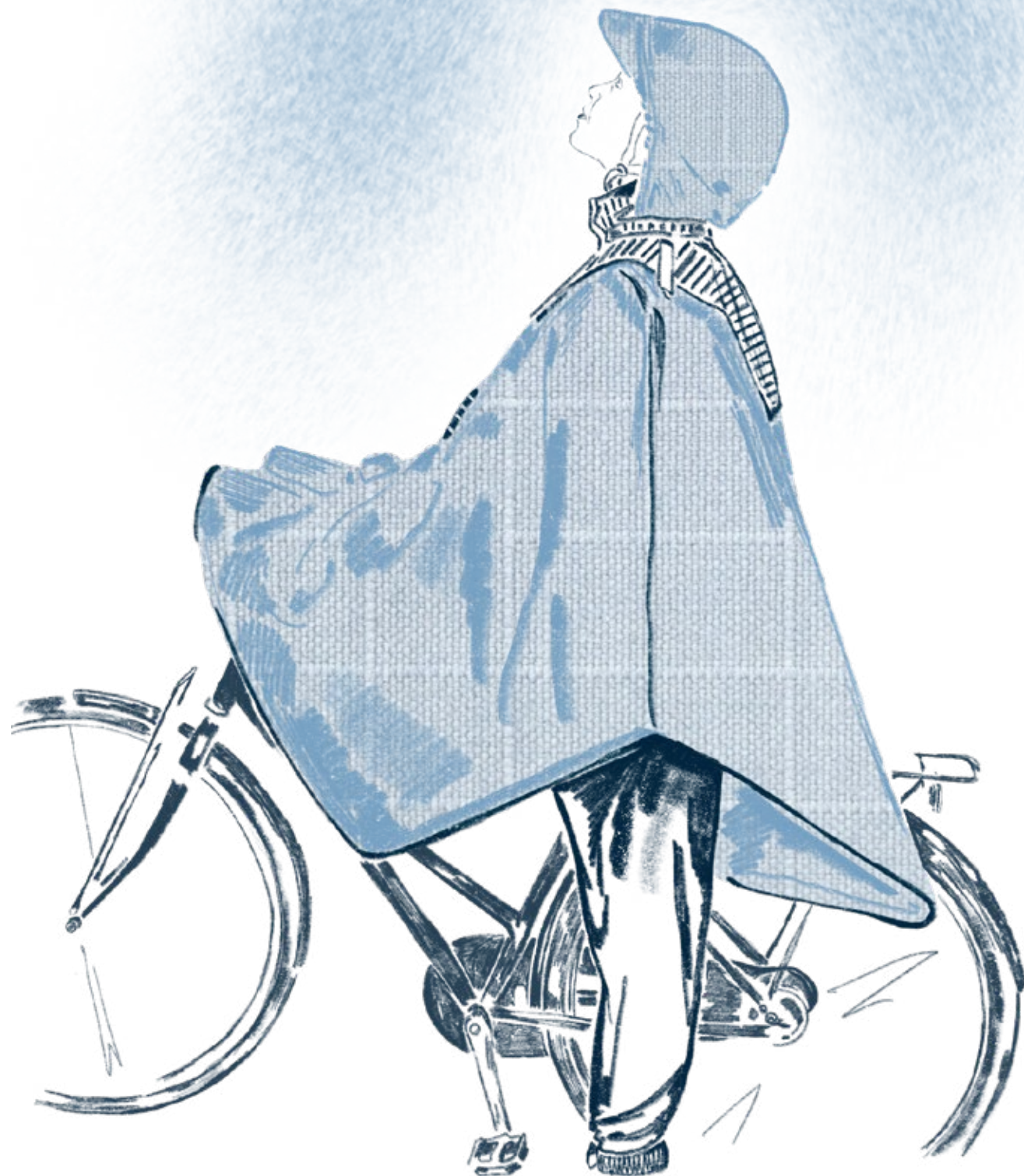


Life Cycle



LifeCycle:

1. The series of change a living thing goes through from the beginning of its life until the end.
2. The length of time that something lasts or can be used.
3. Cycling... For a lifetime.

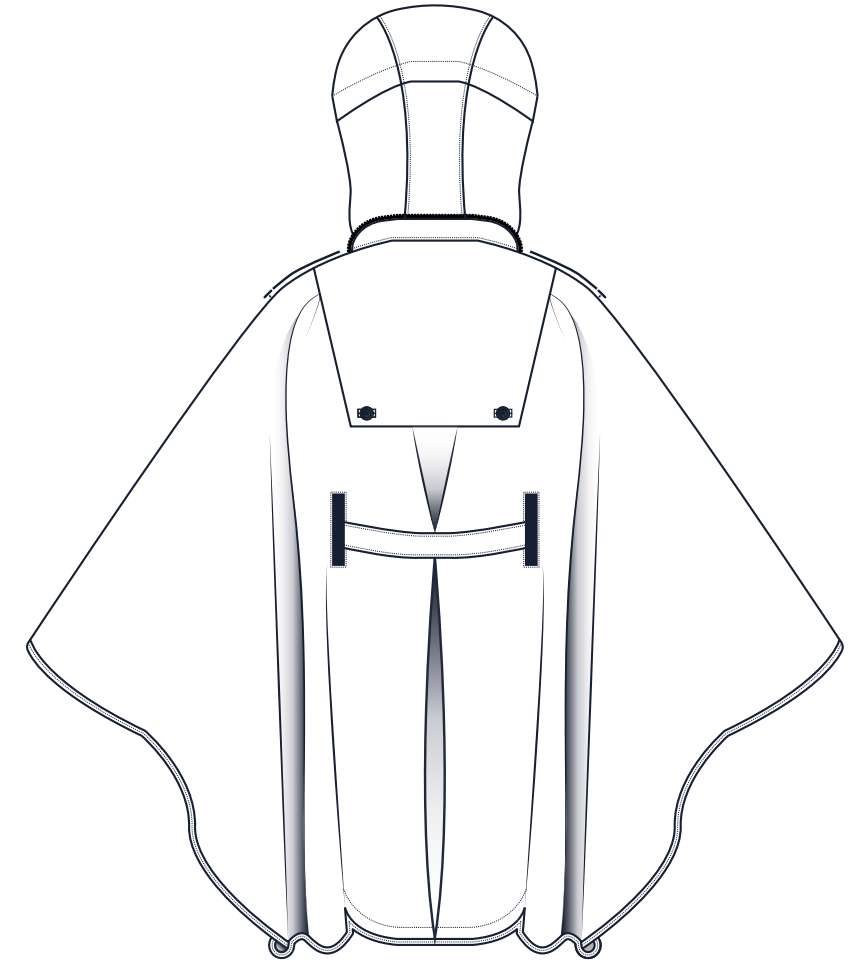
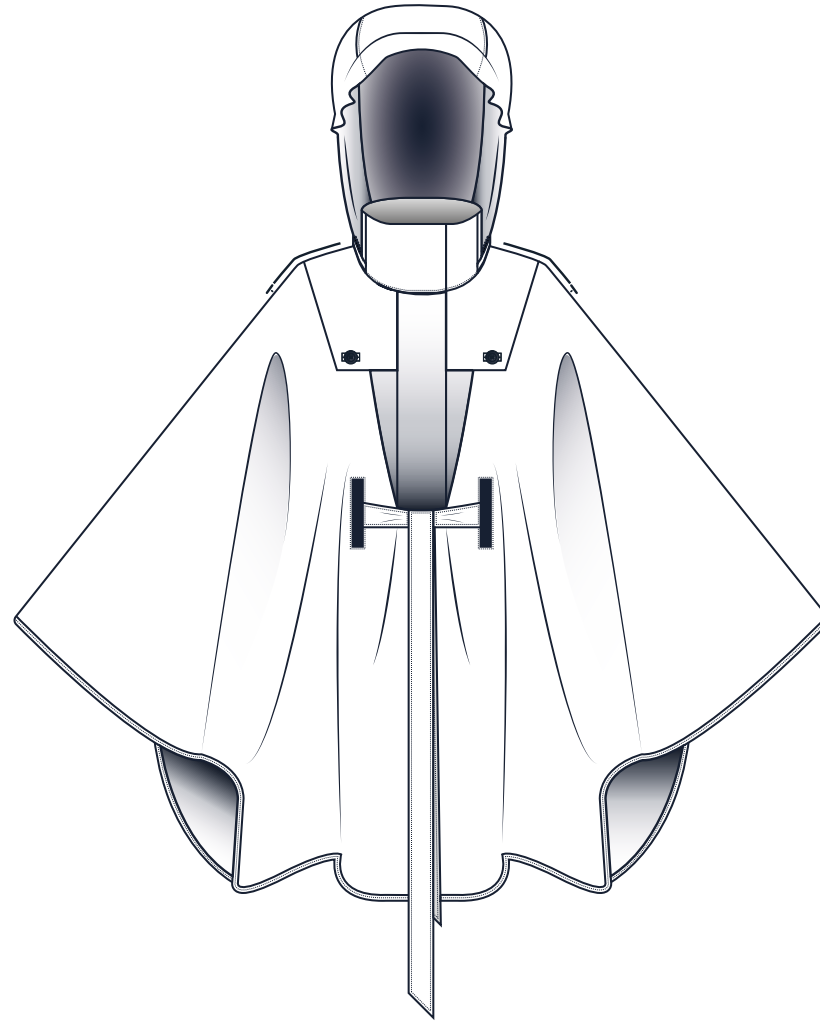
As stated by sustainable fashion researcher Kate Fletcher: “Making a garment last is very different from making a long lasting garment. [...] Design is necessary but not sufficient in most efforts for change. The most influential actant is not a product but the practices performed by the person using that product.”

LifeCycle exists to provide facilitating and functional clothing for professional women to allow them to feel confident to travel by bicycle wherever they might need to go. Through cycling and slow living consumers are able to lead a more conscious and considered lifestyle, whilst also improving their presence in local society. Lifecycle is about prolonging and extending a garment's time of use through active engagement with the clothing through cycling, thus encouraging an emotional attachment and practices of repair/ garment maintenance. By utilising fabrics such as Halley Stevensons' waxed cotton, which evolves over time presenting the beauty of ageing through folds and creases. As well as renewable performance fibres such as Tencel and wool, repairability and garment maintenance is not only made easier but also celebrated and made more appealing. Safety features such as visibility, which is essential for commuter cycling, are subtly yet effectively achieved through the use of Dashing Tweeds' Lumatwill reflective tweed. This allows garments to appear both elegant and suitable for everyday wear but also bright and visible at night when cyclists are less likely to be noticed by traffic. Through a collaboration with textiles student, Lucy Phillips, a woven reflective textile was also created for the same purpose. Performance tailoring is a key aspect of the collection so that garments are designed to be both elegant and functional, bridging the gap between professional work wear and sportswear. Not only does this make the collection better suited for the purpose of a bicycle commute, it also prevents the unnecessary consumption of additional garments for everyday wear.



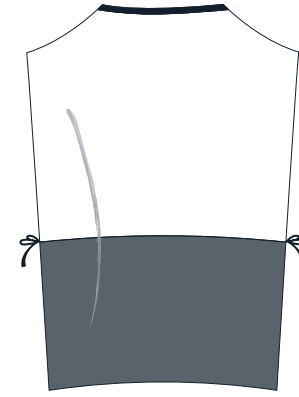
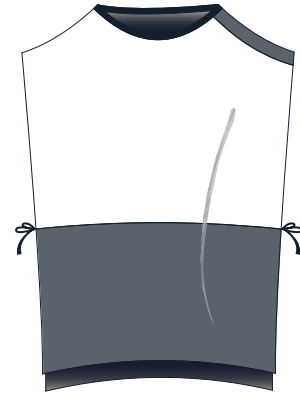


| Outfit 1: Cycling Cape



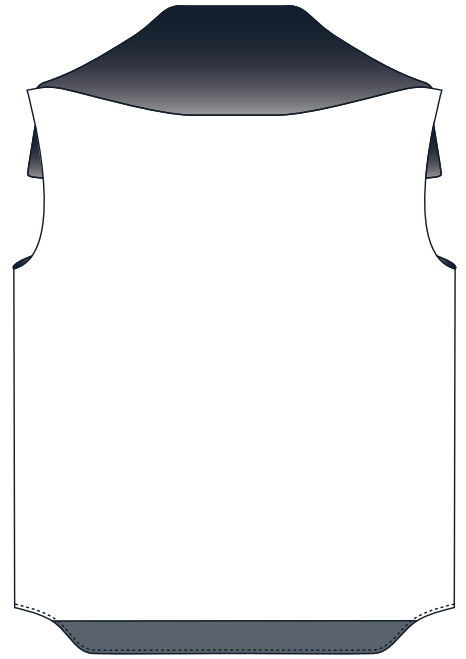
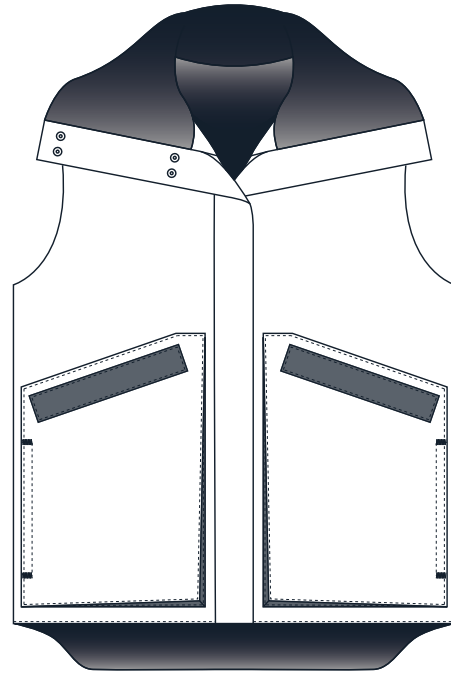


Outfit 2: Cycling Suit





| Outfit 3: Cycling Suit (dual entry pocket gilet and adjustable button shorts)



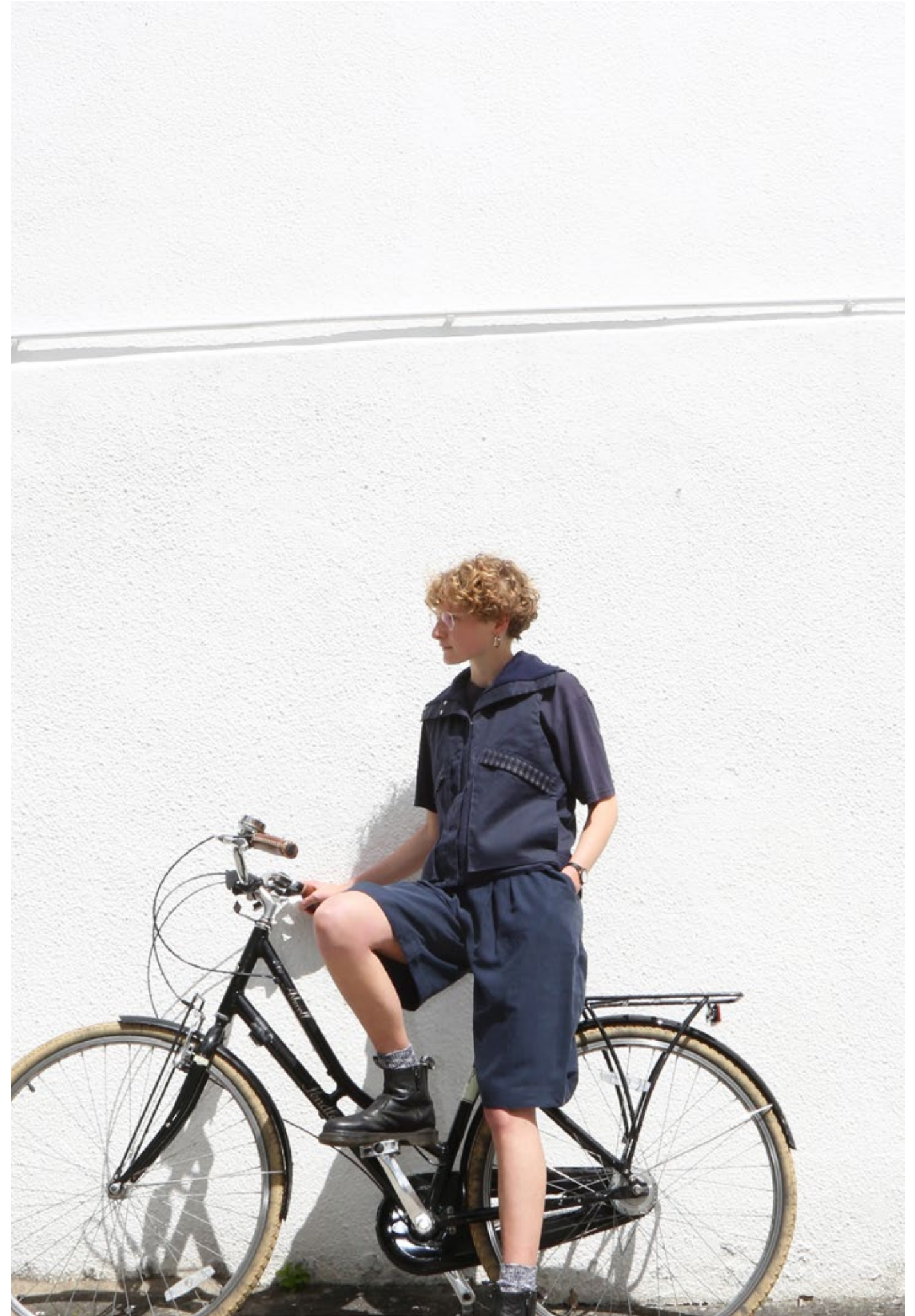








Featuring boiled wool tabard made with reflective woven fabric, created in collaboration with textiles designer Lucy Phillips.





A concept and collection designed by
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Photographed by
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Modelled by
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