



## Pre-Consumer Fusion

Colleen Moretz, West Virginia University, USA

Keywords: Sustainability, Pattern-cutting

Contextual Review and Concept: Sustainability will be at the center of innovation in the fashion industry in 2018. (The Business of Fashion and McKinsey & Company , 2017) Dedication to social responsible actions has been a large part of the designer's design research and development. Investigating various and unique techniques to incorporate sustainable practices into her design exploration. Contributing to Dame Ellen MacArthur's idea that we need to change the way we make and use clothes so that their production and use builds economic, societal and natural capital rather than depleting it. (The Business of Fashion and McKinsey & Company , 2017)

A previous design *Heirloom Elegance* was created by re-purposing heirloom textiles utilizing postconsumer waste. (ITAA, 2013) This design, *Pre-consumer Fusion*, addresses the fabric waste from apparel manufacturing. The approach for this design is *Julian Robert's Subtraction Cutting: The Tunnel Technique*. This method of pattern development is unconventional, not concerned with outward shapes instead with negative spaces within the garment by which the body travels through. The results are unpredictable and unique, while reducing the waste generated. (Rissanen, 2017) *Pre-consumer Fusion* aligns with the millennial generation who has higher expectations on what a company should be able to deliver: two of which are quality and newness. (The Business of Fashion and McKinsey & Company , 2017) This design can be worn in different ways depending on the circles that your body passes through. Looking beyond the current "take, make, and dispose."

Aesthetic Properties and Visual Impact: Fusing two fabrics, a plaid and stripe together unified by their color palettes, create an exceptional combination. The mixing of pattern knowledge came from the designer's experience in Interior Design. The colors of the two fabrics compliment each other and the patterns work well together, because they are of different scales. The contrasting patterns twist together and wrap around parts of the body creating interesting folds and drapes. To achieve balance and unity, the garment's original *Subtraction Cutting* outcome was adjusted on a dressform to take into consideration the form and function of the wearer's body. Principles of design were applied to create an asymmetrical balance between the left and right sides. This design gives an overall harmonious visual impact.

Cohesion: *Pre-consumer Fusion* integrates sustainability concerns in the environment, the industry, and with individuals by creating an innovative design that accentuates the female body in a responsible way.

Process, Technique, and Execution: 1) The fabrics are pillow cased together (2 yards each); 2) Mark and cut the bodice onto the fabrics; 3) Sew left and right shape creating side seams; 4) Mark and cut circles (large enough for the body to go through); 5). Sew circles two at a time together. For display purposes, a lining was inserted to finish the bodice. To make the design reflect the designer's design aesthetics, the extra stripe fabric was cut from the hem to create bias strips and added to the back hem and along the armseye. Pleating details were added to the fabric on the right hip to define the waist while create a flattering contrast.

Design Contribution and Innovation: The final outcome of the design is unique and unconventional, speaking to the consumers' desire to have newness. It contrasts the traditional rules of patternmaking where the straight of grain runs vertically down the body. The grainline of *Pre-consumer Fusion* runs in many directions winding around the body. With increasing textile waste in the fashion industry, it is increasingly important for designers to explore and incorporate innovative sustainable design practices into their work.

Work Sited:

ITAA. (2013, November 16). *Re GENERATION Building a Forward Vision*. Retrieved March 2018, from Design Exhibit Catalog:  
<http://c.ymcdn.com/sites/itaaonline.org/resource/resmgr/imported/ITAA%202013%20Design%20Exhibition%20Catalog.pdf>

Rissanen, T. (2017). *Zero Waste Fashion Design*. London: Bloomsbury.

The Business of Fashion and McKinsey & Company . (2017). *The State of Fashion 2018*. London: The Business of Fashion and McKinsey & Company

