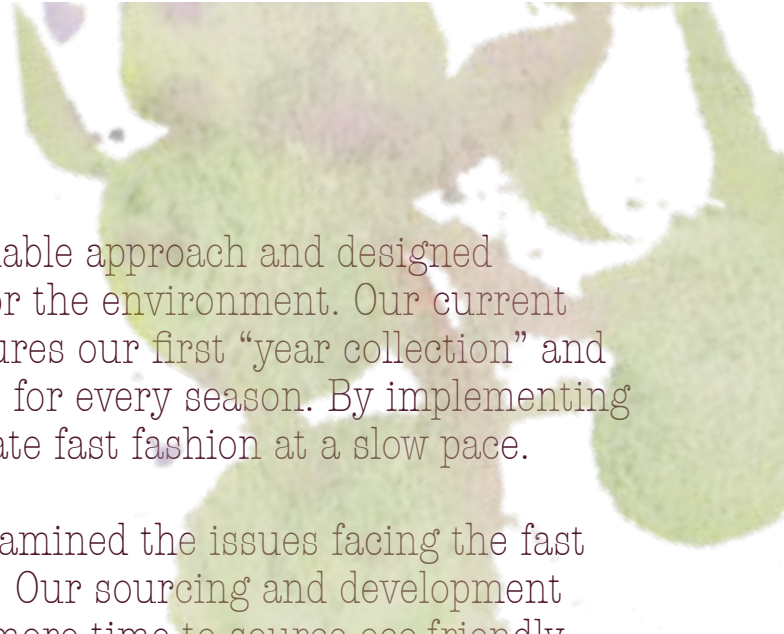


EFFLORESCENCE





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As always, Efflorescence took a sustainable approach and designed garments that are fashionably sound for the environment. Our current collection, Flowers for Baudelaire, features our first “year collection” and includes garments that are appropriate for every season. By implementing this new approach, we were able to create fast fashion at a slow pace.

With extended time for research, we examined the issues facing the fast fashion market and set out to fix them. Our sourcing and development stages were also prolonged, buying us more time to source eco-friendly materials and adopt sustainable practices. The outcome of this new approach showcases innovative garments that will compete with trends for seasons to come.

Flowers for Baudelaire, embodies a creative play on the basics. Using the Botanical Gardens of San Francisco as our main inspiration, we experimented with colors and textures to develop a line true to the Efflorescence aesthetic.

Emphasizing range, almost all the garments come in a variety of colors and can be interchanged to create multiple looks. The garments also have the ability to be worn inside out, exposing new colors and textures. This is especially evident in our knitwear designs, which combine punch card and hand knit techniques.

At the core of all our designs is wearability. We recognize the Efflorescence customer is not looking for “wear once” kinds of garments. She is a free-spirited, young professional, who enjoys eclectic clothing and understands the importance of quality.

The inherent story behind each design is important to our company and helps us connect to our customers on a personal level. Efflorescence aims to produce beautiful garments that incorporate novelty and handcrafted elements. Flowers for Baudelaire has proved to be no exception; as it showcases hand painted prints created by students at the local San Francisco non-profit, The Thrive House.

RESEARCH AND DESIGN PRINCIPLES

After extensively researching the fast fashion market, we were able to pinpoint sustainable problems within the segment. The key issues we discovered are discussed in the next section. Equipped with our research, we were able to make necessary improvements within our own company.

Efflorescence follows three design principles that encompass our sustainable philosophies. We also have two social responsibility goals that we always adhere to.

SUSTAINABLE PROBLEMS IN THE CURRENT FAST FASHION MARKET

- Lack of company transparency; practices not documented
- Lack of monitoring; brands not owning their own manufacturing and dye facilities
- High CO2 emissions due to transportation of goods
- Unethical overseas production
- Lack of quality garments; clothing does not last long
- Wide spread use of synthetic fabrics and harmful dyes
- Excessive dead stock

HOW EFFLORESCENCE AIMS TO SOLVE THESE ISSUES

- Create company transparency in areas of sustainability
- Allow products to be traced from fabric origin to retail
- Closely monitor all manufacturing and dying overseas
- Transport stock by boat to reduce CO2 emissions
- Inforce strike quality assurance
- Use a lean manufacturing model; only produce what is pre-ordered
- Consider the whole product lifecycle from design and manufacturing to retail and disposal.
- Transport stock by boat to reduce CO2 emissions

PRINCIPLES

1. Design sustainable products with minimal carbon footprint
Source and produce domestically (optimized manufacturing)
Use low-impact materials and pigments
Use organic materials whenever possible-
Use biodegradable materials
2. Design sustainable alternatives without compromising style and innovation
Design for maximum wearability
Design for dematerialization and function
Develop a unique story that gives personal meaning and sentiment to our designs.
3. Design to extend product lifespan
Design for reuse in another form or function
Establish high quality standards to ensure product longevity

GOALS

1. Create more eco-awareness and aim to reduce the apathetic mentality of consumers
Inform consumers about sustainability and our products through subtle approaches.
Introduce the advantages of an eco-lifestyle; provide tips and facts to our customers
2. Be proactive sustainable leaders in our community
Always work with our community, not disrupt it
Create unique educational programs where children learn the importance of sustainability

THE THRIVE HOUSE

At Efflorescence, social responsibility is of highest priority. We believe educating the youth is a great way to ensure change for our future. As part of an ongoing initiative, we partnered with a local San Francisco non-profit, The Thrive House, to educate their students on the importance of sustainable practices.

Our lesson plan focused on the environmental and social issues facing the fashion industry. We engaged the students in meaningful conversation and were pleasantly surprised at how knowledgeable the group was. We also took time to share our experiences as fashion designers and showed look books from past collections.

Concluding our presentation, we introduced an inexpensive do it yourself project. By combining table salt and watercolor, the students created textured artwork inspired by images from the Botanical Gardens. We incorporated these paintings into our collection by using them as prints. The childlike line-quality enriched our collection and reinforced our emphasis on handcraft.

GOALS AND IMPLEMENTATION

1. To introduce students to sustainable practices and discuss how we, as designers, can implement change.

- Ask students what they know about sustainability and “green” initiatives.
- Define sustainability and discuss core concepts.
- Explain the importance of making eco-friendly decisions.
- Brainstorm with students on how they can implement positive changes in their everyday lives.
- Discuss how we as designers can implement change.

2. To involve students in a relevant dialogue about where products come from.

- Ask students to select an item of clothing they are wearing and pinpoint on a map it's origins (using a sticky with their name on it).
- Discussion about country of origin, working conditions in factory, manufacturing process, transportation, and energy use from the selected item of clothing.
- Explain what a carbon footprint is and discuss how CO₂ accumulates.
- Discuss product lifecycles (use Jeans as an example)
- Brainstorm ways in which we can make jeans more sustainable and reduce the amount of CO₂ emitted in their production.

3. To explain the creative process involved in Fashion Design

- Find out what students know about design and construction.
- Have students investigate the clothes they are wearing. Help them identify different seams and sewing techniques.
- Show past collections, and discuss our experiences as fashion designers.
- Give an overview of upcoming collection.
- Explain how we plan to make fast fashion more sustainable.

4. To introduce an inexpensive DIY idea that could be a starting point for a creative project collaboration

- Project : Using nature and locality as inspiration, students will combine watercolor paint and table salt to generate textured paintings.
- Quick demo and discussion of mediums.

5. To inspire change: mention as they are completing project

- Leave students with a few sustainable practices and tips to remember.

Attach
Thrive House
Brochure
here





SPECIAL THANKS

Thuy Nguyen, Director
and students:

Alexis

Jo'onnah

Shaka

Shamara

Tanashia

Tatiana

Trey





Tanashita



Trey Kennedy



Sherrill
Kubun



Sherrill
Kubun



Sherrill
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Sherrill
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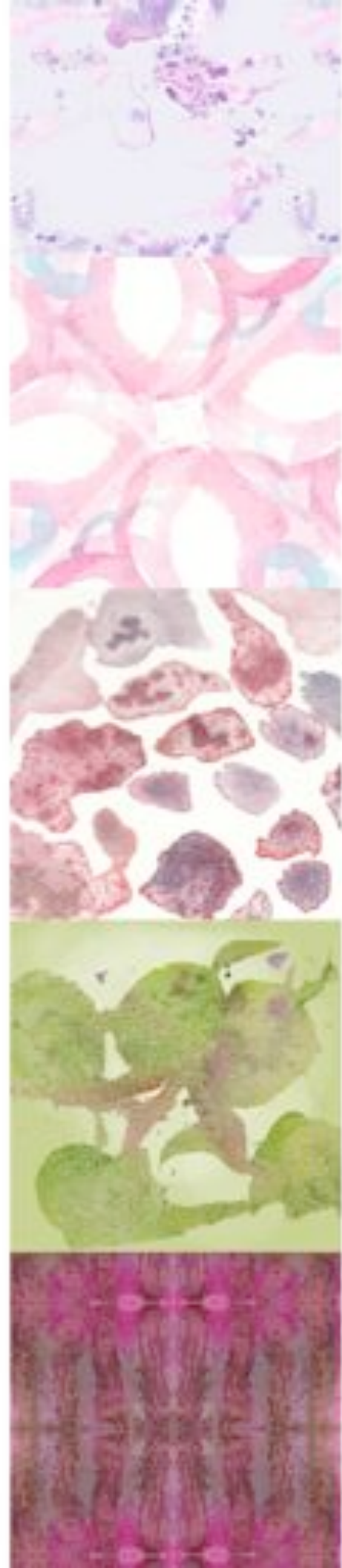


DESIGN DEVELOPMENT

The Flowers for Baudelaire collection was inspired by the floral variety found at the Botanical Gardens in San Francisco's Golden Gate Park. The floral shapes influenced our layered silhouettes and curved seams. Many of our looks reflect the appearance of a flower, thin at the base and blossoming at the top.

The flowers as well as the loose artwork by Howard Tangye became our color story for this collection. The materials used in this collection consist of eco-friendly fabrics and yarns. Most of materials are 100% organic cotton or made from other natural fibers.













FLOWERS
FOR
BAUDELAIRE





