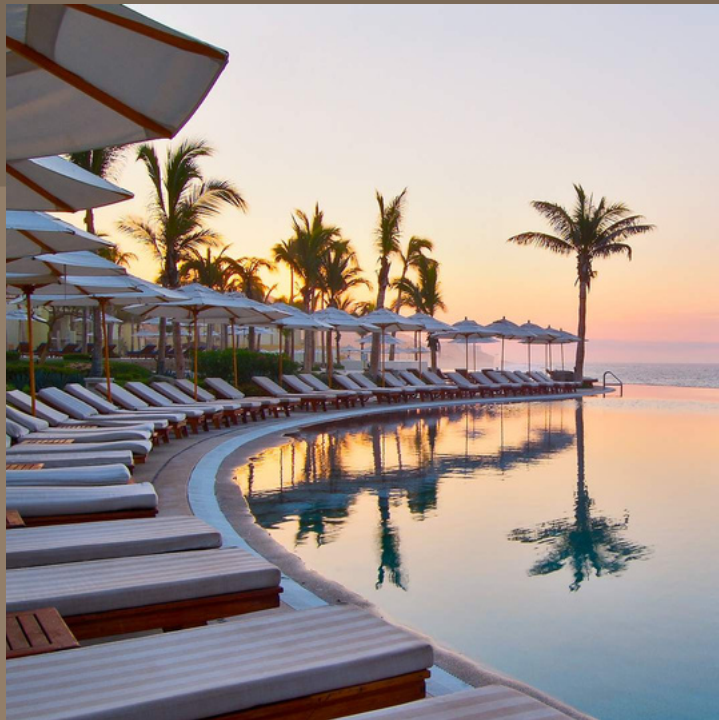
Lyocell

- Made from eucalyptus trees sourced from sustainably managed forests
- Fibers are harvested, pulped and mixed with a solvent before being dried
- Then, chemically treated and fibers are spun into yarns





Concept
Board

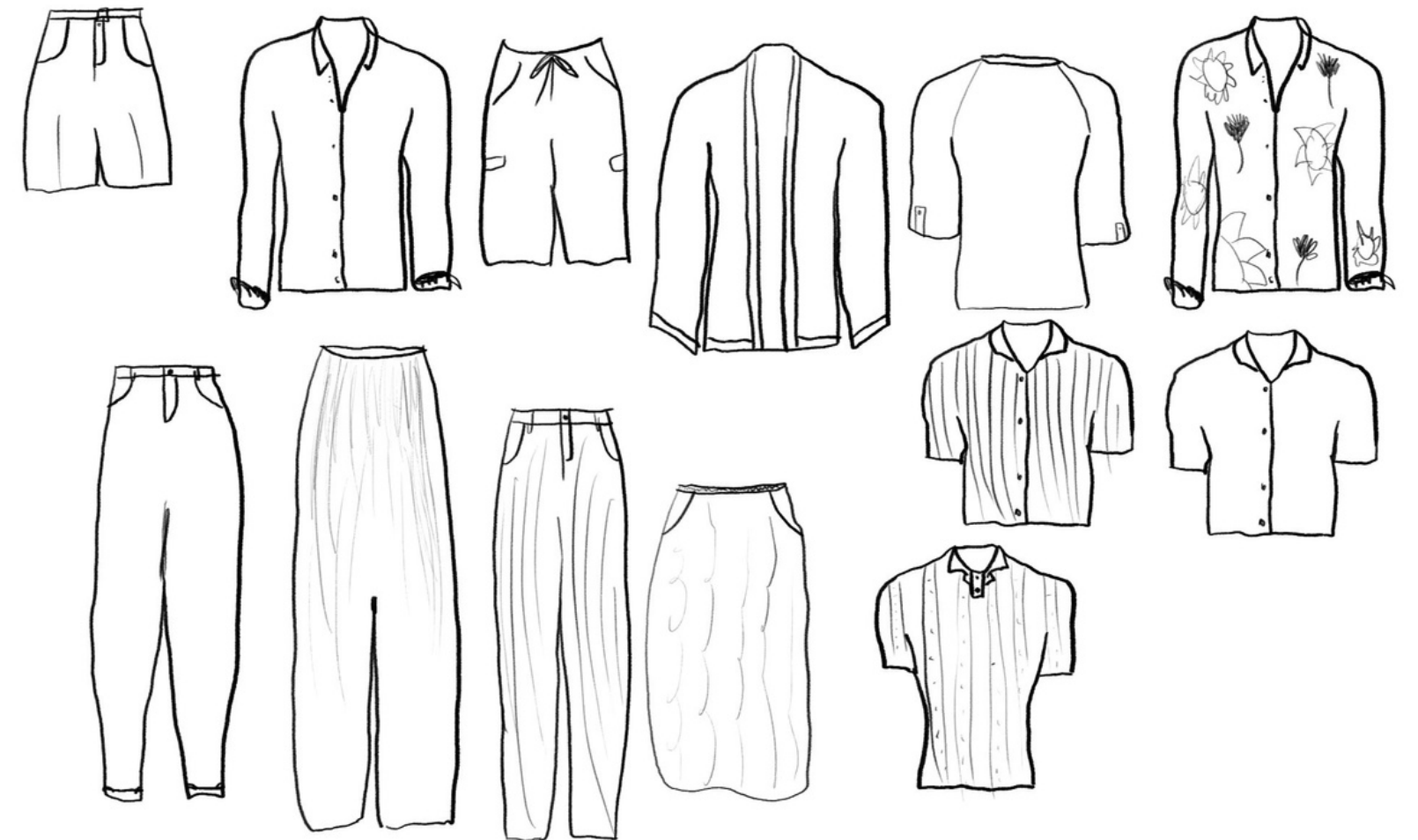


Mood
Board



Customer
Board

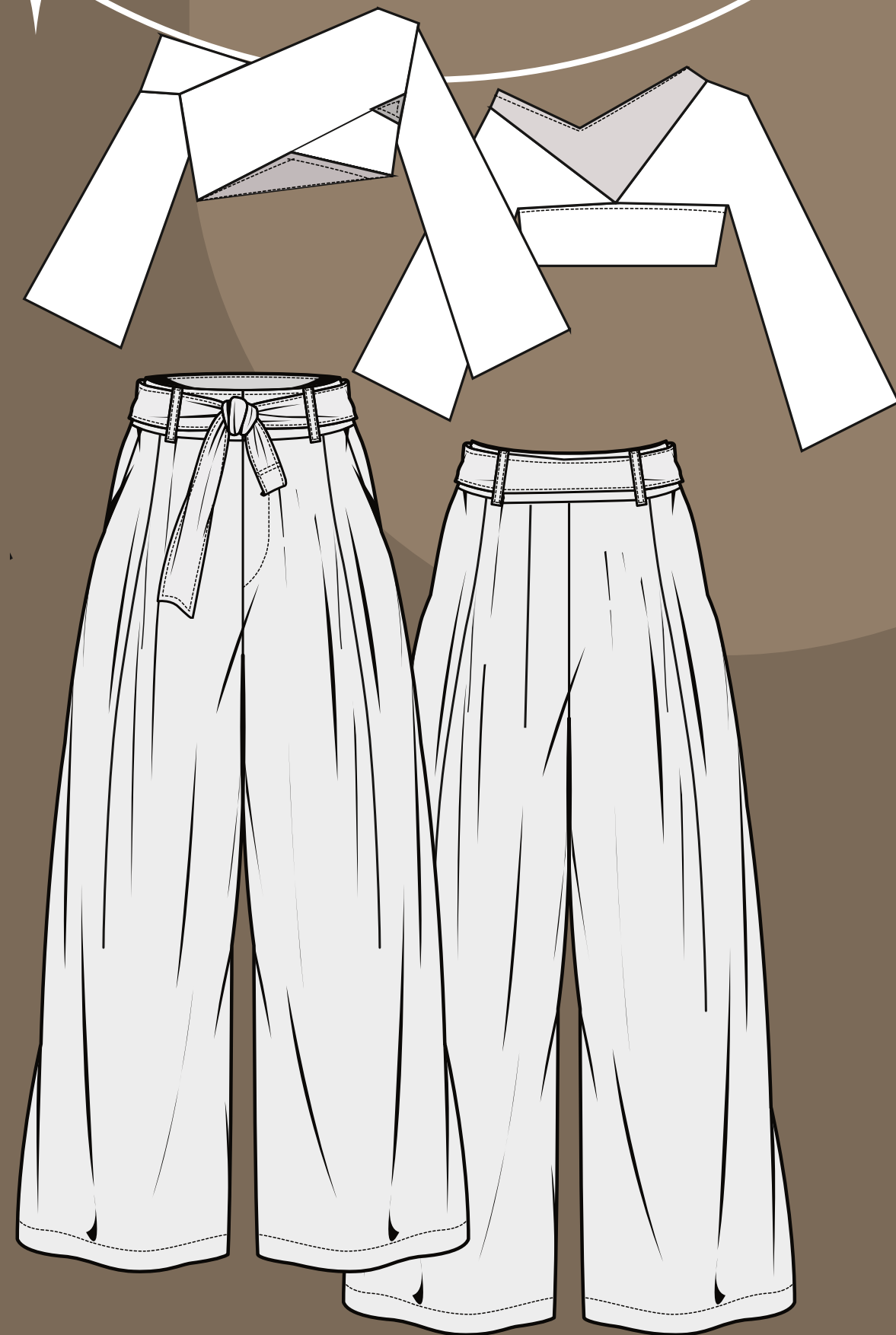
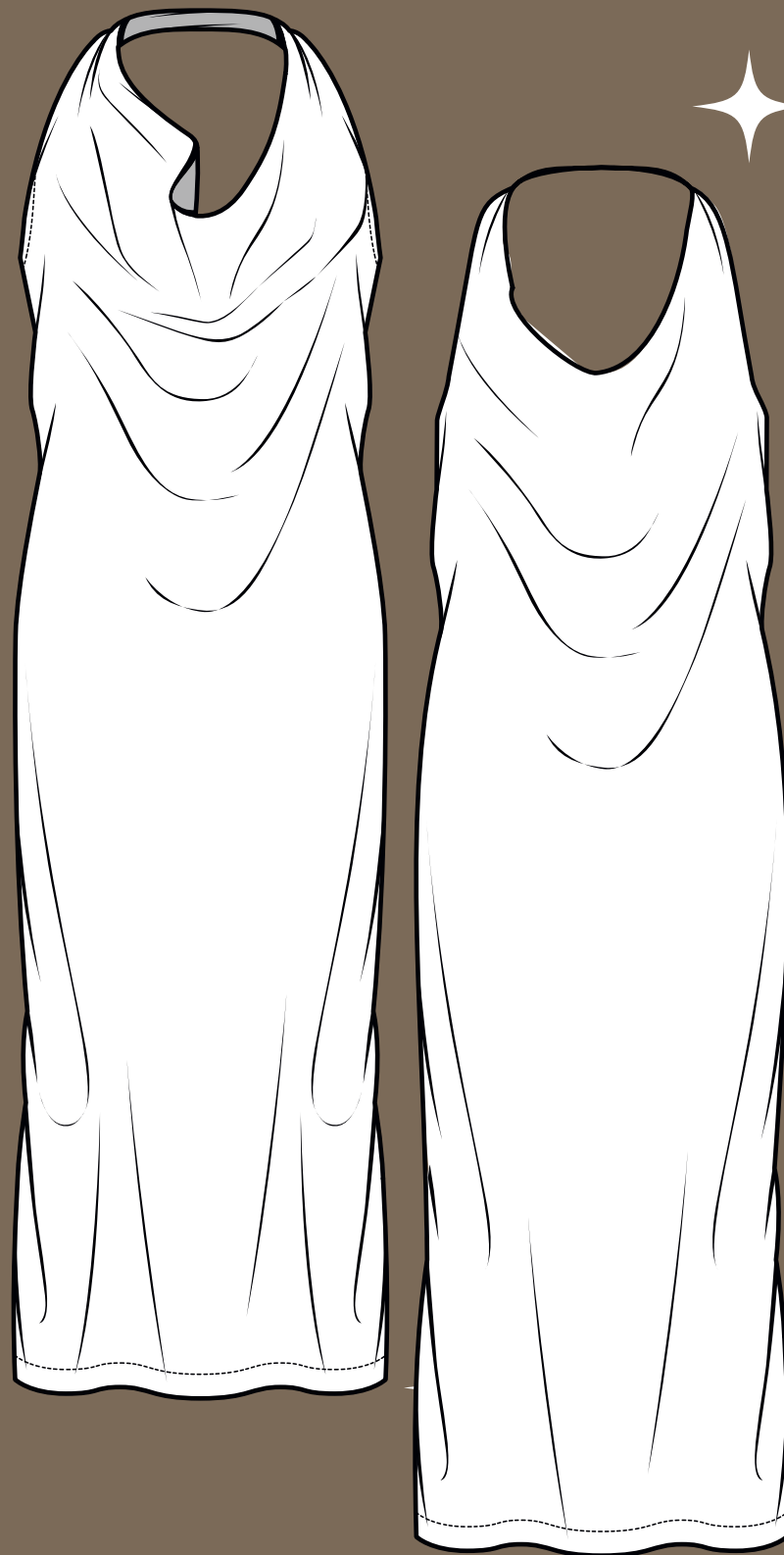
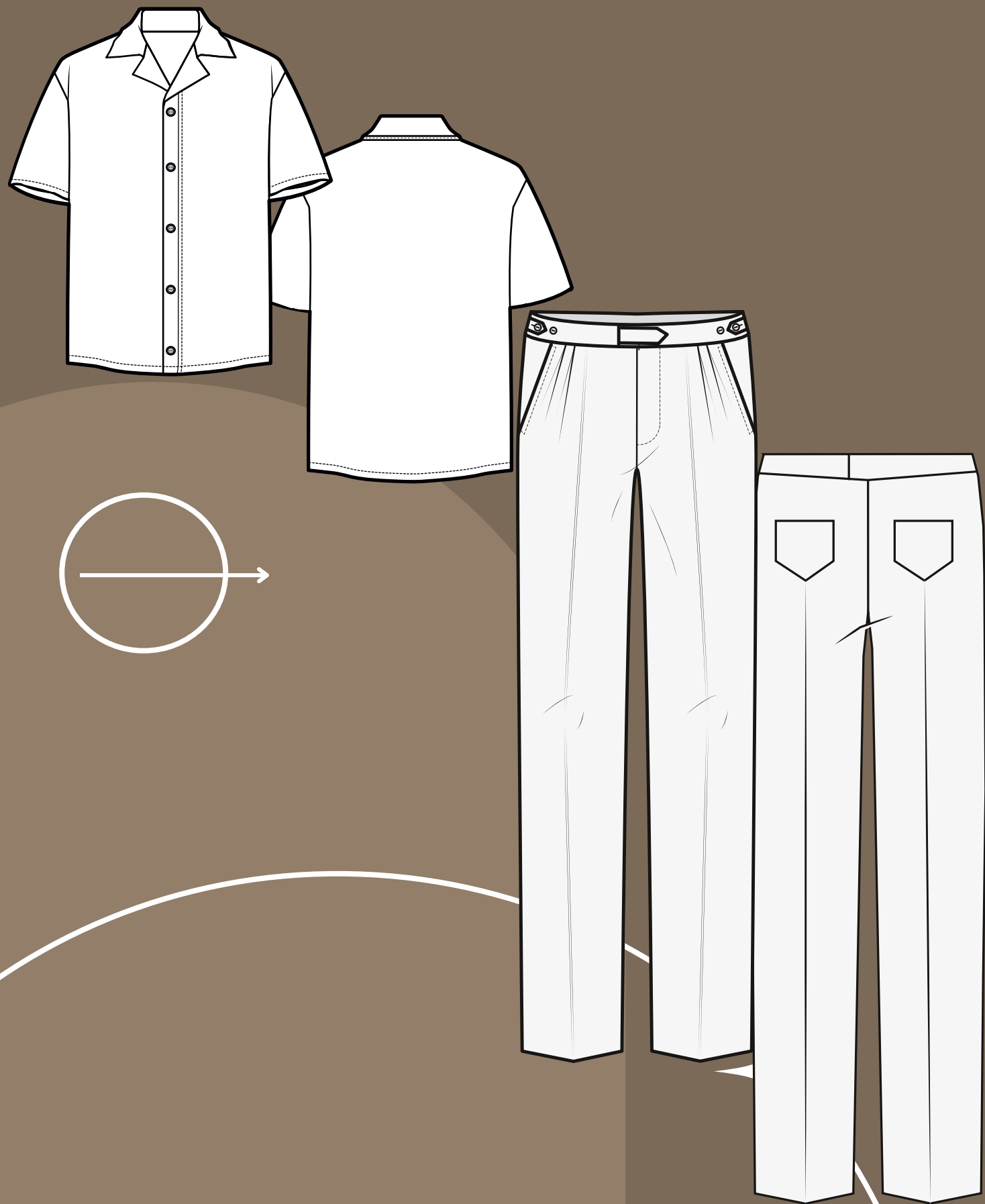
Sketches



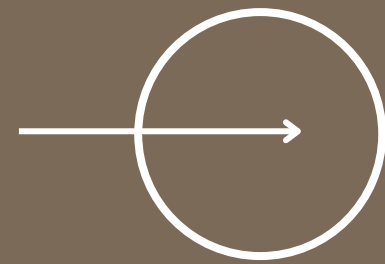
Rendered Looks



Technical Flats



Marketing Plan



Mission Statement

ReCloset is aimed to create fashion resort wear for consumers that are focused on sustainable efforts. We take three unique sustainable textiles, lyocell, cactus leather and algae-based fabrics, and turn them into fun and fresh pieces that anyone can wear to a resort. We also encourage our designs to be worn outside of the resort market, as well as encouraging all customers to try different types of our clothes. Whether you're wearing a cover-up to the pool or going to a fancy restaurant in the city, ReCloset has what you need to make your vacation luxurious.

Customer Profile

Geographic: fancy suburbs and cities, where they enjoy escaping their lives to vacation.

Demographic: ages 25–50, all genders, college educated, higher paid careers.

Sociocultural: all backgrounds, less conservative religions, middle to upper class.

Psychographic: focused on enjoying life, aims for a sustainability, posts on social media of trips.

Marketing Mix

Product: masculine and feminine luxurious resort wear, focusing on dresses and suits.

Price: \$40–\$200

Place: We would have our own stores in high-vacation areas, such as a store in the Miami Design District in Florida.



Marketing Plan

Objective: We are marketing ReCloset to those that can afford grand and luxurious vacations, specifically to warmer climates. They enjoy spending money on big vacations and want every part of these trips to be fancy and fun. Our clothes fit into this market, as we supply outfits that these consumers will be more inclined to buy from for their trips.

Strategy: Through social media, we will post our clothes and repost (with permission) people who tag us in their photos wearing our clothes. We want to show that sustainable textiles are able to be worn wherever you are going, so we will showcase our clothes with backgrounds of different locations. Included in our social media posts and advertisements would be sustainability efforts to always bring awareness to this ever-growing situation.

Tactic: We will also have a marketing strategy that includes current sustainable designers featured in our clothes, as well as partnering with them to make a separate line that mixes textiles from both brands. We would then post this on social media and put onto billboards to not only showcase our clothes, but the importance of sustainability.

Marketing Example



**RECLOSET
+
SALVATORE
FERRAGAMO**

NEW COLLECTION

Salvatore Ferragamo and ReCloset have partnered to create a unique resort wear collection that incorporates unique textiles from each brand. These include Orange Fiber from Ferragamo and Cactus Leather via ReCloset. We are proving that sustainable textiles are the future.

SHOP NOW



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Works Cited



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