
Duochrome Sunset

S/S '20

By Raegan Cleary & Rachel Shufflebarger

About Our Customer

- 18-25 year old women.
- Classic clothing with a bit of an edge.
- Lives anywhere- social media keeps her connected to all the latest trends.
- Looks to Rihanna for style inspiration.
- Outspoken, is involved in social justice, enjoys going out with her friends and listening to music that reflects her rebellious nature.
- Doesn't care for tradition- focuses on her own individual aesthetic.
- Lower disposable income but wants to invest in high quality, ethical and sustainable pieces.

Our Customer Cont.

- Gen Z and Millennials are some of the largest generations.
 - Gen Z is 32% of global population.
 - Millennials are 31.5%
- Gen Z and Millennials are the most plugged in generations.
- Also most outspoken and socially involved.
- Seen as “the future.”
- Don't make as much money as older generations but some of the largest consumers.
 - Sales of smaller items (clothes, accessories, etc) is more common than big ticket items.

Our Collection

- Duochrome Sunset S/S 2020
 - Casual everyday wear
 - Sold in mid-price retailers such as Urban Outfitters and online at places like Revolve.
 - In our research we saw that graphic prints and bright colors would be popular in Spring/ Summer 202
 - We believe that we start to move away from pastels and bohemian styles and move towards bright and bold styles.
 - Graphics tees have always been in style but we'll see them more, especially dressed up.
 - Mid-length, drapery skirts are becoming more popular.

Soft



S/S '20



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PIÑATEX

"Piñatex is a natural leather alternative made from cellulose fibres extracted from pineapple leaves, PLA, and petroleum-based resin."



Our leather jacket and leather skinny legged pants are both made using pinatex which has perks such as

- replaces and mimics leather which using heavy chemicals to produce
- is a happy alternative to killing animals



BAMBOO FABRIC



"Bamboo fabric is a natural textile made from the pulp of bamboo grass. The Bamboo used to produce fabrics is:

-easily replenished and requires no pesticides to grow.

-Bamboo rayon is made by dissolving pulp bamboo into its cellulose component and then spun into viscose fibers."



Bamboo Plant is Harvested



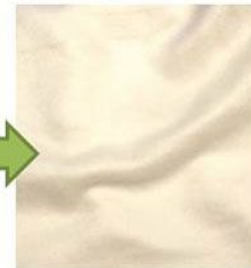
Processed into Bamboo Fibre



Spun into Bamboo Yarn



Woven into Bamboo Fabric



Instead of creating our "do good" graphic-T, front tie shirt and flowy floral print skirt with cotton- we decided to substitute that with bamboo fabric which is a positive alternative mainly due to its consumption of drastically less water during production.