

SALT STRIDE

A COASTAL INSPIRED, FUNCTIONAL, SEASONLESS COLLECTION





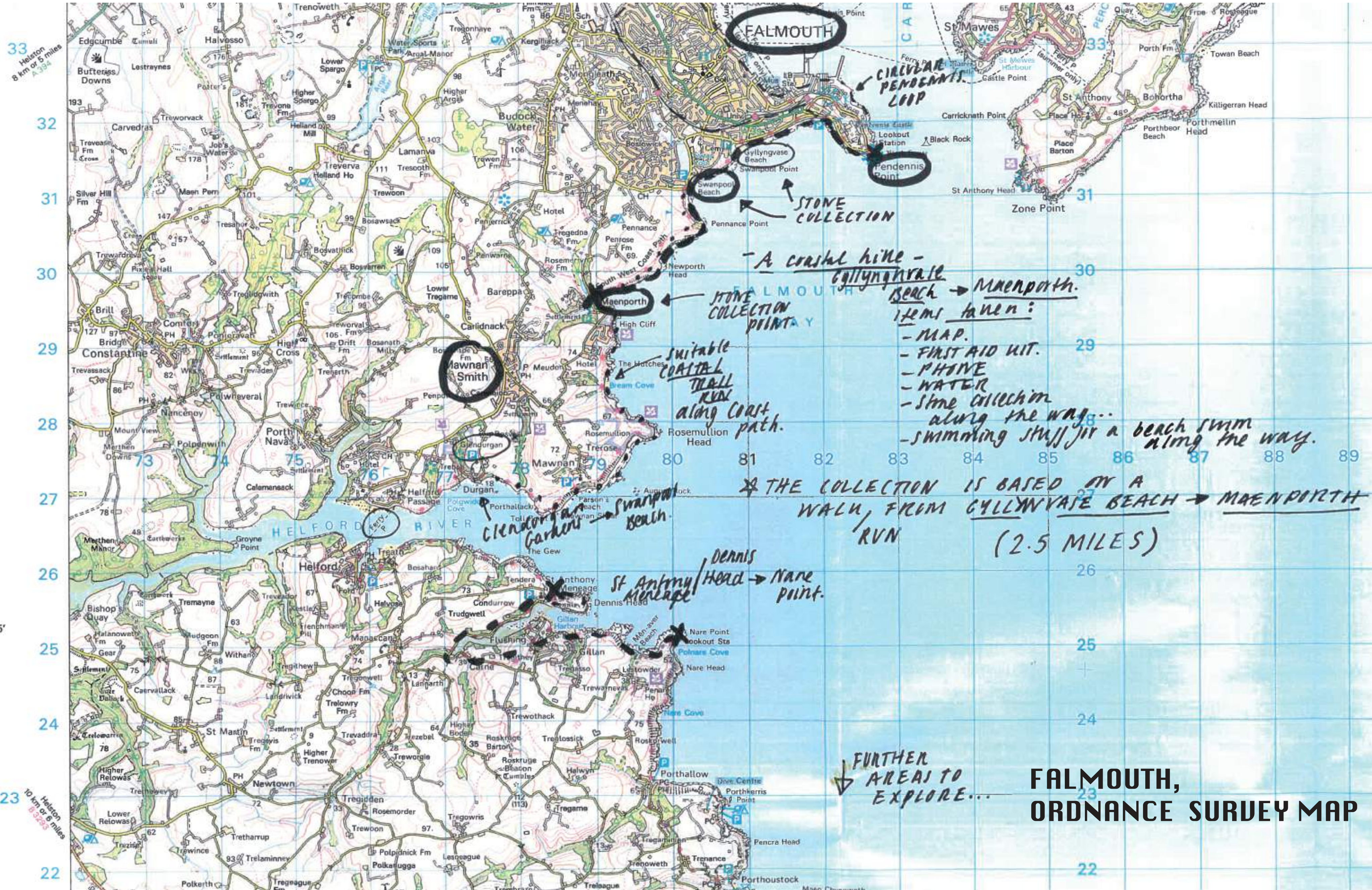
(Images referenced in bibliography)





A SEASIDE HIKE, CORNWALL

Castle Beach, Falmouth, TR11 4NZ



FALMOUTH,
ORDNANCE SURVEY MAP

THE NORTH FACE

"PURPOSE-DESIGNED FOR WEARABILITY ON AND OFF THE MOUNTAIN, MADE FOR THE MOD-ERN-DAY EXPLORER, OUR CLOTHING SUPPORTS THE PRESERVATION OF THE OUTDOORS, AND INSPIRES A GLOBAL MOVEMENT OF EXPLORATION."



Analysing how The North Face develop garments for FUNCTIONALITY, for hiking/ mountaineering/ ski touring.



Functional elements of outer-wear garments, for a waterproof, breathable, windproof jacket:
MEN'S JAZZ GORE-TEX JACKET

Adjustable helmet-compatible hood

No side seams

Two hand pockets and inner dropped chest pocket

Breathable under-arm zipper

THE NORTH FACE URBAN EXPLORATION X KAZUKI KURAISHI "PINK" capsule (Spring/Summer 2020)



The collection includes color-blocked ski jackets, parkas, graphic tees and breathable nylon trousers - each rippled with a functional edge.

→ Distinctive cold weather shapes

→ WATERPROOF/ RESISTANT FUNCTIONAL

White parka - large flap pocket

The multi-pocket jacket: mainly a muted beige palette, with elements of blue and pink accents.
- 5 POCKET CONSTRUCTION: 2x upper chest 2x waist 1x zip compartment right side.

Removable black ripstop strap that shows from lower right pocket & left shoulder back.

DESCENTE x KAZUKI KURAISHI SKI-WEAR collaboration

Drawing inspiration from 90's punk aesthetics



"The collection pulls on punkish styles and snowboarders of all calibers with functional garments with a refreshing appeal."

DETACHABLE OVER WATERPROOF LAYER.
- Thermal insulation layer + outer waterproof layer.

- multi-layered garments/outer and functional fabrics act as a way to meet different extreme sport environments.



padding a waterproof for a layer of protection

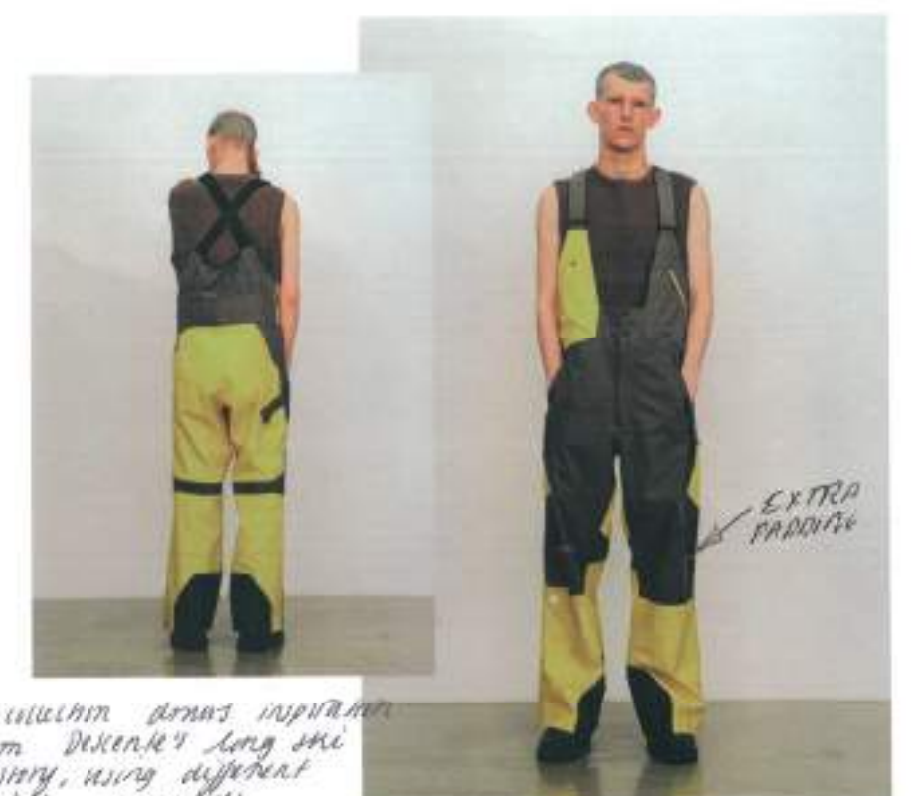


→ Purple / grey plaid fabric inspiration from 90's punk aesthetics.
- Made with 3-layer SOLOTEX material to ensure breathability + waterproofing.
- Comes up as a functional vest.
- Pockets for goggles/gloves/cameras e.g.



2 in 1 vest/jacket

multiple pockets for storage



EXTRA PADDING

The collection draws inspiration from Descente's long ski history, using different digital materials.
- The winter theme also represents the sun-capped mountain landscape; morning light, dusk light and the grey-blue sky.
- All designed with functionality in mind.

PROTECTION FROM COLD ELEMENTS

- SOLOTEX Jacquard material

- Inner layer utilizes Descente's 'Heat-NAV' technology → Absorbs sunrays and converts them to warmth.

STELLA MCCARTNEY

BEACH DEFENDER



*"We created this campaign to shine a spotlight on those connected to and helping to protect the world and its waters. I was so inspired by the idea of creating **multipurpose pieces that are designed to be both kinder to the planet, but also perform in different environments and for different workouts.**"*

STELLA MCCARTNEY



Stella McCartney, Beach Defender is a performance wear collection that can be worn in sea and on land.

The collection is designed to be worn for swimming, and promotes keeping the ocean clean. The collection is aimed at the next generation of change makers, to encourage a more sustainable planet. The collection further promotes sustainability through the use of **'PRIMEBLUE'**, which is a high-performance recycled material made in part with Parley Ocean Plastic, as well as PRIMEGREEN, a series of high-performance recycled materials.

Furthermore, **Adidas' READY moisture management system is used to keep the wearer dry** in all conditions and when body temperature is raised. Overall the collection uses sustainable materials and processes and **promotes a sustainable lifestyle for the wearer**, during exercise and when interacting with the natural planet.

ADIDAS x Stella McCartney



Fast fashion is 'choking Africa in dead white people's clothes': Mountains of garments promised to be reused by brands like H&M and Zara are instead flooding waterways of Ghana

- The fast fashion industry churns out 100 billion garments a year, but only recycles one percent of them
- The rest are sent to developing countries where they sifted through by locals
- However, more than 40 percent of the clothes are too poor in quality to wear
- The unsalable clothes are then dumped in landfills that are overflowing

By STACY LIBERATORE FOR DAILYMAIL.COM
PUBLISHED: 21:40, 4 November 2022 | UPDATED: 10:27, 7 November 2022

Parts of Africa are drowning in millions of used garments the fast fashion industry ships over each year, from brands including H&M and Zara, which have made pledges to recycle the used clothing.

"H&M, a major offender in the industry, **produces three billion garments a year alone and only recycles about 10 percent of them** - the rest is shipped to places like Accra, the capital of Ghana, where there are heaps of used clothing flooding waterways."

The fast fashion industry, "produces a total of **100 billion garments a year** and recycles just one percent, Bloomberg reports."



"Parts of Africa are drowning in millions of used garments the fast fashion industry ships over each year. **Pictured is a fishing community of Jamestown in Accra, where the beaches are covered with discarded secondhand clothes.**"

SUSTAINABLE MATERIALS— UTILISING SEA WASTE

ECONYL



"Waste for me is not something to be disposed of, but a fantastic resource, whenever I see a landfill site, I really see a goldmine. Our planet's resources are extremely limited; it is clear that there is no time to waste which is why I created ECONYL."

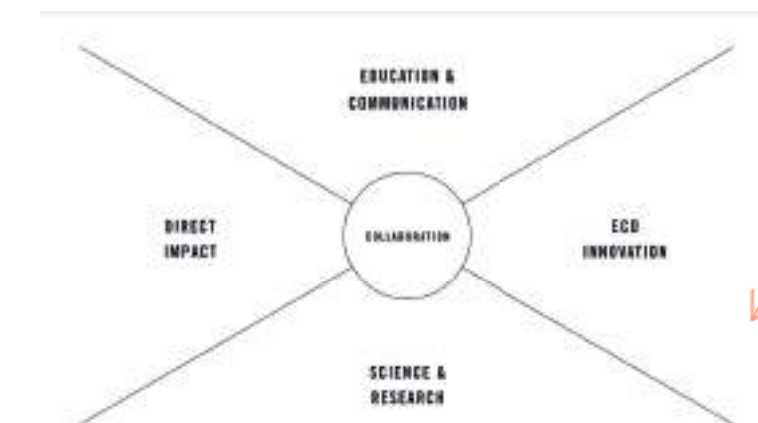
-Giulio Bonazzi (2021)



Through the **Adidas collaboration with Parley Ocean**, plastic waste on beaches was reduced before it reached the ocean. This plastic was used and developed to create an Adidas x Parley product. The first shoe developed by **Adidas x Parley symbolised a change for the fashion industry and steps towards sustainability.**

PARLEY OCEAN

"Parley for the Oceans is the global environmental organization and network where creators, thinkers and leaders come together to **raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction.**"



Parley's steps to raising awareness on reducing Ocean plastic.

HOW CAN PRODUCTS BE RECYCLED TO CREATE A CIRCULAR BRAND IN THE FASHION INDUSTRY? **BOTH THE BUYER AND THE CUSTOMER NEED TO BECOME AWARE OF FABRIC WASTE/ PLASTIC WASTE TO MAKE A DIFFERENCE.**

EMOTIONALLY DURABLE DESIGN

DESIGNING PRODUCTS THAT PEOPLE WANT TO KEEP.

“We are consumers of meaning, not matter,”

“Emotional durability isn’t the end goal; it’s a means to keep the things we want and need longer.”

“Where physical durability resists wear and damage, emotional durability resists our natural tendency to want the next new thing.”

The brand logo emphasises the brand dedication to exercise and being in nature.

The natural palette used throughout Patagonia’s design draws a connection to the natural world.



Patagonia use different techniques within their marketing and production to create a consumer-product relationship:

When buying a product the buyer is given a sense of confidence that the garment they are buying will not only withstand the natural environment but can also be repaired and recycled at its end of life.



Each garment produced by Patagonia emphasises its goal for functionality with the simple yet highly functional pieces that are designed for movement.

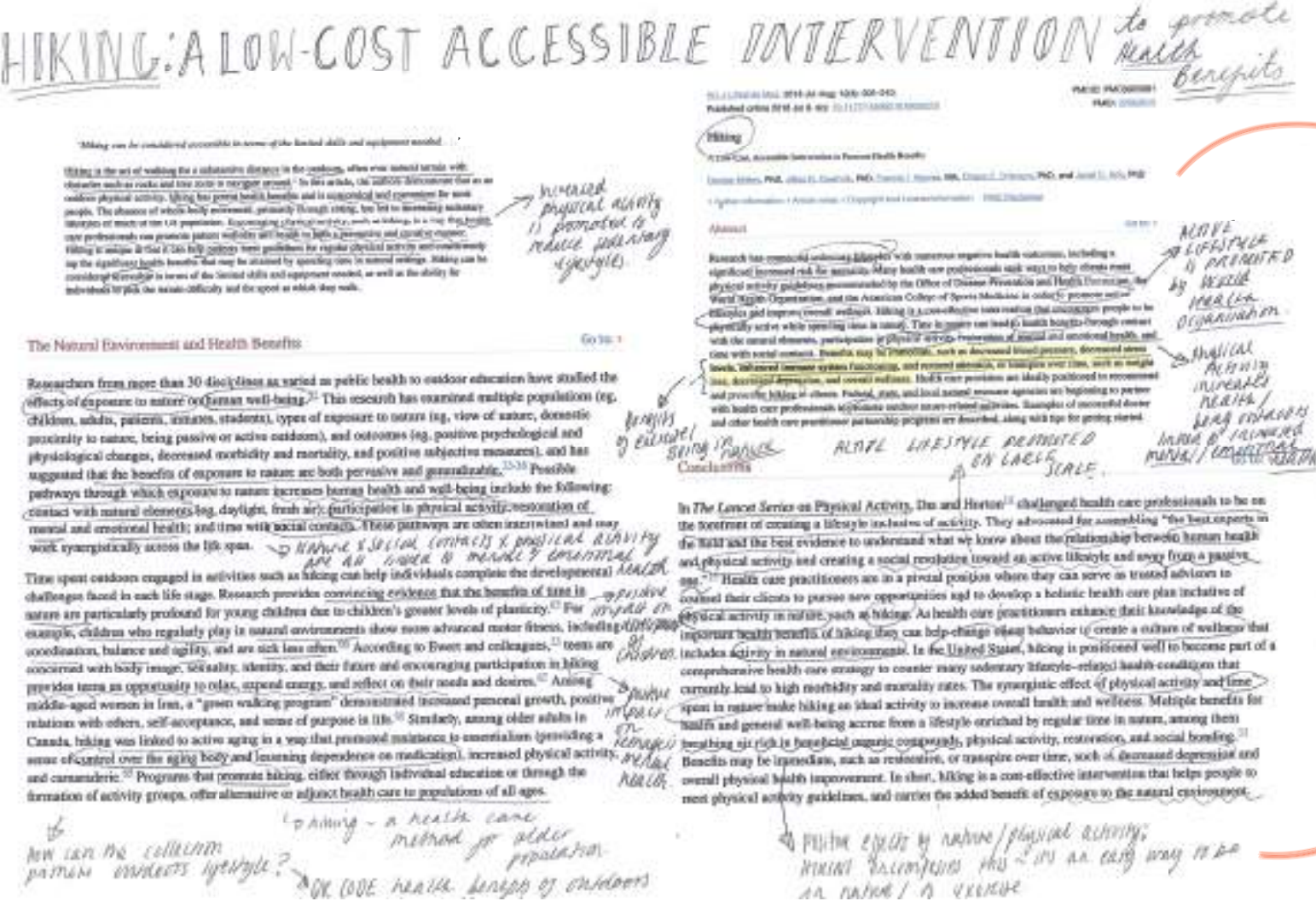


Patagonia’s use of naturally produced materials further exemplify the environmentally consciousness of the brand. The buyer is buying not only a product but promoting a sustainable lifestyle.

Sound art is a form of emotionally durable design. Inspired by a specific location, Silja Selonen draws a connection with the customer and therefore a connection with the artwork is made.



HOW CAN ELEMENTS OF EMOTIONALLY DURABLE DESIGN BE APPLIED TO HIKING/ THE OUTDOOR CUSTOMER?

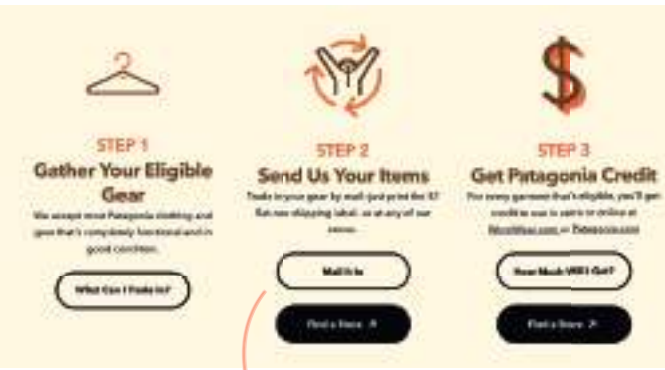


As a brand, the health benefits of an outdoor lifestyle should be promoted, to encourage the buyer to not only buy a garment but to buy into a lifestyle.

Brand colour palette/designs should reflect the coastal inspired nature of the brand.

Label/ QR code to encourage getting outside/ exercising?

The process:



“85% of clothing ends up in landfills or gets incinerated.* One of the best things we can do for the planet is keep stuff in use longer and reduce our overall consumption. That means buying less, repairing more and trading in gear when you no longer need it.”

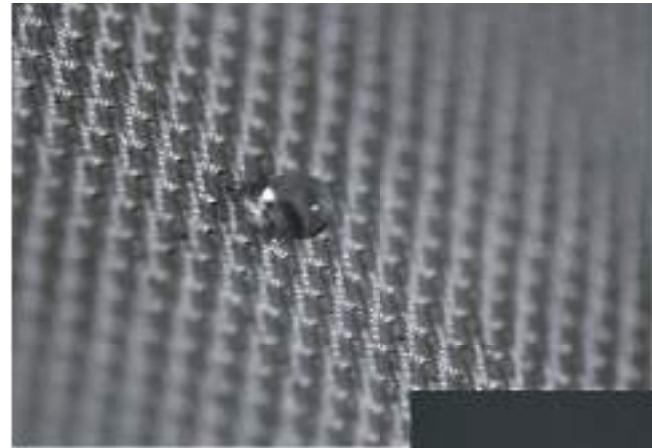
Patagonia is committed to environmental sustainability which is a part of the company culture. This is shown through different programmes for example the ‘Worn Wear’ program which re-brands used garments allowing buyers to trade-in and buy used Patagonia gear.

Worn Wear as well as promoting a circular strategy uses customer photographs and information creating a connection between Patagonia and the customer through garments purchased.



MATERIALS

AMPHITEX



Amphitex is a natural, waterproof and water resistant material, inspired by the lotus leaf's water repellent properties. Amphitex is further developing its process to result in a fully recyclable and PFC-free material and fabric coating.

Unlike Gore-Tex, Amphitex **does not use chemicals or different plastics**, instead a **mono polymer** is used making it easier to recycle.



MONO PRODUCTS

Through the use of **single polymer materials** such as Amphitex, Mono Products can be created which are easy to recycle at end of life.

POLARTEC, POWER AIR

Polar Tec, Power Air is a **performance fabric developed for thermal efficiency**, making it suitable for mid- layer performance garments.

“The fabric construction encases internal yarns, creating **individual air pockets that capture body warmth**. The surrounding knit casing also serves as a supporting barrier, preventing loose microfibers from shedding out into the environment.”

The fabric is **made from 100% recycled PET**, making it a **mono material** that can be recycled at its end of life.



MONO MATERIALS, REPAIR SERVICES AND RECYCLING

Mono materials are easier to recycle than a non- mono product due to the single polymer construction.

Furthermore, mono materials are easier to recycle and use a lower amount of energy and less resource consumption in the manufacturing process. This reduces the costs as the production process is simplified with a single material.

As a brand, its important that after the garment has broken it can be fixed and at end of life recycled into a new product to keep materials in the loop and minimise fabrics going to landfill. Mono products are a way to keep fabrics in the loop by making the recycling process simpler and more cost effective.

UTILISING WASTE MATERIALS

FACTORY WASTE/ DEADSTOCK MATERIALS



ATID

Deadstock fabric use can help to reduce textile pollution and waste. Furthermore, deadstock fabric requires less energy, chemicals and water to produce, making it a sustainable option for fabric sourcing.

“The world is breaking and waste is everywhere we turn. It has been mentioned that the global fashion industry could exist at currently levels of production for 7 years and we would still have enough material in the world to service it without making any new material.” - ATID

“We would like to build a community and establish a foundation - to educate and build on good design principles and partner with many factories, in order to build on the ethics and DNA of ATID, and to enable a broad landscape of creation.” - ATID is currently working with a premium sportswear factory in China and using its deadstock materials to create new products.

As ATID grows its community between factories, partners and manufacturers, a wide range of deadstock and waste material will be available for production. This would be a sustainable way to work as a brand, to be able to collaborate with ATID, to work with a wide variety of donated materials, instead of producing new materials.

The Resurgence of Deadstock Fabrics in Sustainable Fashion

66°North- Deadstock collection



Outerwear brand 66 Degrees North has launched a deadstock fabric and surplus material based collection in order to play a part in the move to ‘slow’ fashion. The collection also takes inspiration “from the intrinsic Icelandic value of not letting anything go to waste.”

“Our Kría collection is a great representation of what we stand for at 66°North. Not only are the products highly technical, it’s also fun and playful, bridging the gap between fashion and function.

“We use leftover Polartec fabrics collected in our factory to create infinitely wearable garments of the highest quality and durability, designed to last for years to come.”



Is using deadstock fabric a sustainable option?

Although using deadstock materials is a sustainable option, there are also arguments against the use of deadstock fabric as by using deadstock fabric the root of the problem- overproduction is not met.

“There are growing concerns that mills are intentionally overproducing since they know the excess will be purchased anyway. This purposeful creation of “waste” perpetuates the cycle of overproduction and overconsumption and is something to be wary of when making purchases.”

Overall, using Deadstock material is a sustainable option when compared to new fabric production. However, to avoid overproduction, the root problem needs to be addressed by creating legal requirements for mills to disclose why fabric is being wasted.

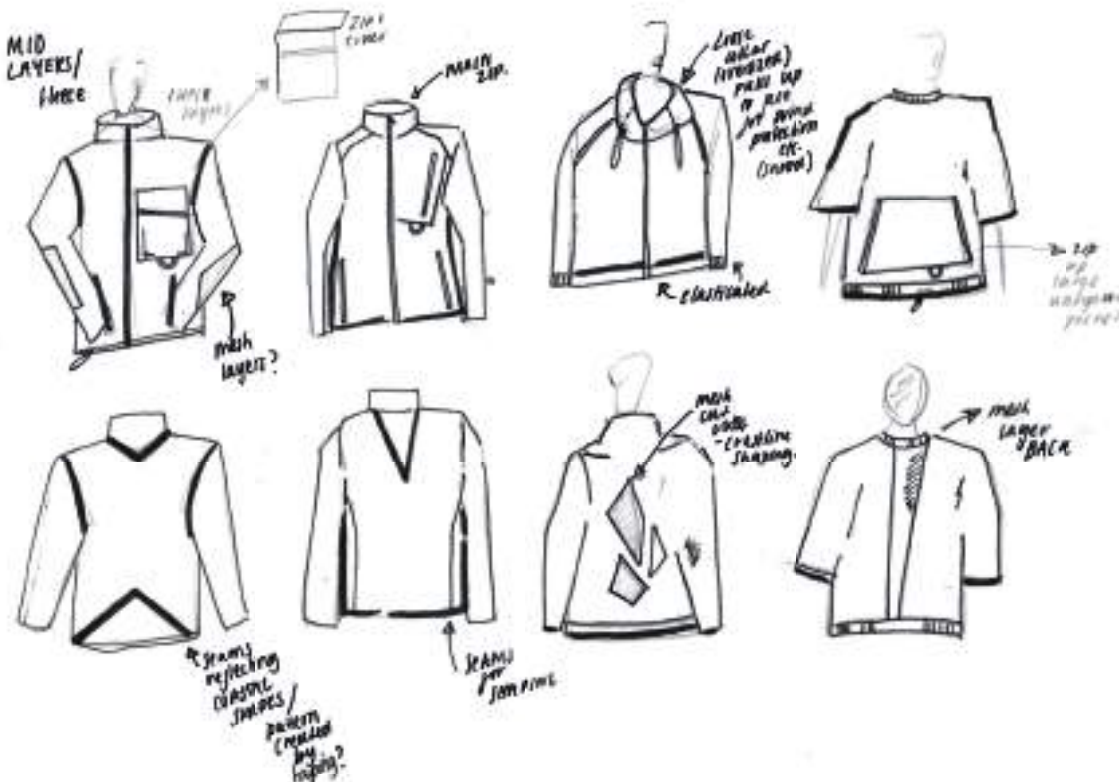
BACK/NECK DETAIL
FRONT

BACK

OVERMAN IDEAS:
3 Rows +
Waterproof
Cord
SAYS.

FRONT

TAFE ADJUST



HOW IS AMPHITEX™ DIFFERENT?

- **Leading Edge Designed™** Mem.
 - The Amphitex™ LE in its face fabric is woven to allow moisture and its vapour to move through the additional barrier properties of the membrane to create a leading edge membrane.
- **Designed For Mobility™** Mem.
 - Our new HydroActive woven material, which is not 100% impermeable, can move into a highly impermeable and elastomeric membrane cap structure, for the formation of a highly mobility barrier.
- **Designed For Durability™** Mem.
 - As the design within Amphitex™ is made from the same source material to create an impermeable membrane barrier to all environmental stress. This means the whole product will stay fully fit for the manufacturing cycle and the built, installed, repaired and maintained into the application, offering a lower net life cycle cost.

the whole garment can be
replied together → MADE FROM ONLY
3 MATERIAL. (MANY MATERIAL)

RELIABLE AND ENVIRONMENT-FRIENDLY



Taking inspiration from the natural hydrophobic nature of lotus leaves and the nanostructure surface of springtails, Amphibia is a bio-inspired waterproof lotus-leaf-like textile with excellent water and liquid repellent properties. Without relying on PFCs, Amphibia contributes to the mitigation of 5000 tonnes of PFC leaking into the environment. Additionally, all layers of the WBT are made from 1 material type, a hydrophobic polymer, making it 100% recyclable and fully compatible with the existing textile recycling infrastructure. Therefore, recyclability of the whole garment and redirecting Amphibia's own pre-consumer manufacturing waste helps close the loop for the next generation of outdoor products.

↓

It matches the performance of current industry leaders, yet is not petro-based.

↓

This has become the world's first carbon negative performance textile.

"Other brands fight over who can bark the loudest about using recycled synthetics, and sure, they may be better than non-recycled ones, but they are neither biodegradable nor natural and they still contribute to demand from the supply chain. This is not the way to rid our oceans and forests, or even land, of microplastics," said RÖUK marketing director Linus Zetterlund. "Unlike our competitors, we are fully determined to do whatever we can for the benefit of our planet, even if it costs us a little profit." And their customers are definitely loving the fact there are no synthetics used in the Badland jacket. "Customers have got used to the idea of wearing a jacket made from 100% Merino wool, and they are surprised at how well it works to keep you warm and dry without having to use any synthetics or membranes. It's a very positive reaction."

HOW IT WORKS

Using the latest Opti™ fibre stretching technology, Merino wool fibres are air-stretched and spun into yarn before being woven to create the first-ever wind and water resistant fabric made from 100% Merino wool.


The Marino wool fabric is constructed at very high levels of thread density in warp and weft using fine Marino wool yarns that have been stretched, but not set, during what is known as Opti™ processing. It is only when the fabric is well-finished that the stretch is released causing the yarns to contract, thus leading to an extreme tightening of the fabric structure and the creation of the immensely dense fabric.

After optimising the spinning, weaving and finishing processes, the fabrics made from these elastic Merino wool fibres have enhanced water and wind resistant properties (while retaining all Merino wool's key properties such as breathability) without any chemical treatments, and are also machine washable.

↳ Has the breathable elements of wool, including temperature regulation and warmth.

- Brands such as 'ROJH Superwear', from Sweden, have used this name wool fabric to create highly sustainable clothing for outdoor enthusiasts.
- Differing weights of the fabric are available making it suitable for activewear, sportswear, and smart-casual apparel sectors.

Using the latest Optim™ fibre stretching techniques, a 100% Australian Merino wool fabric that is resistant to both wind and rain has been created, delivering a unique, high-performance Merino wool fabric that is ideal for outer-wear apparel.



Wind resistant
Reduced air permeability enhances resistance and improves wearability.



Water resistant
Increased hydrostatic head enhances water resistance.

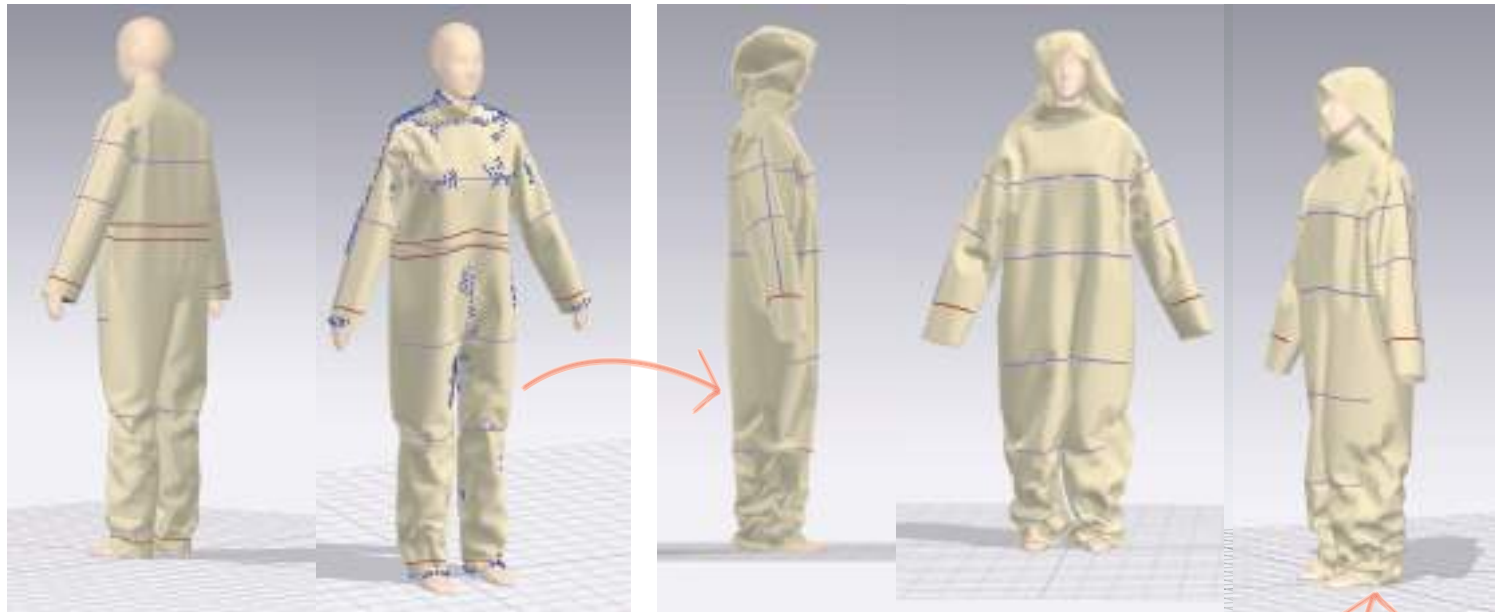
Naturally durable
Crisp and resilient handle makes wool fabric an ideal alternative to man-made synthetic fibres, and wrinkle resistance leads to increased durability.

 Machine washable
"Jammed" weave structure allows for much
washability and ease care.

The material has been used by
OURIAROVA, who have created the

DEVELOPMENT

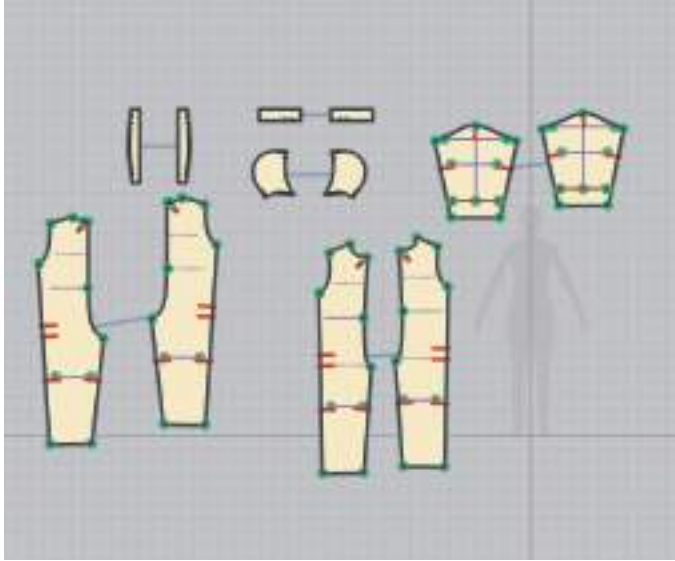
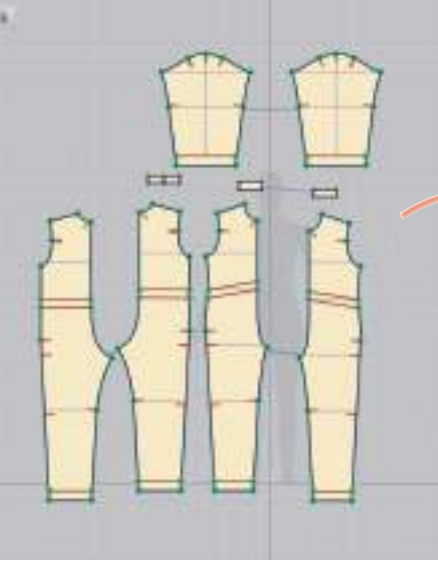
USING CLO 3D TO DEVELOP PATTERNS



THE INITIAL FIT WAS EXTENDED TO CREATE A LOOSER FIT.

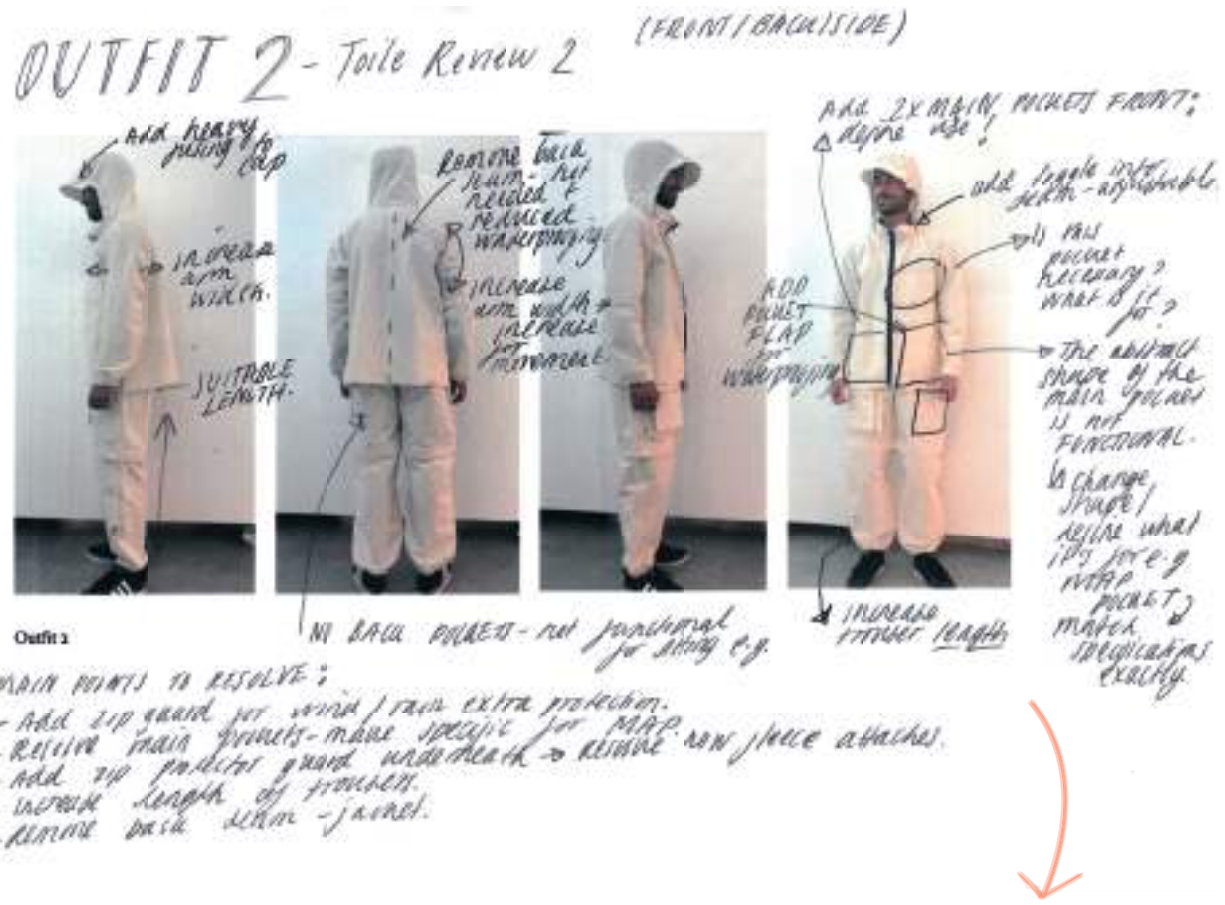
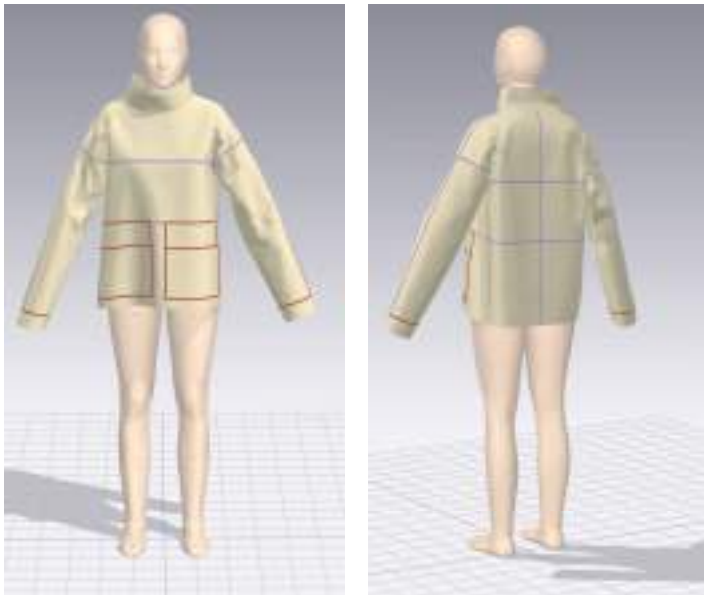
AFTER THE TOILE REVIEW, IT WAS CLEAR THAT THE OVERALL FIT WAS TIGHT AND UNABLE TO FIT OVER OTHER GARMENTS.

AMMENDING THE JUMPSUIT PATTERN TO CREATE AN OVERSIZED FIT, TO GO OVER GARMENTS DURING RAIN/ DOWNPOUR.



EXTENDED WAIST/ SHOULDER FOR A WIDER FIT

DEVELOPING THE WATERPROOF JACKET PATTERN:



AMMENDMENTS WERE MADE TO THE PATTERN TO INCREASE THE ARMHOLE CIRCUMFERENCE TO ALLOW FOR MOVEMENT.



DEVELOPING PATTERNS ON THE MOVING BODY- ALLOWING FOR MOVEMENT

FINAL COLLECTION



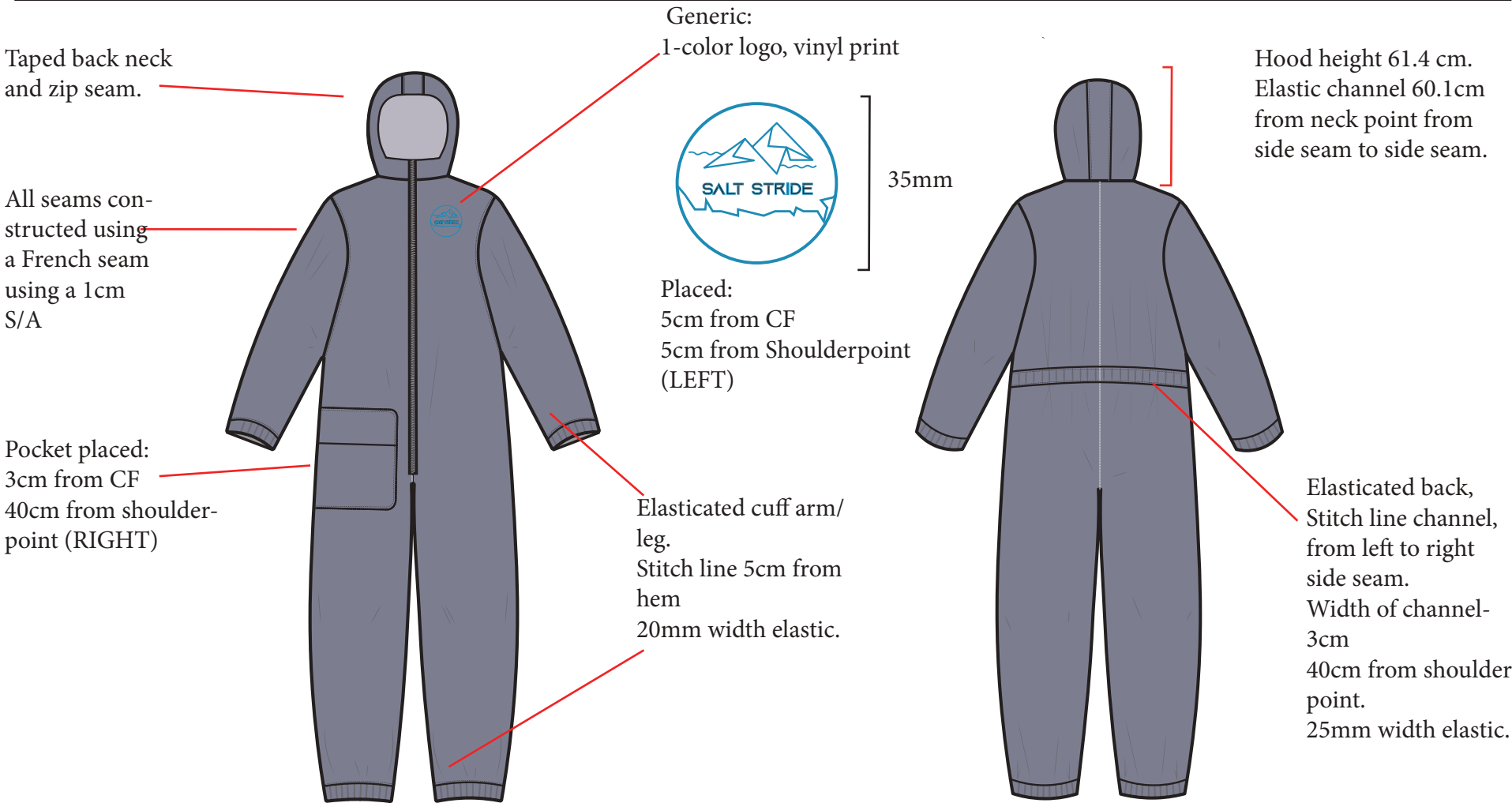


BRAND: SALT STRIDE
SEASON: SS/AW 2024
STYLE NAME: THE PACK-AWAY
STORMSHIELD JUMPSUIT.
DESIGNER: DULCIE GATEHOUSE
DATE: 03/05/24

STYLE #: 001
DESCRIPTION: GENDER NEUTRAL JUMPSUIT
SIZE RANGE and (sample size): XS S (M) L XL

STORM GREY

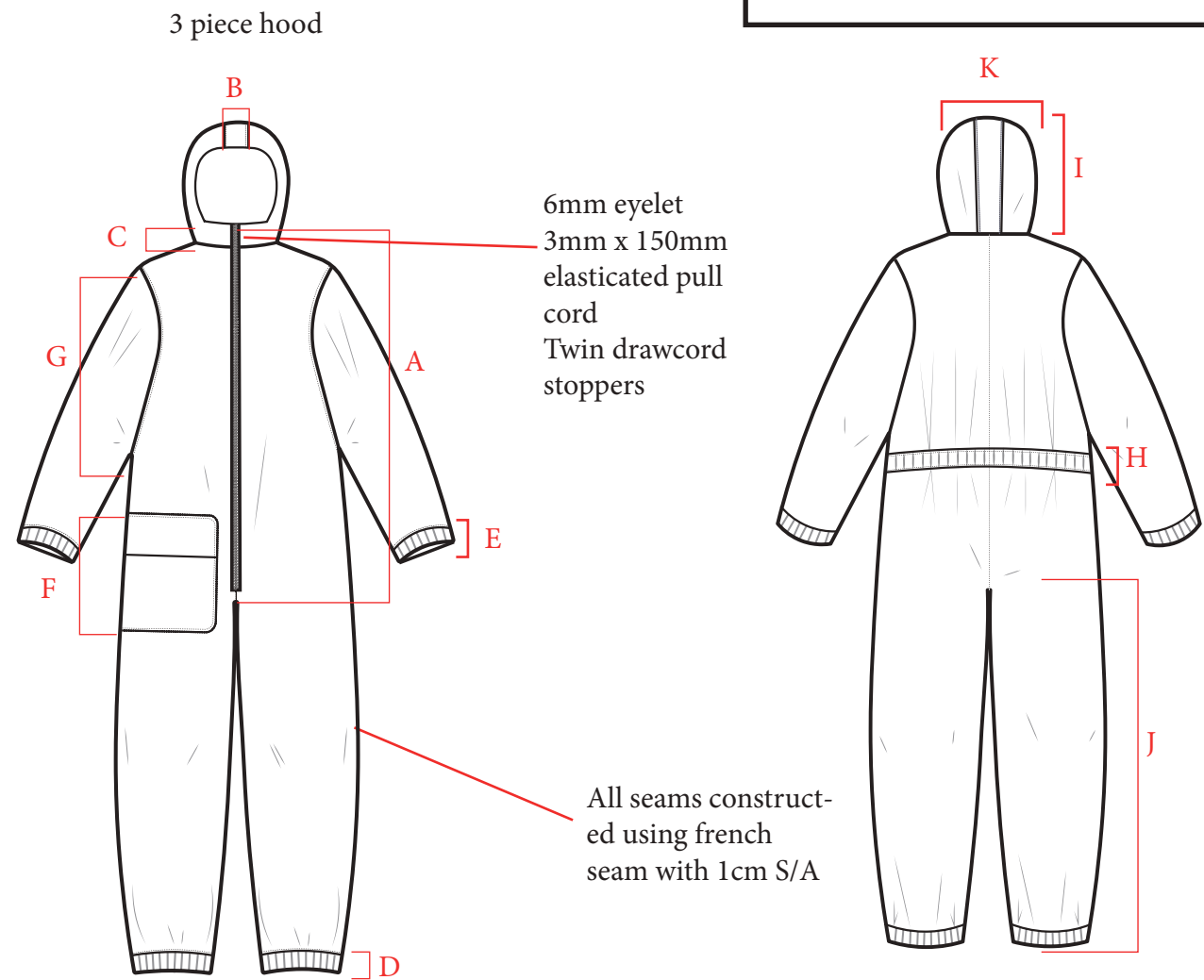
FABRIC/ TRIM DETAILS:
100% recycled nylon Finisterre
65cm YKK Aquaguard zip blue
20cm Elastic cord (polyester)
3x Twin cord stoppers (polyester)



STITCH INFO: (FLATBED)
THREAD- Grey Polyester Thread
FOOT- Teflon Sewing Foot
STITCH- 2.5cm
SEAMS-All french seams (1cm S/A)
NEEDLE SIZE- Size 70/10 sewing needle.

FABRIC INFO:

- 1-MAIN FABRIC- 100% recycled nylon ripstop
- 2-LINING FABRIC- (white) silk
- 3-POPPERS- (black) 1cm rustproof press studs snap fasteners
- 4-ZIPS- (black) YKK metal zip



KEY MEASUREMENTS:

A- CF from collar to leg seam- 90.2cm

B- Hood centre panel at CF and CB at neck-53cm

C- Neck point to collar-7.5cm

D- Hem to stitch line, leg elastic-5cm folded- 2.5cm each side.

E- Hem to stitch line, arm elastic-5cm folded- 2.5cm each side.

F- Pocket flap to bottom pocket edge- 28cm

G- Front armhole-32.6cm

H- Back elastic channel side seam to side seam- 3cm

I- Hood Height, Neck seam to Cap-61.4

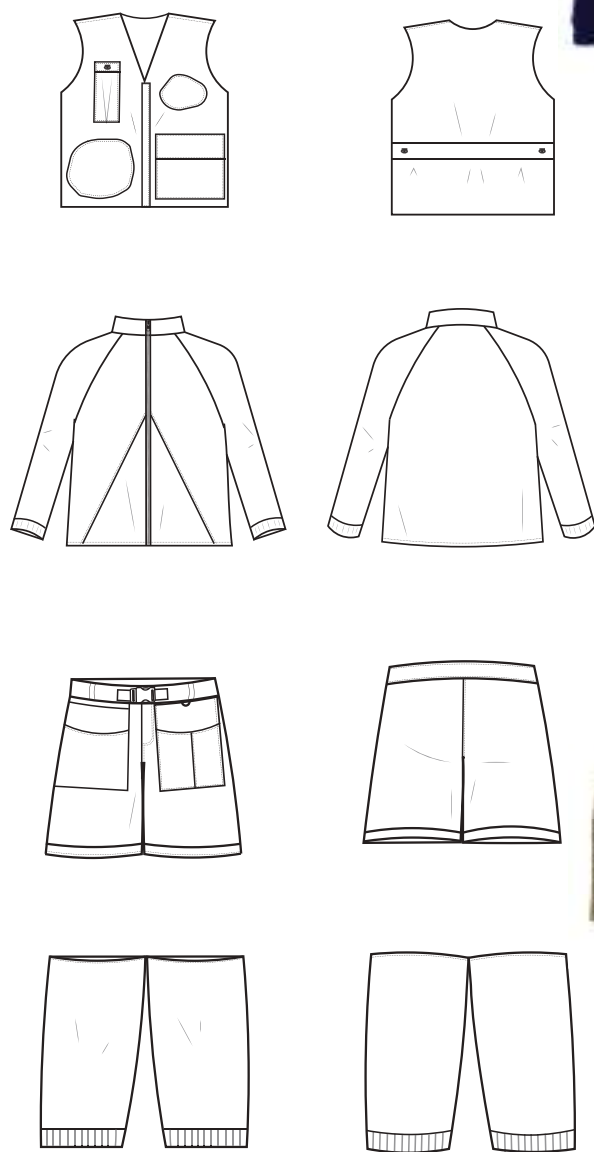
J- Crotch seam to leg elastic cuff- 77.6cm

K- Hood width- 60.1cm

COMMENTS:

- Cuff elastic- 20mm
- Back channel elastic-25mm





The **cloud fleece** is a warm, mid layer designed for hiking. The fleece **can be attached and de-tached to The Cloud Defence Jacket**, with a double zip system. The fleece has 2 in-seam pockets for storage and is **designed for warmth, yet breathability on a cooler day of hiking**.

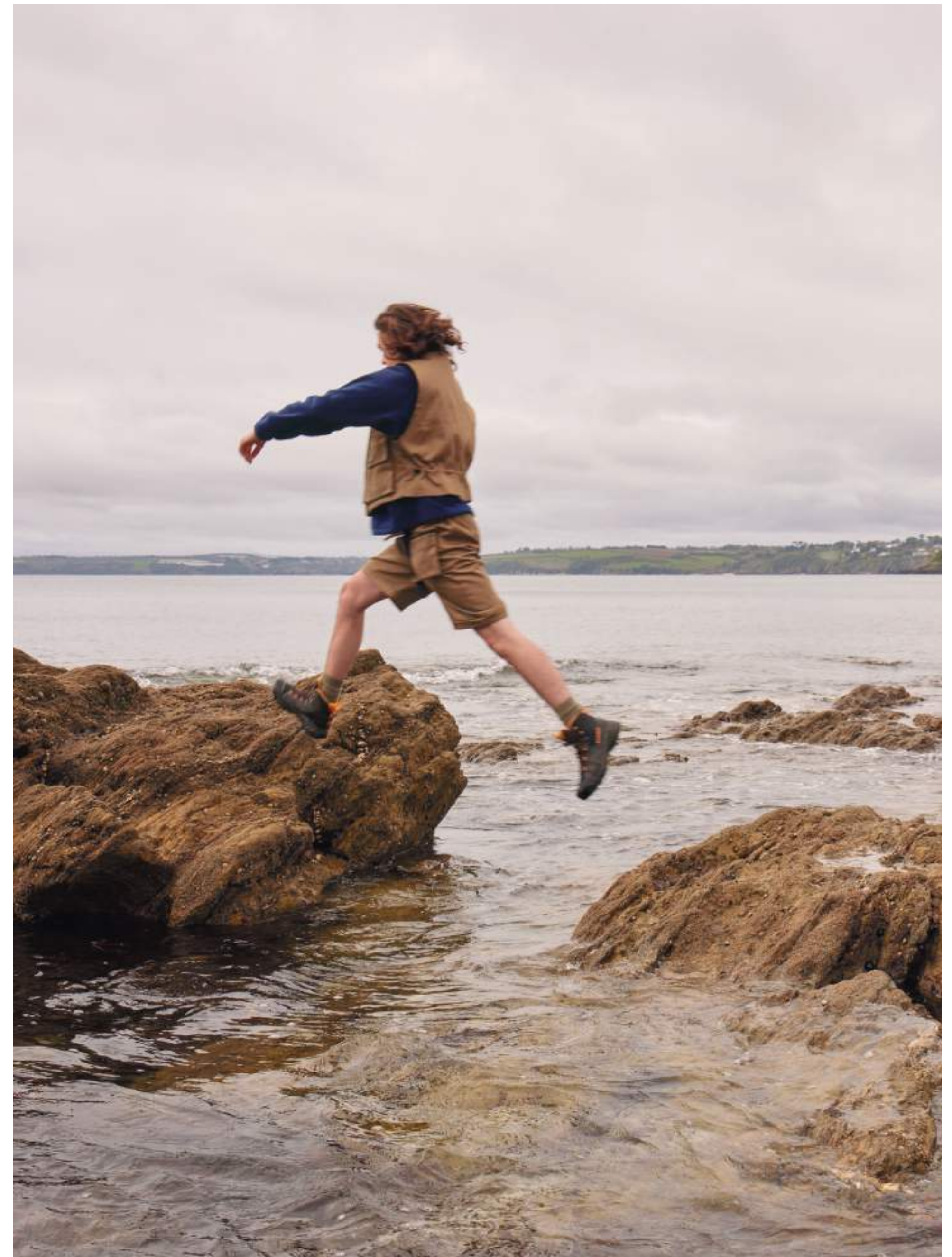
The fleece is made from **Fourth Element donated, recycled polyester**, manufactured according to the Bluesign standard, ensuring environmentally friendly techniques. Furthermore, By using donated waste material, fabrics are kept out of landfill.

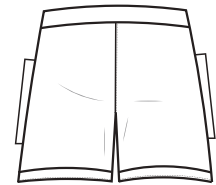
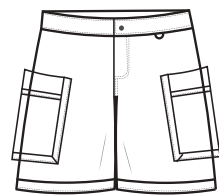
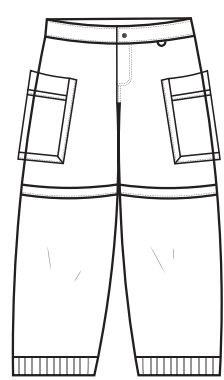
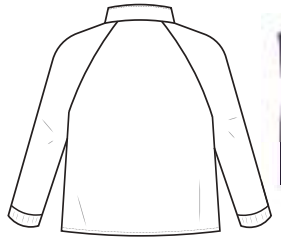
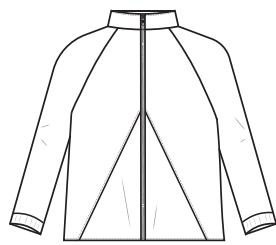
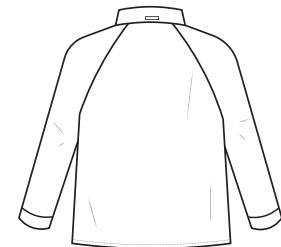
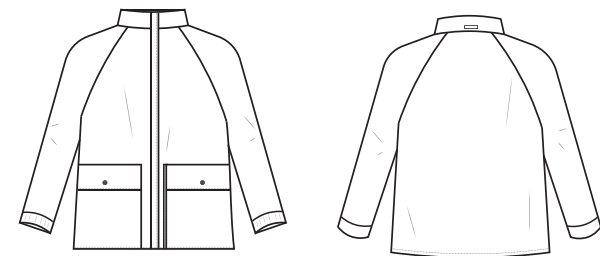
The **Salty breeze shorts** are **interchangeable with the Sand Strider Trousers**- the zip acts as any easy method to change from shorts to trousers during hiking. The shorts have an **elasticated back for an adjustable fit**. The clip belt at the front of the shorts allows the shorts to be easily adjusted in size/fit. The shorts have multiple pockets for comfort as well as storage for stone/ shell collection on hikes.



The **Salty Breeze vest** is designed as a **layering piece to be worn for storage**. The vest has specific pockets, designed for hiking, including a first aid kit pocket, sunglasses pocket and pockets for collecting stones. The **adjustable back** allows the piece to change in size depending on the garment it is worn over/ the fit desired.

The shorts and vest are made from **100% cotton, donated drill** which is breathable and lightweight making it a suitable, natural option for hiking.





The **cloud defence jacket** is designed to be worn on a day to day walk/ hike in the elements. It has **taped seams** ensuring full waterproof protection from the Cornish elements. Pockets are designed specifically for a walker's needs, including a map pocket which **fits the specifications of an Ordnance Survey Map**.

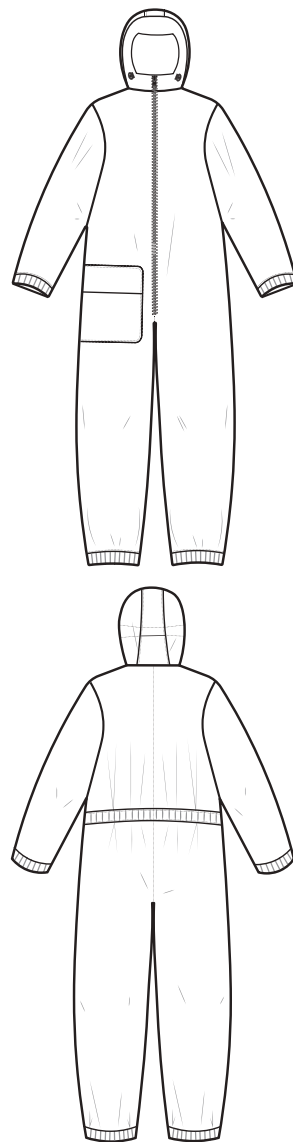
The double zip attachment allows the cloud fleece to be attached and detached depending on weather conditions.

The jacket is made from **Fourth Element donated polyester**, manufactured according to the Bluesign standard, ensuring environmentally friendly techniques. Furthermore, by using donated waste material, fabrics are kept out of landfill.

The **Sand Strider Trousers** are **detachable from trousers to shorts** with an easy zip function. The trousers have double cargo pockets, with a zipped section for your phone/wallet/ hiking essential storage and an easy access main pocket for comfort and map storage.

The trousers are made from **Burberry Twill**, made with at least 50% recycled polyester, limiting the need for the extraction of raw materials. Furthermore, by using donated waste material, fabrics are kept out of landfill.





The Stormshield Jumpsuit is designed to be **worn in unexpected rainy weather conditions**, inspired by the fluctuating Cornish weather. The Jumpsuit **packs away into its pocket**, making it easy to carry and use when needed on a hike.

It has an **oversized fit and includes elasticated elements**, making it suitable for both men/women, to be worn over hiking wear. French seams have been used to construct this garment resulting in a water-resistant, functional piece.

The jumpsuit is made from **Finisterre donated nylon ripstop (100% recycled)**, which reduces the need for fossil-fuel derived virgin plastics. Furthermore, By using donated waste material, fabrics are kept out of landfill.



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A collection insired by Falmouth, Cornwall, UK



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