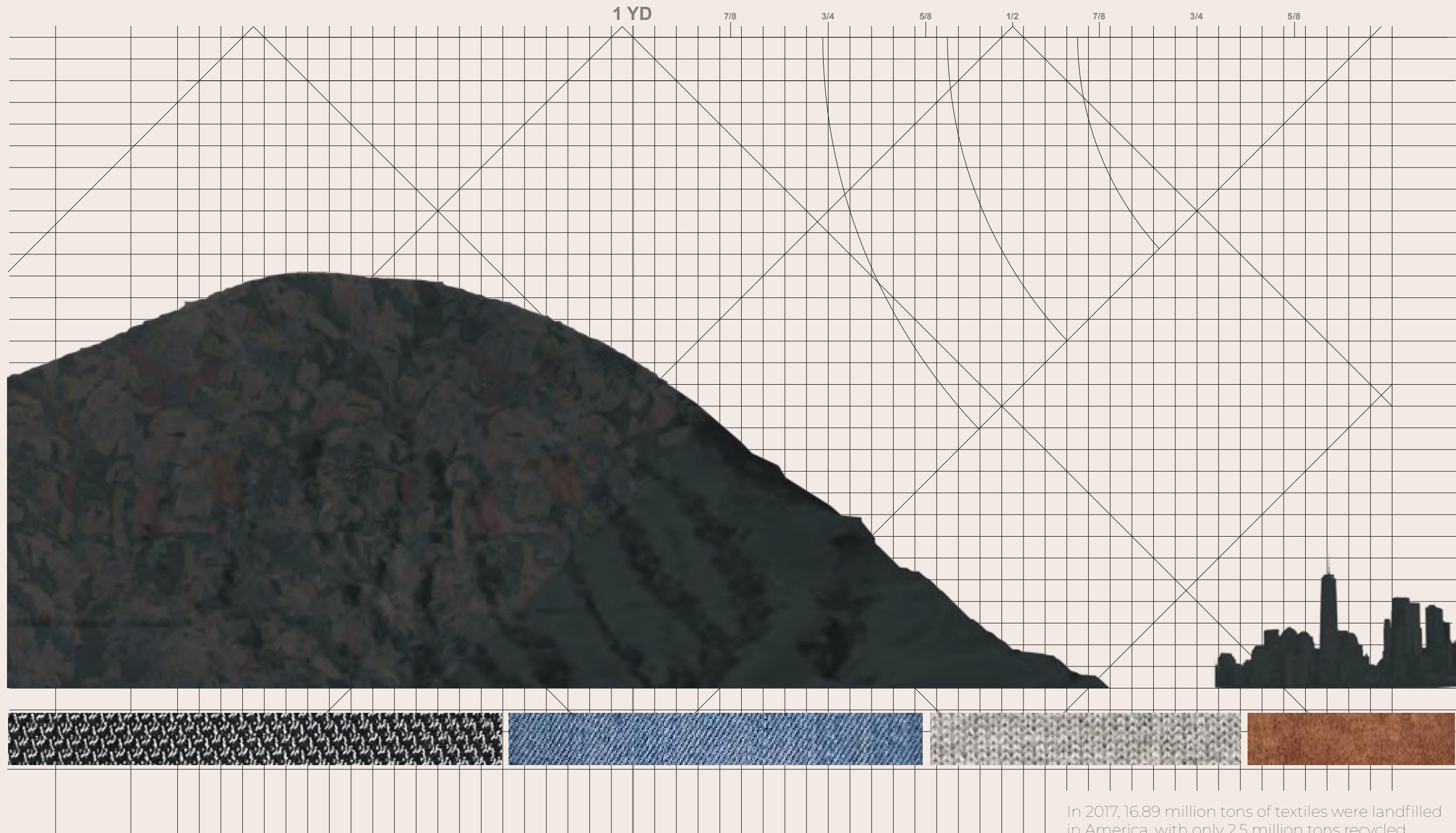


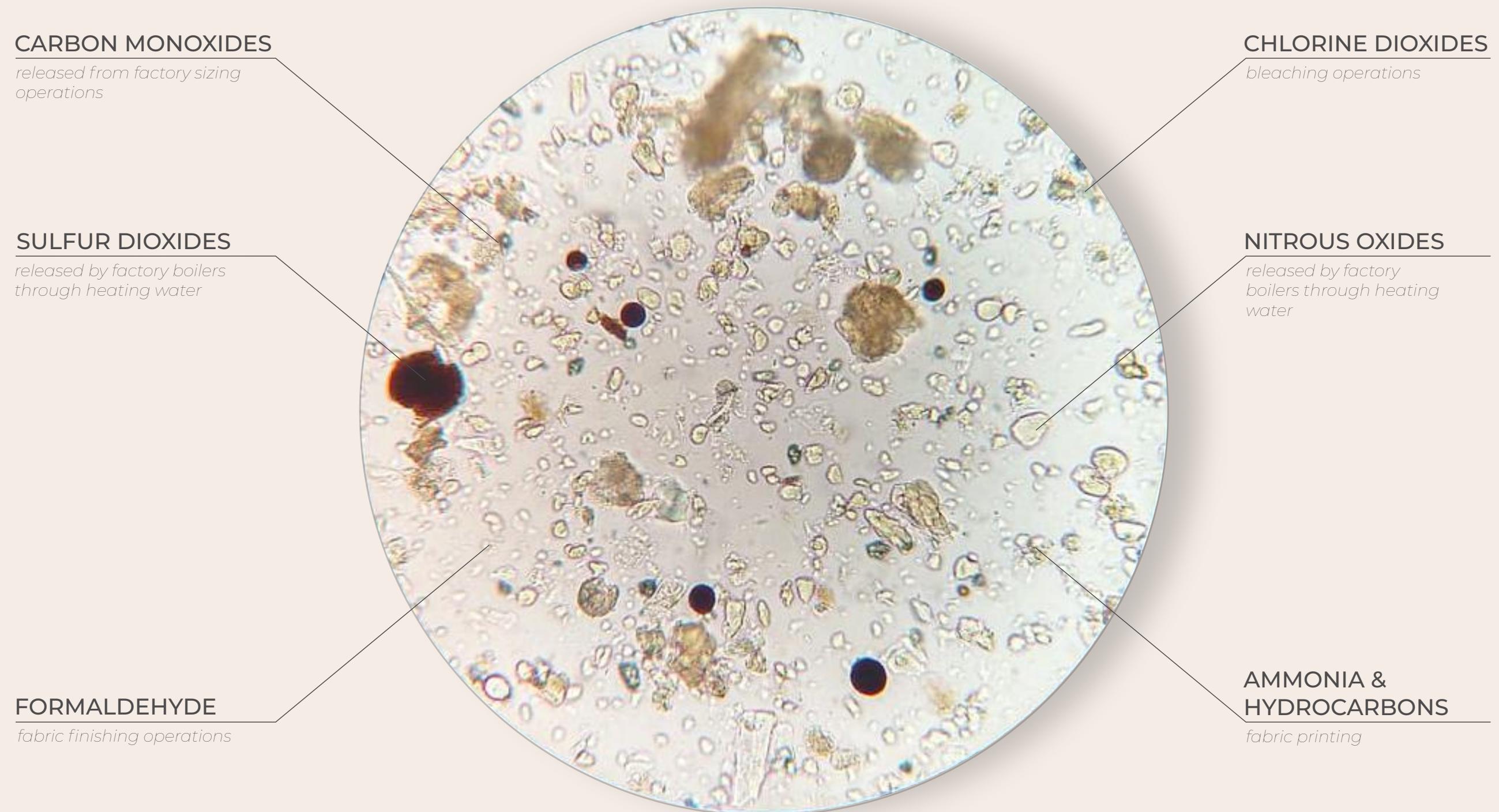
Field to Garment is a response to the fast fashion industry. These companies prioritize marginalizing production costs to increase their own profits. To cut costs, they sell dozens of collections per year and as a result, has made the fashion industry the second largest polluter in the world. These pollutions effect our land, water, and air, and therefore, human life. Additionally, they outsource production from other countries who severely underpay workers; most don't earn even a living wage. Consumers' ability to choose from so many different garments for such low prices has created a throw away culture. Until everyone has adopted a slow fashion lifestyle, our earth will continue to be harmed by the fashion industry. As a potential solution, Field to Garment is proposing to unite the garment manufacturing and agricultural industries. Creating lasting clothing from natural, organic products will reduce pollution, increase American employment rates, and give back to the earth.



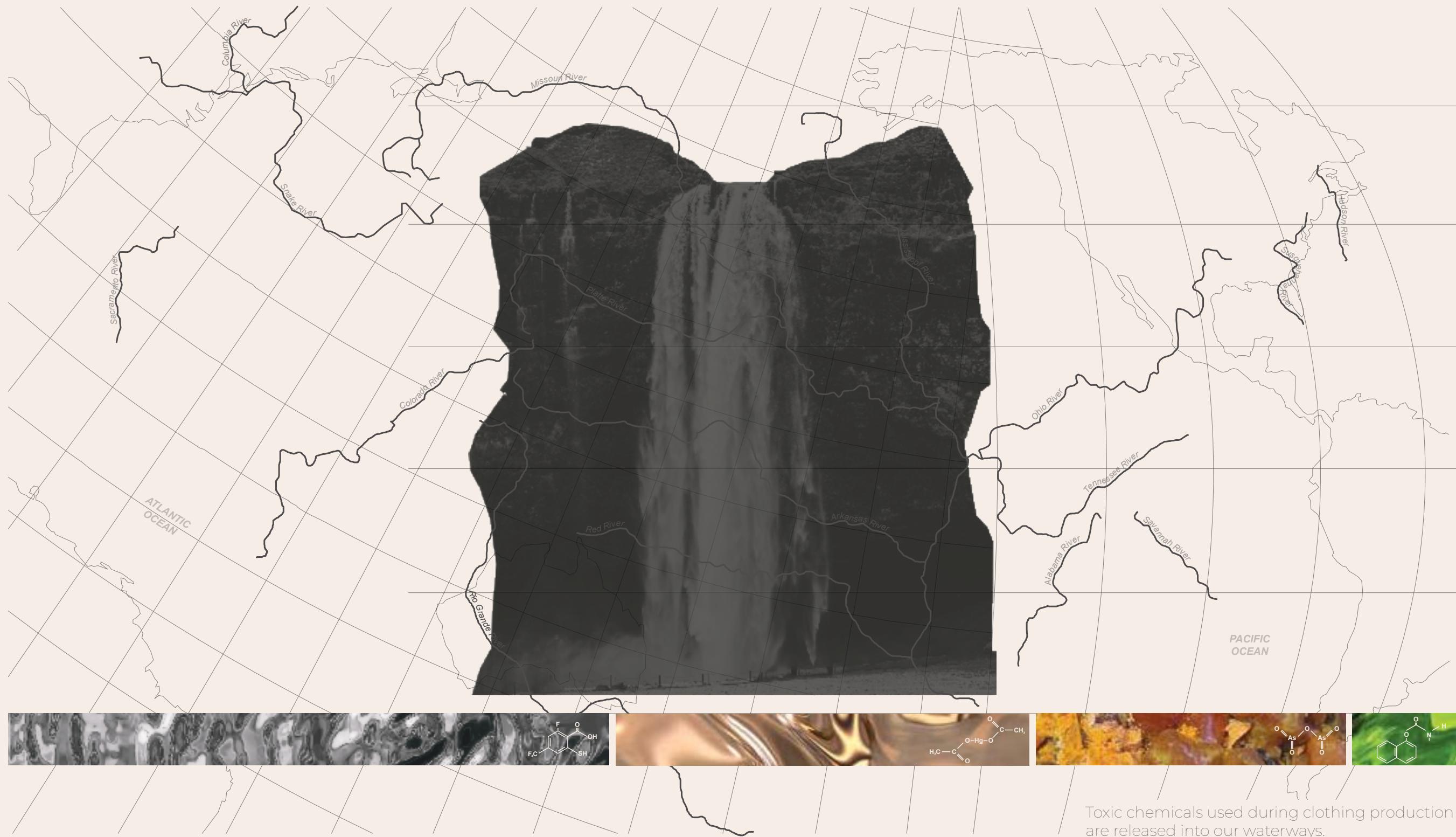


MATERIAL DECOMPOSITION

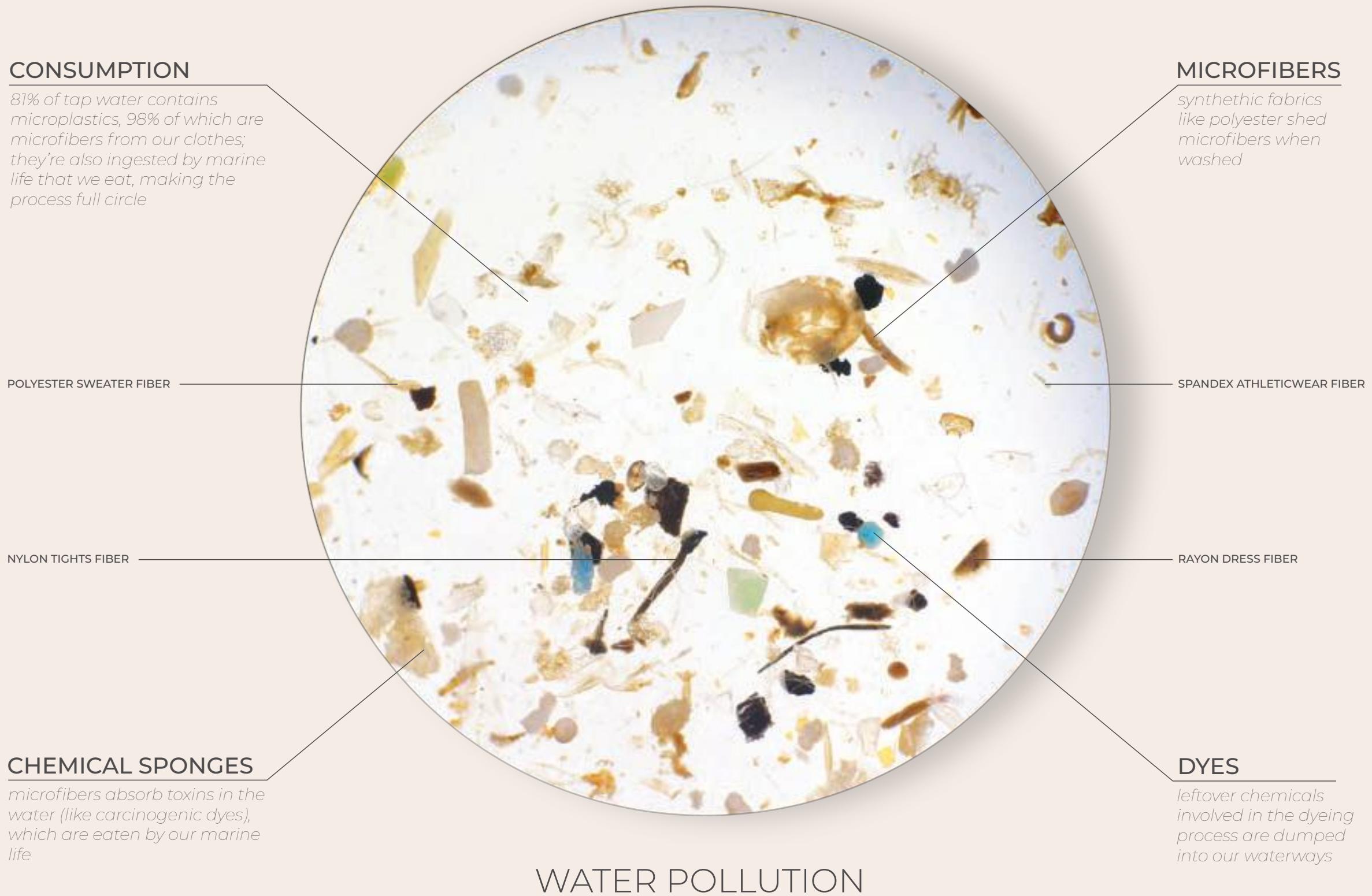


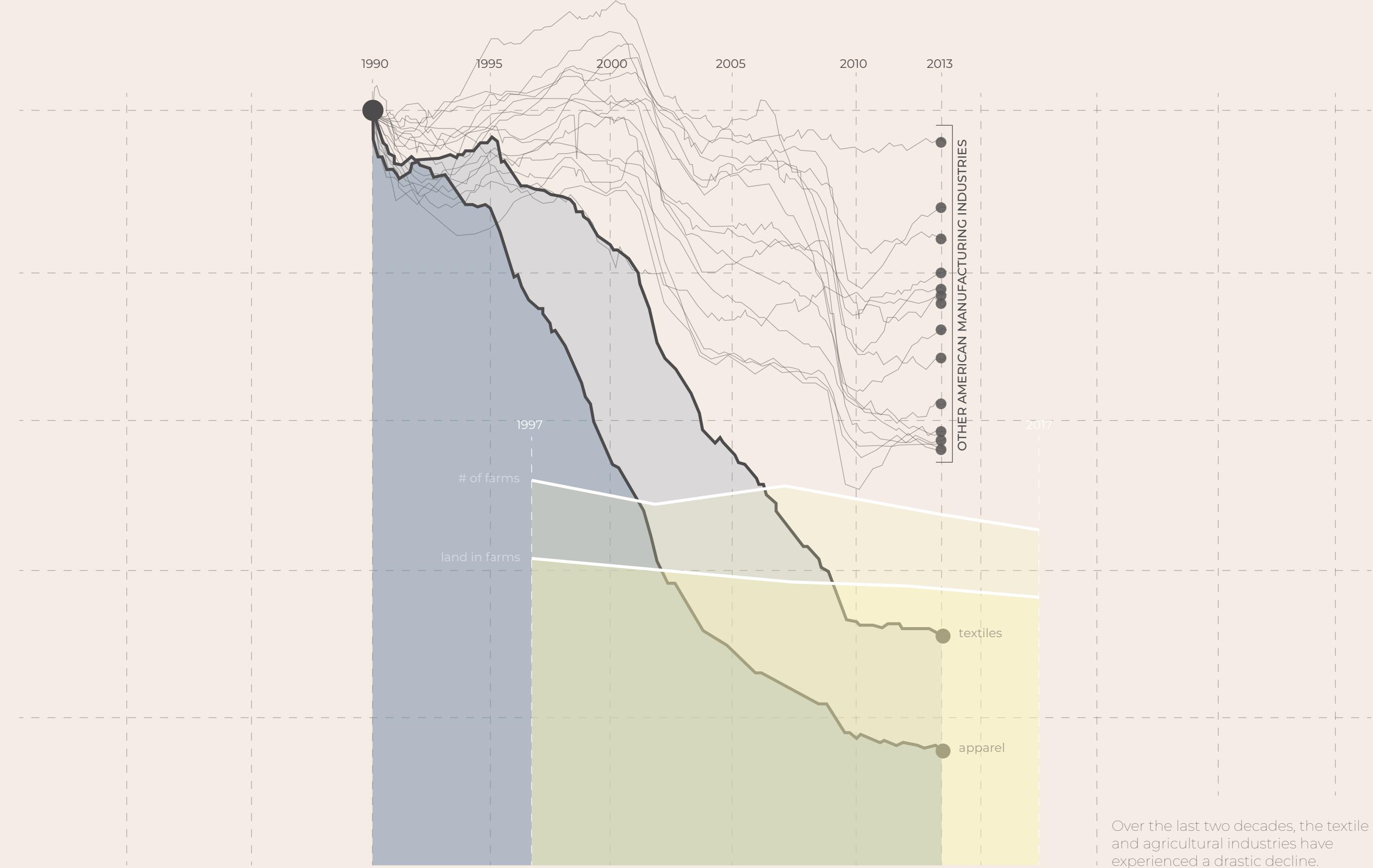


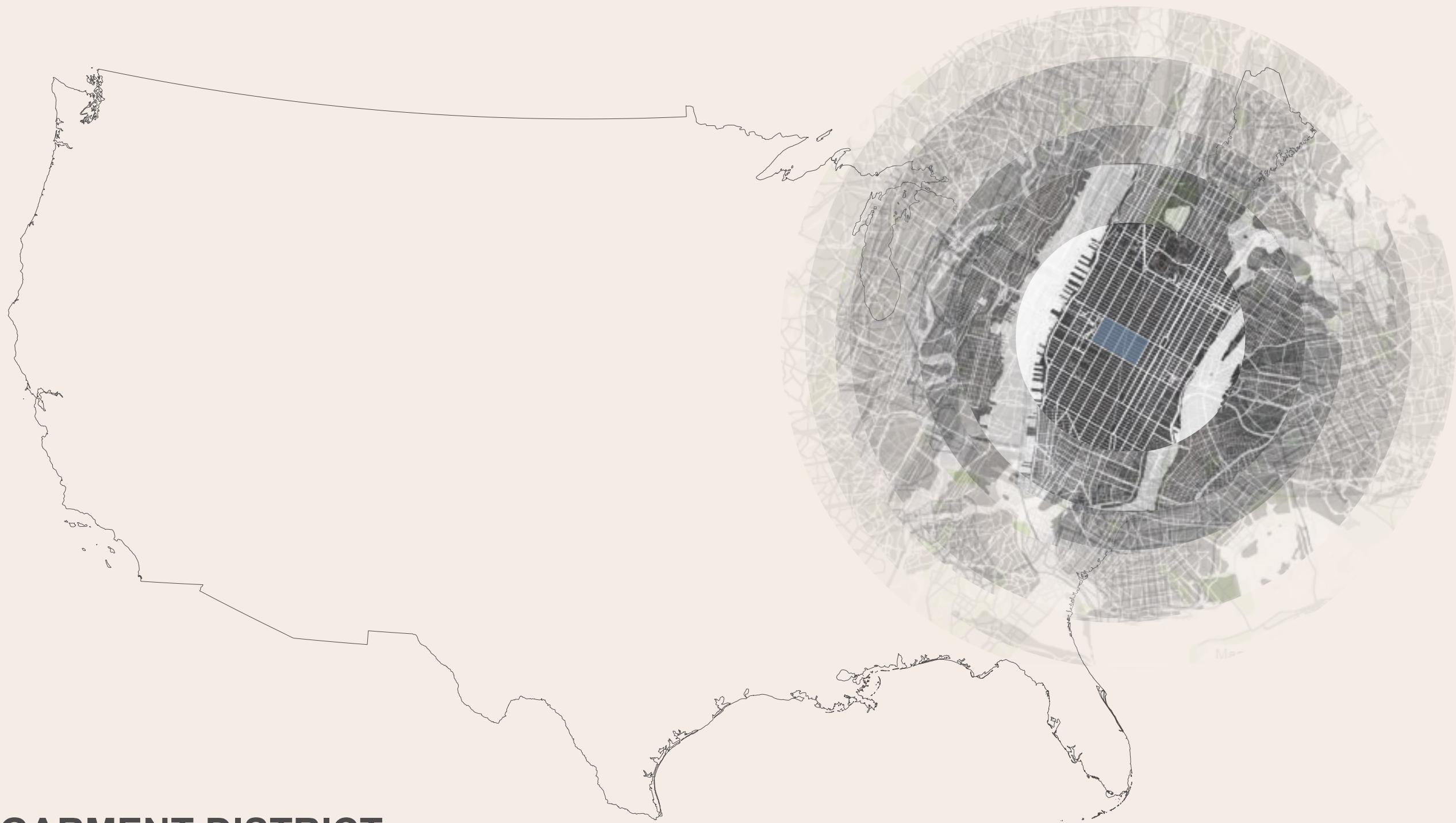
AIR POLLUTION



Toxic chemicals used during clothing production are released into our waterways.



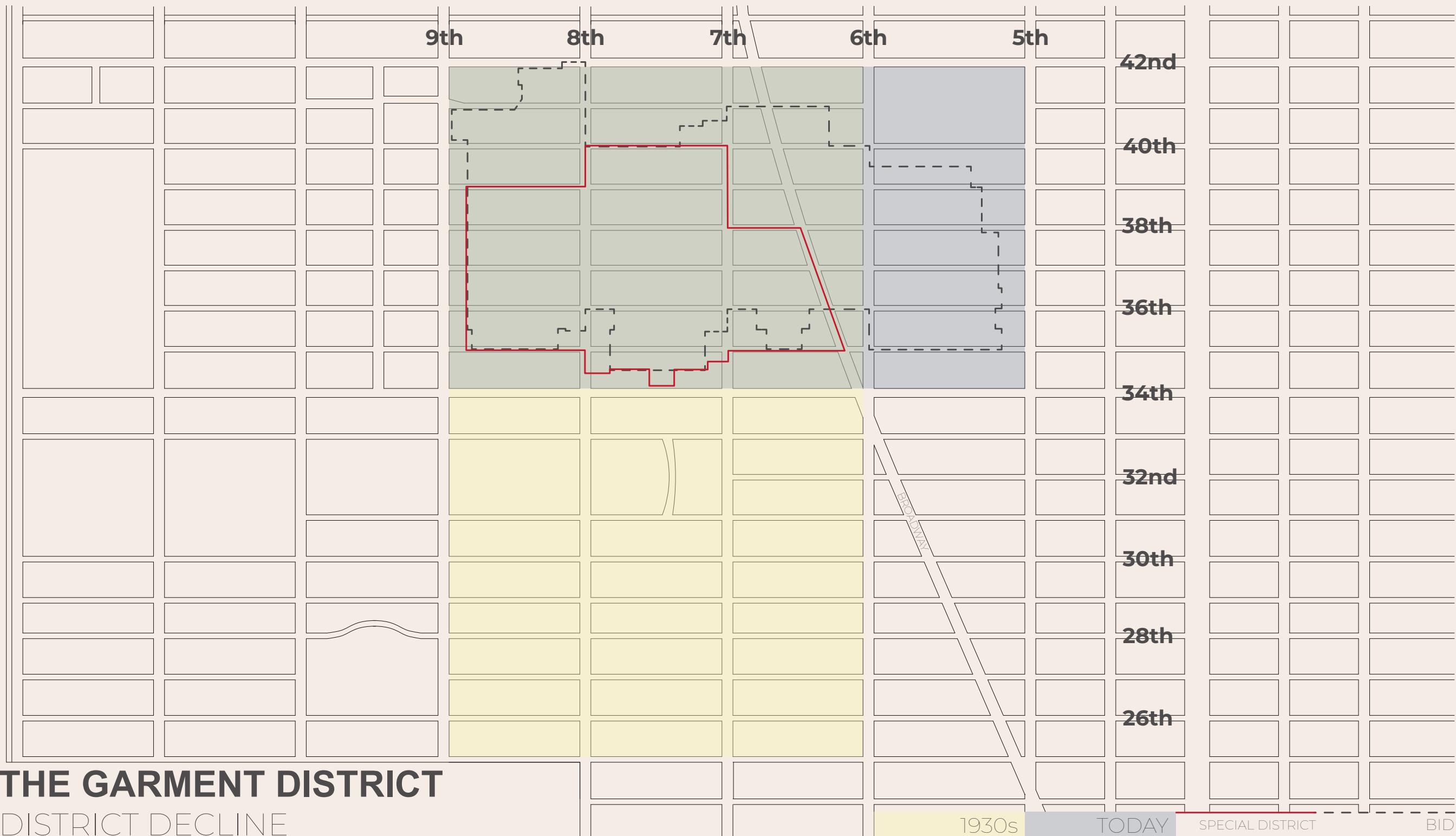


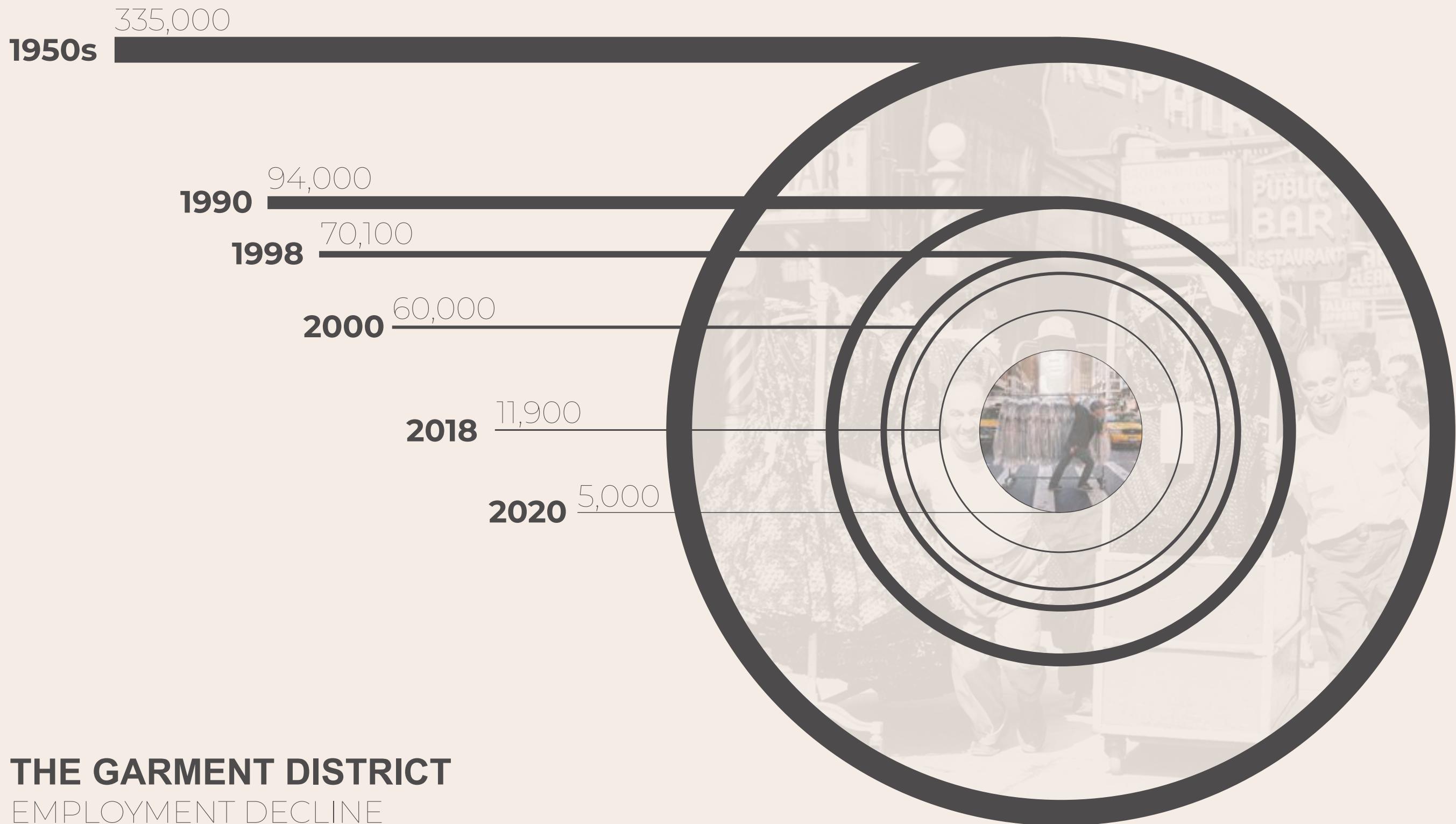


THE GARMENT DISTRICT

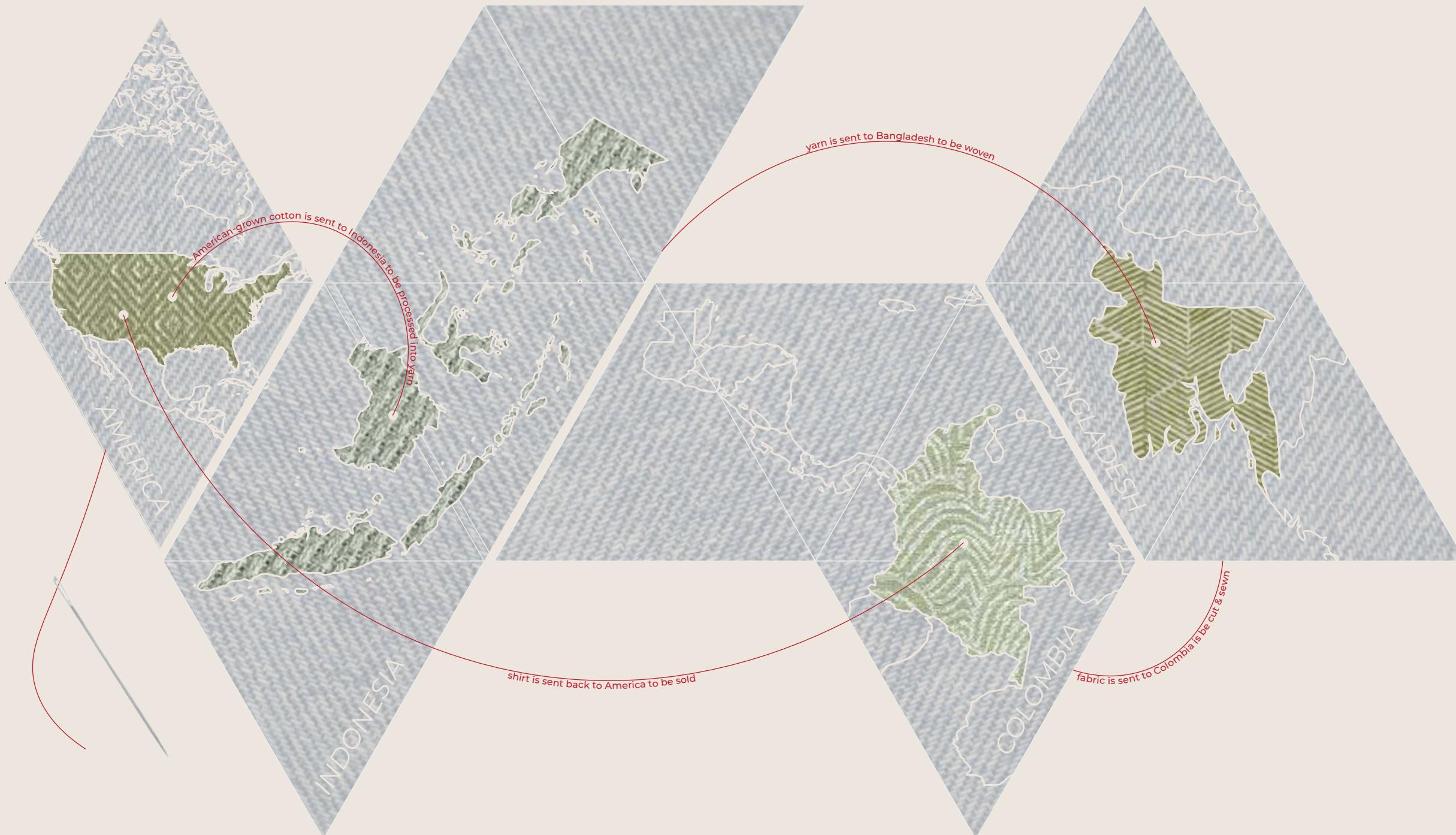
MANHATTAN, NYC

New York City's Garment District has historically been America's fashion capital.



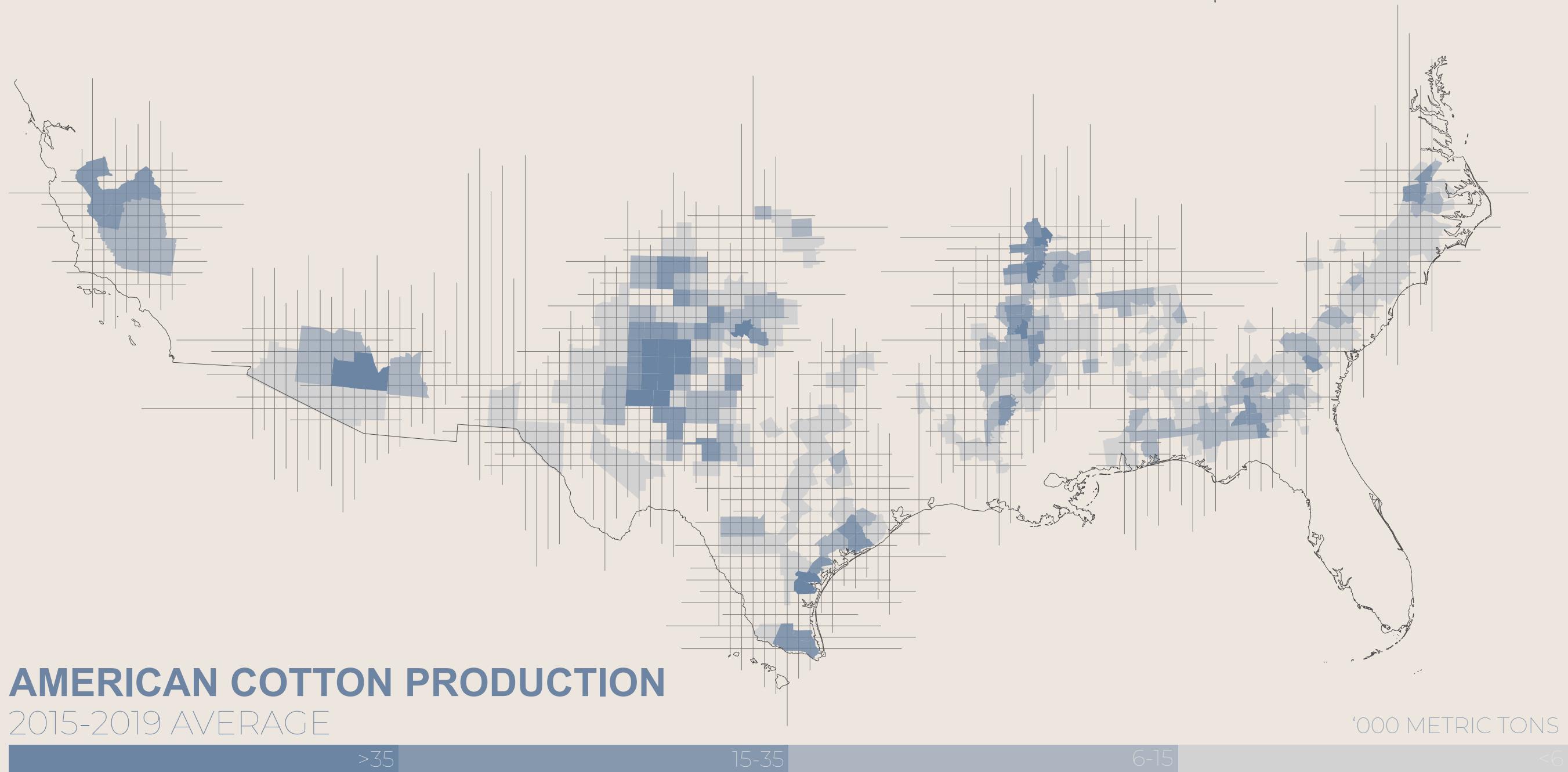


THE GARMENT DISTRICT
EMPLOYMENT DECLINE



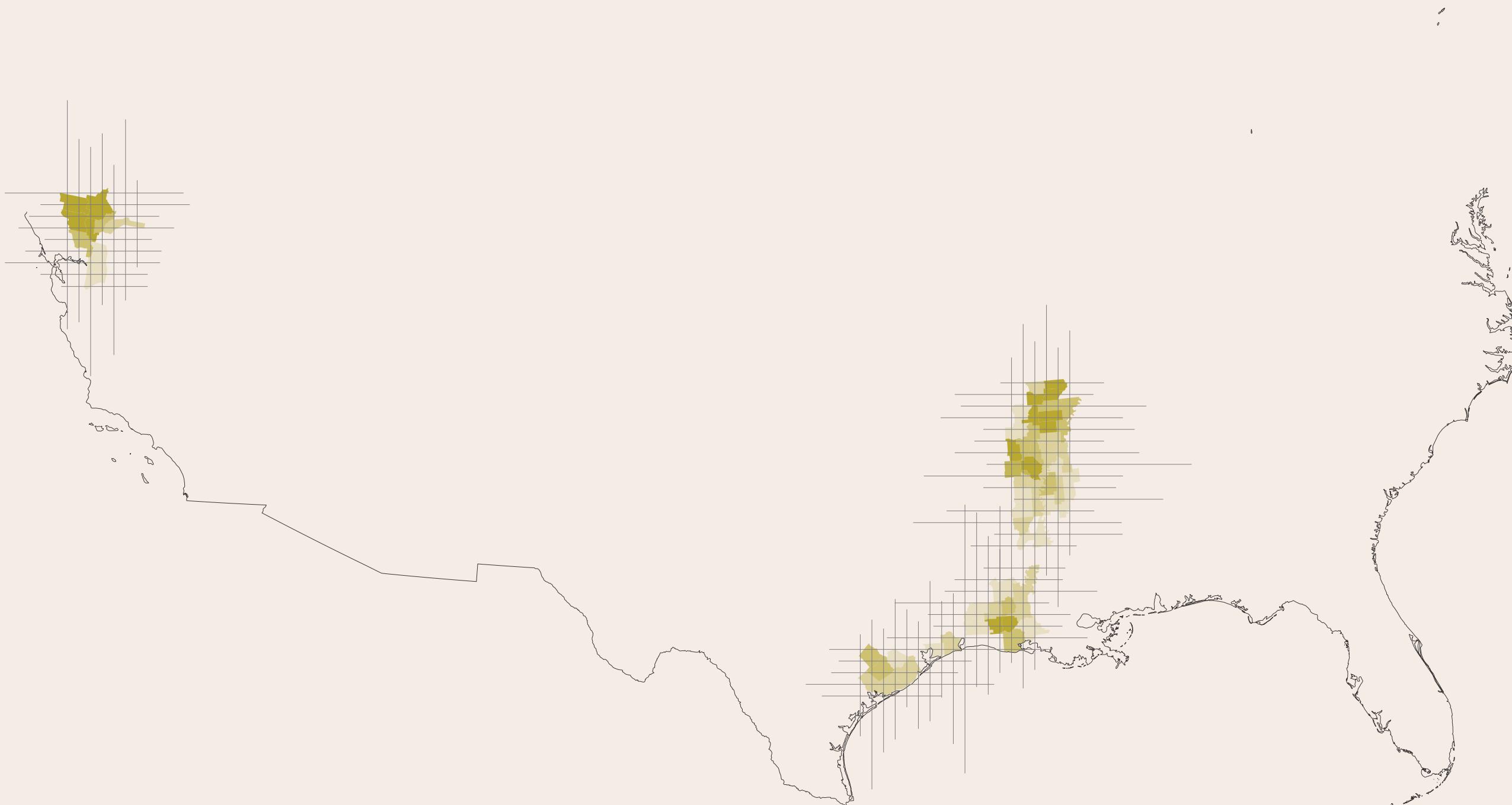
COTTON T-SHIRT PRODUCTION

A GLOBAL PROCESS



COTTON POTENTIAL GROWING ZONES





AMERICAN RICE PRODUCTION

2015-2019 AVERAGE

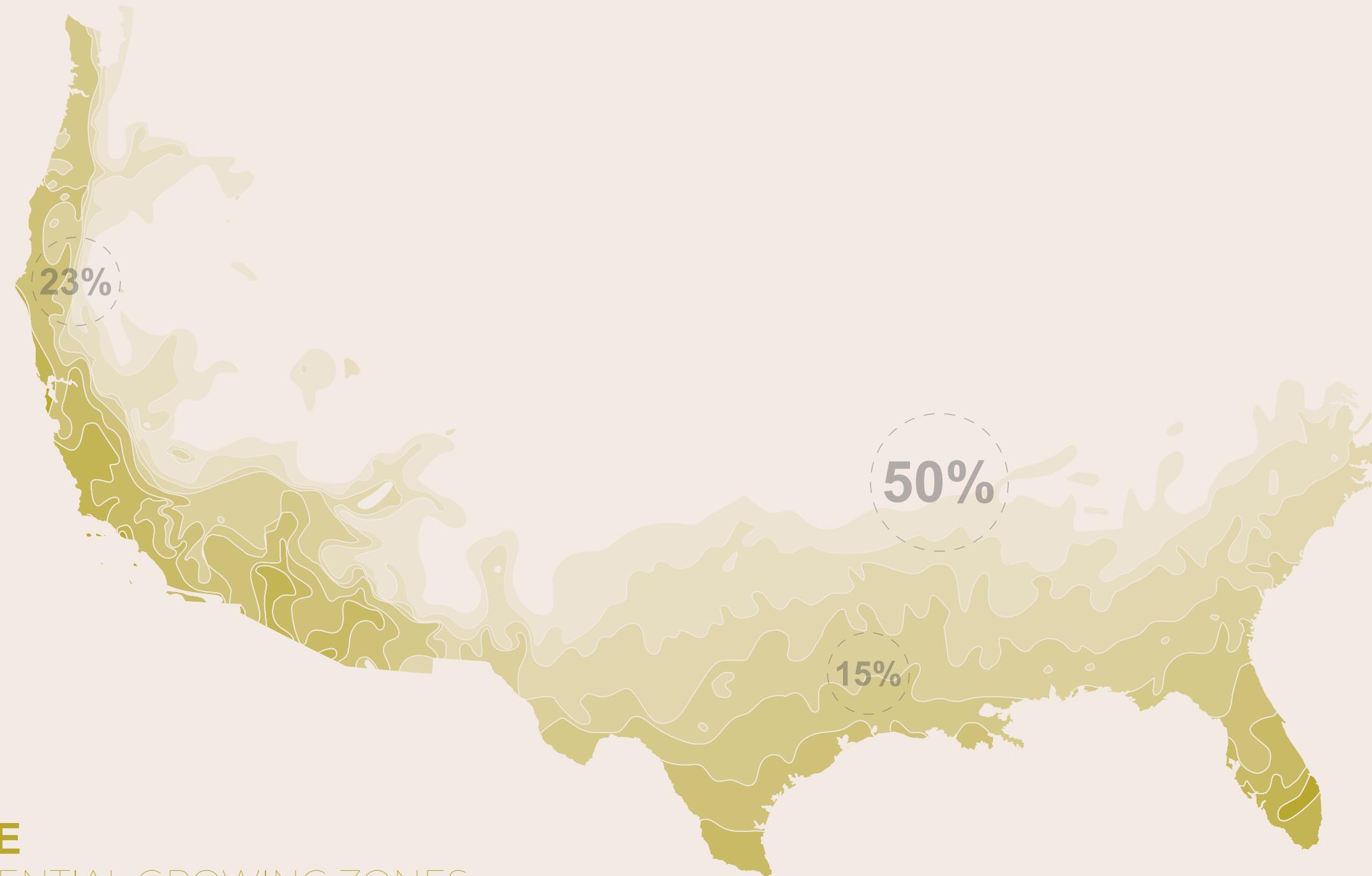
'000 METRIC TONS

>203

104-203

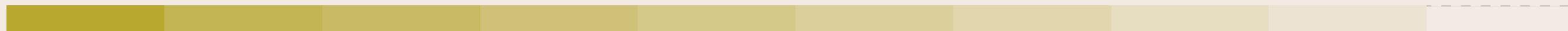
36-104

<36

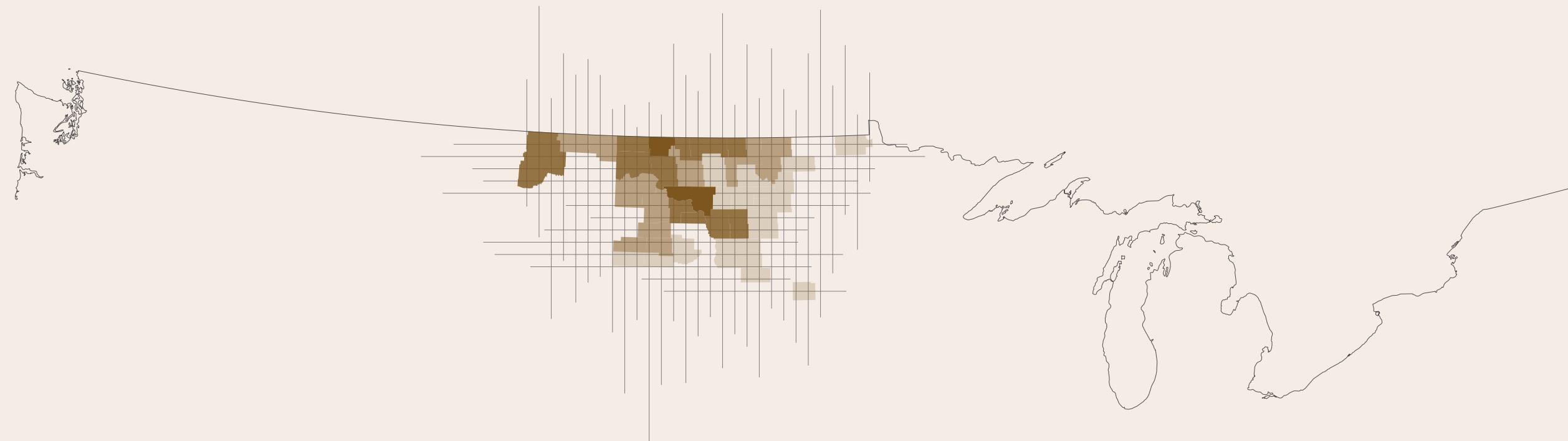


RICE

POTENTIAL GROWING ZONES



CURRENT NATIONAL
PRODUCTION AREAS & RATES

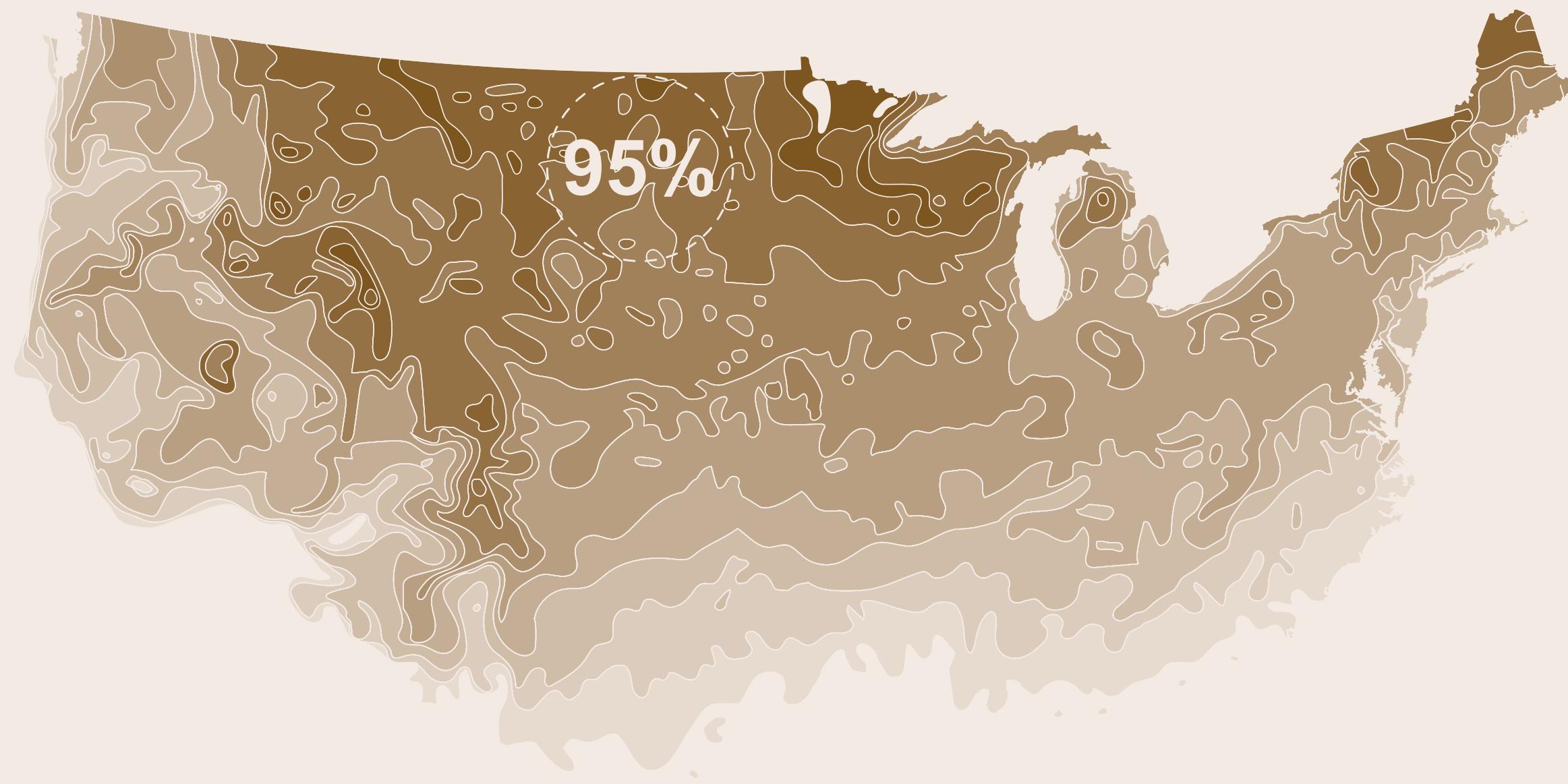


AMERICAN FLAX PRODUCTION

2018

BUSHELS

>200,000 100,000-199,000 60,000-99,999 <60,000

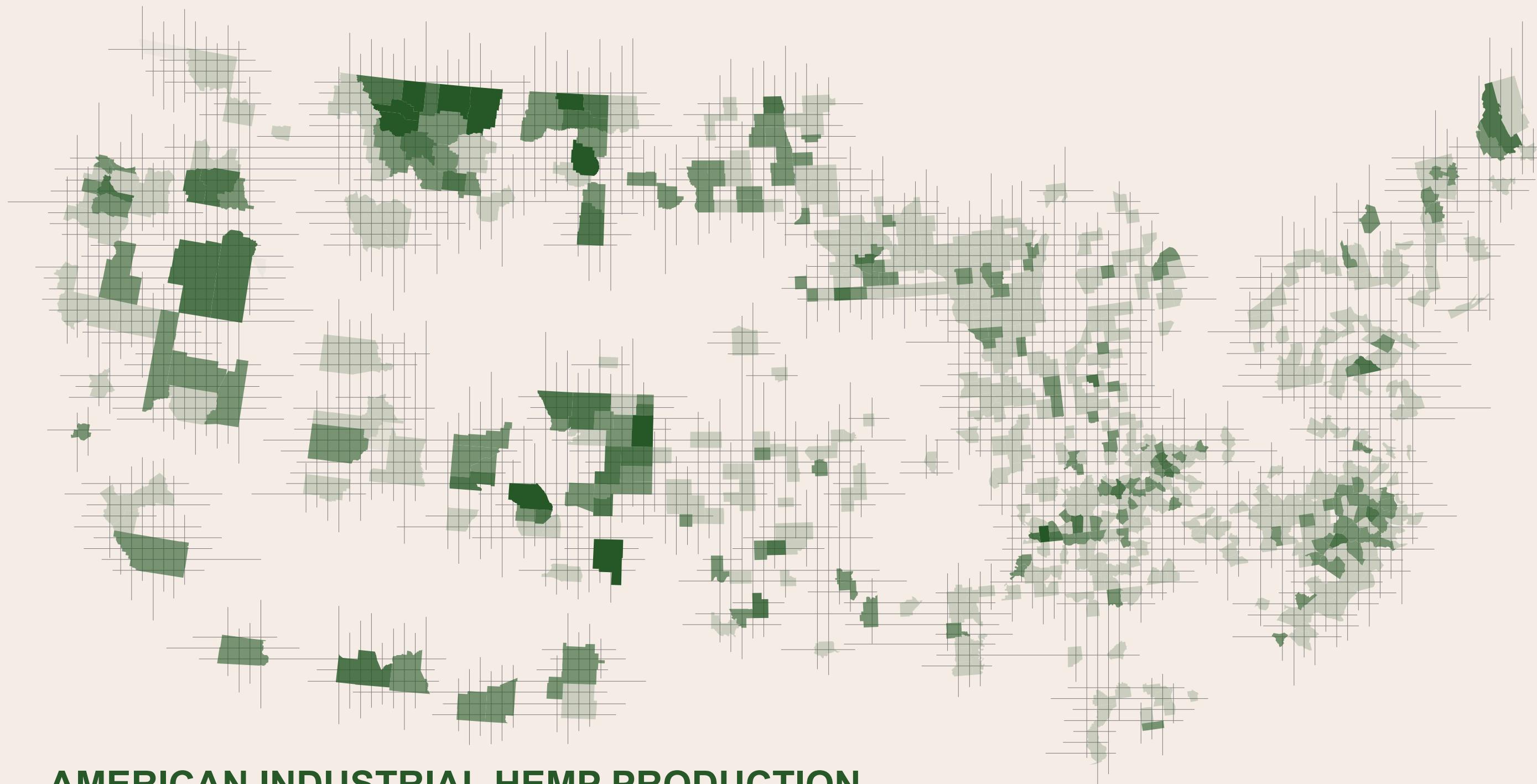


FLAX

POTENTIAL GROWING ZONES



CURRENT NATIONAL
PRODUCTION AREA & RATE



AMERICAN INDUSTRIAL HEMP PRODUCTION

2019

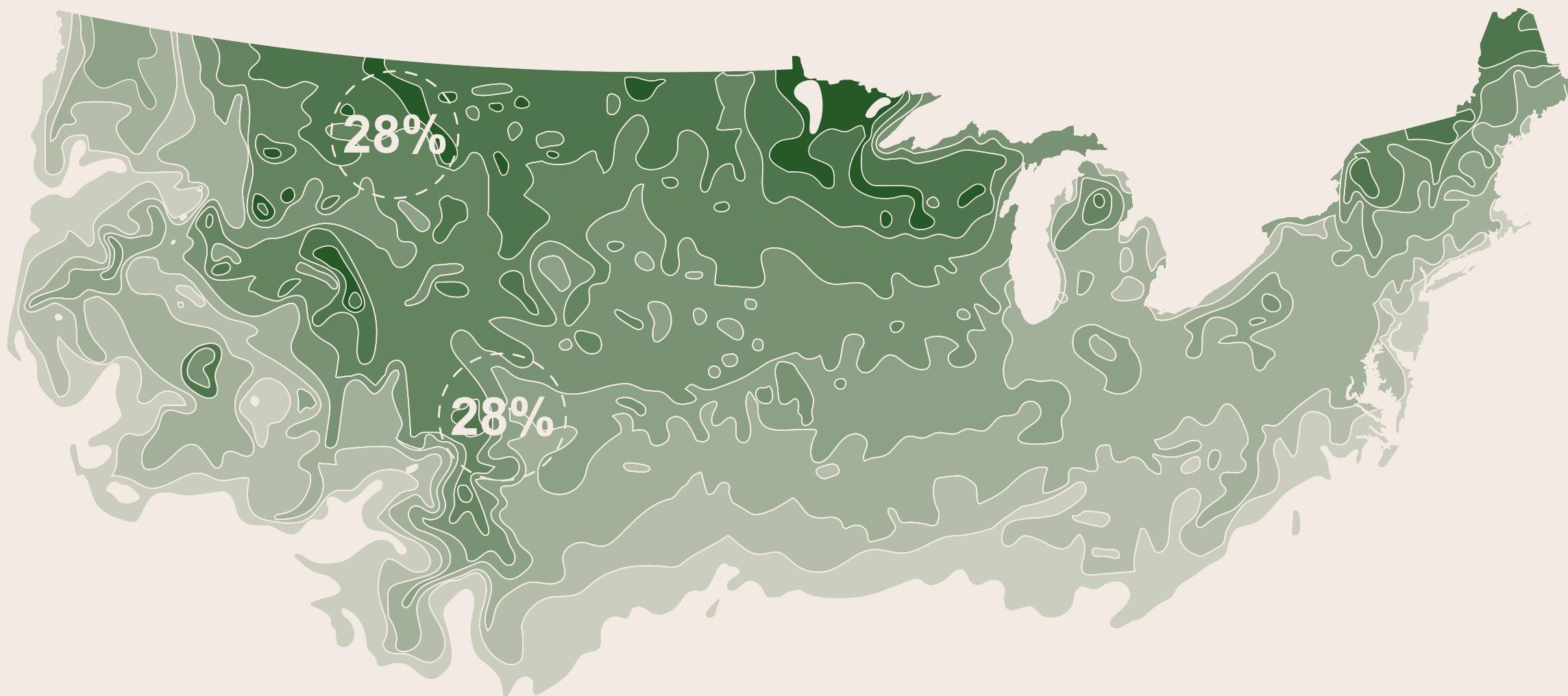
ACRES PLANTED

>2000

500-1,999

100-499

<100



INDUSTRIAL HEMP POTENTIAL GROWING ZONES



CURRENT NATIONAL
PRODUCTION AREAS & RATES



AMERICAN WOOL PRODUCTION

2017

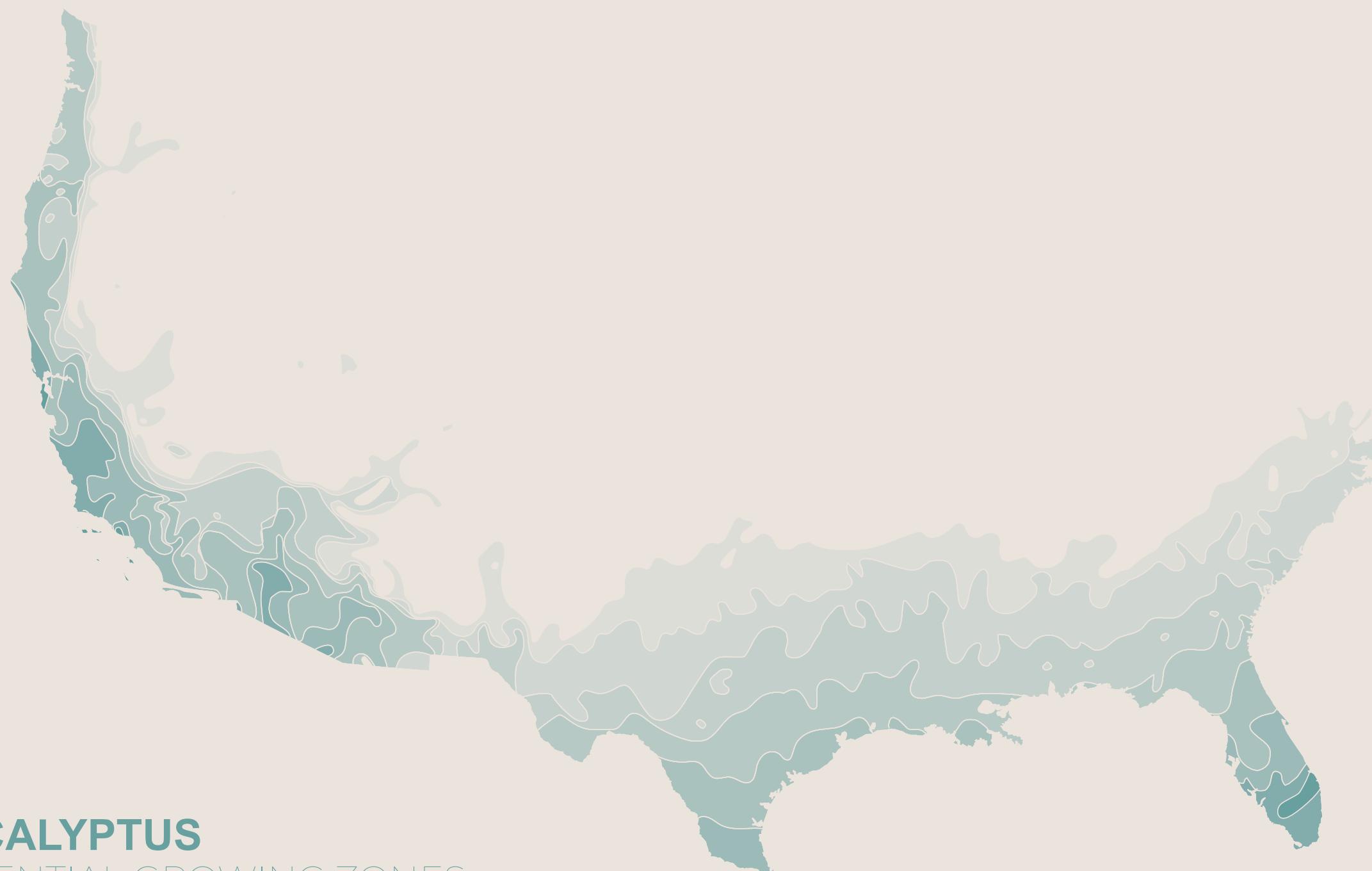
POUNDS/SQ. MILE

<125

<25

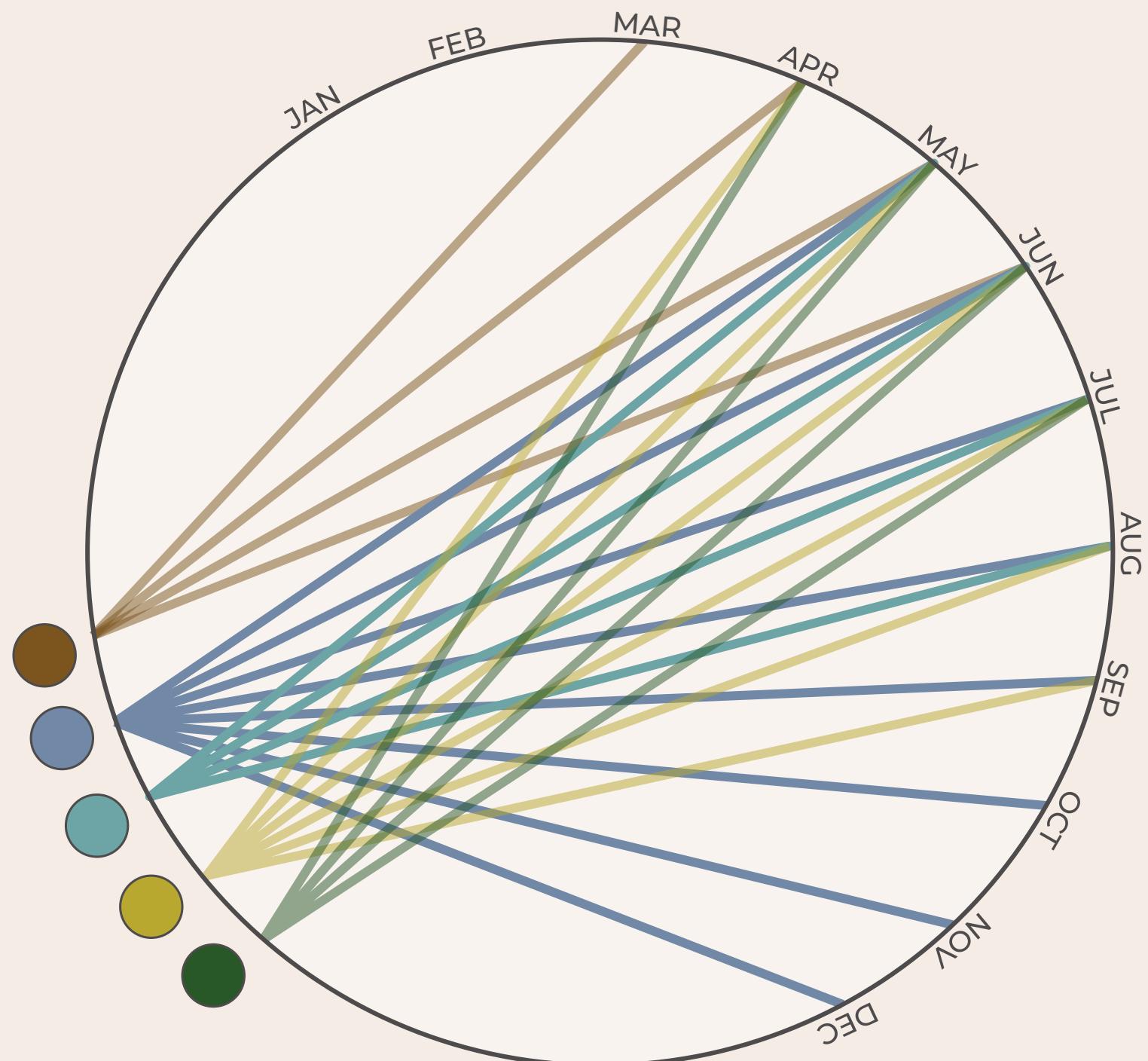
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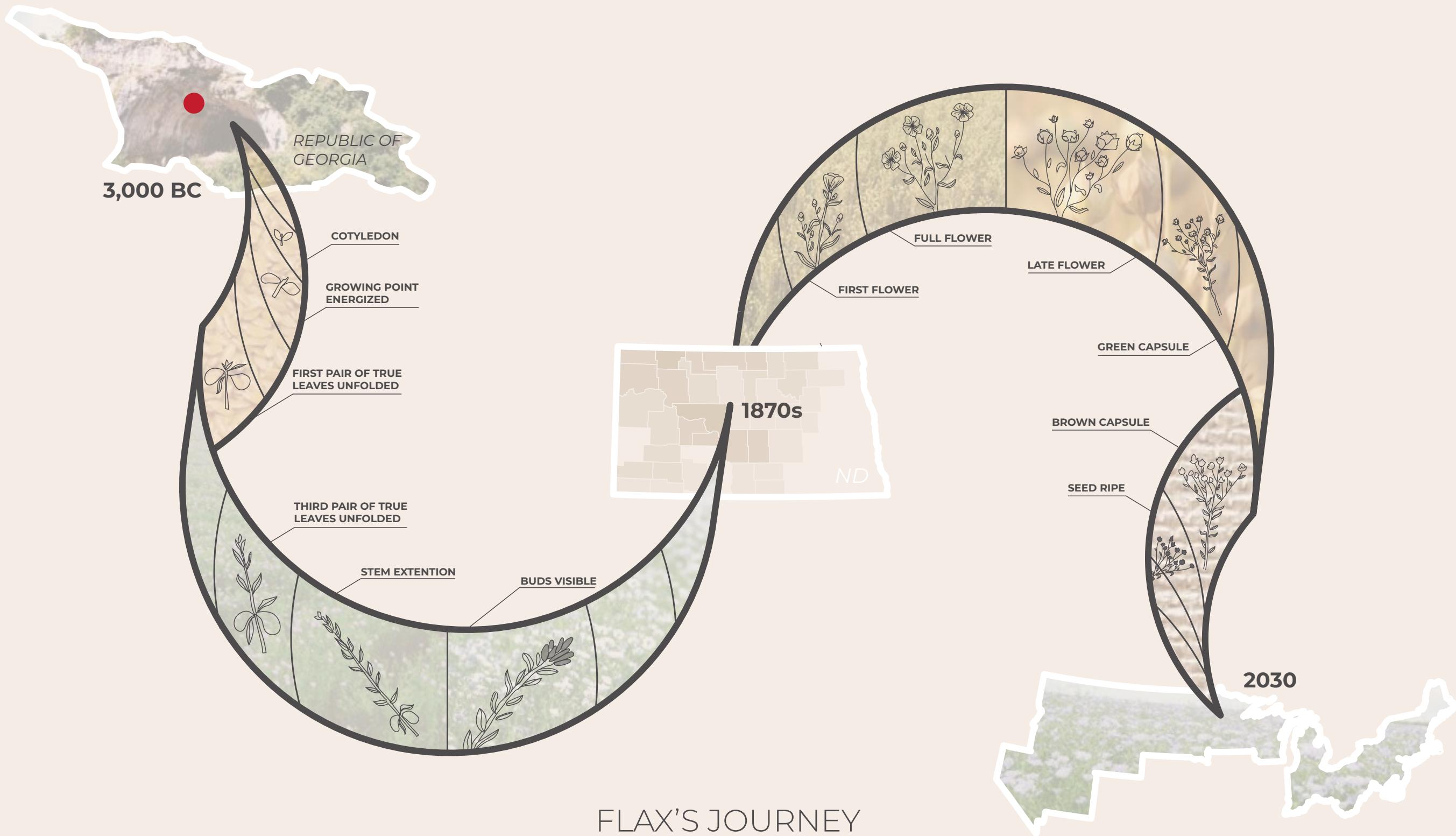


EUCALYPTUS
POTENTIAL GROWING ZONES





AVERAGE CROP GROWING PERIODS





FLAX PROCESSING

GEOMETRY

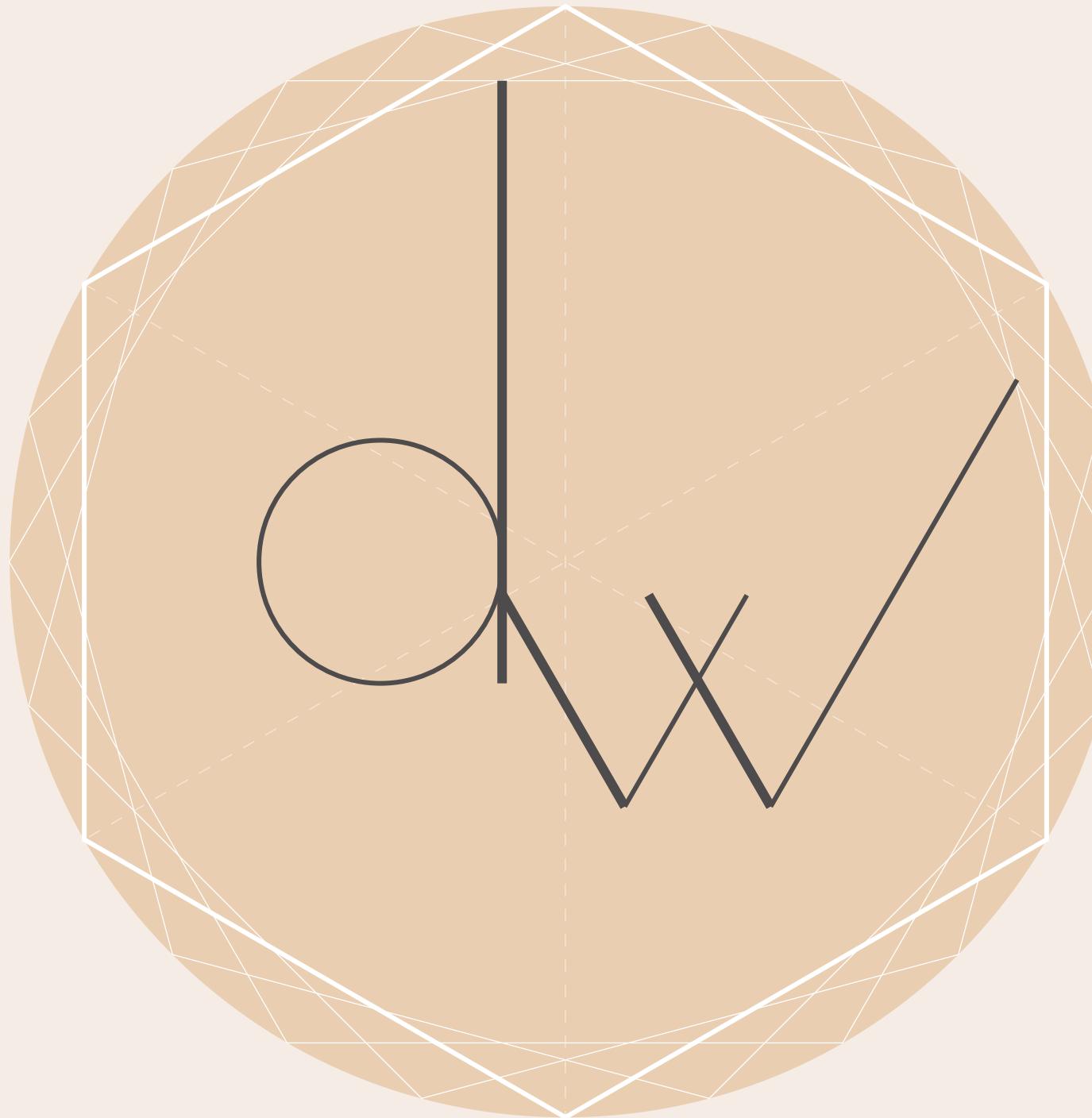
the simple geometries of the logo reflect the simple silhouettes the brand offers

NAME

Demeter is the Greek goddess of agriculture, farming, and harvest

DASHES

the dashes reference cut lines in clothing patterns while also separating the hexagon into six equal triangles representing the brand's six facets



DEMETER'S WARDROBE LOGO

COLORS

a clean, natural color palette celebrates the brand's goal of simplicity

INSCRIPTIONS

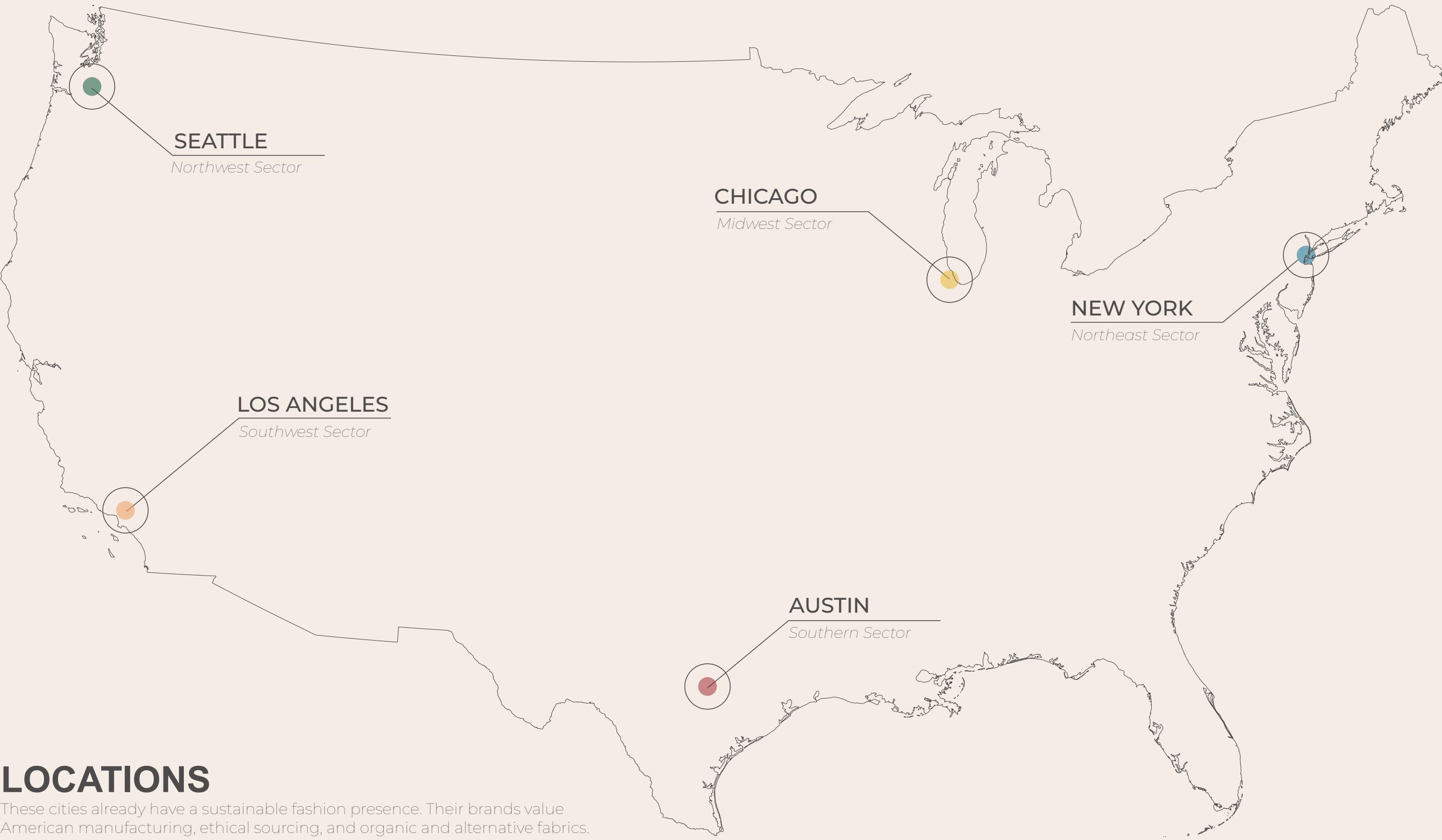
the multiple inscribed hexagons are a reference to the weaving process

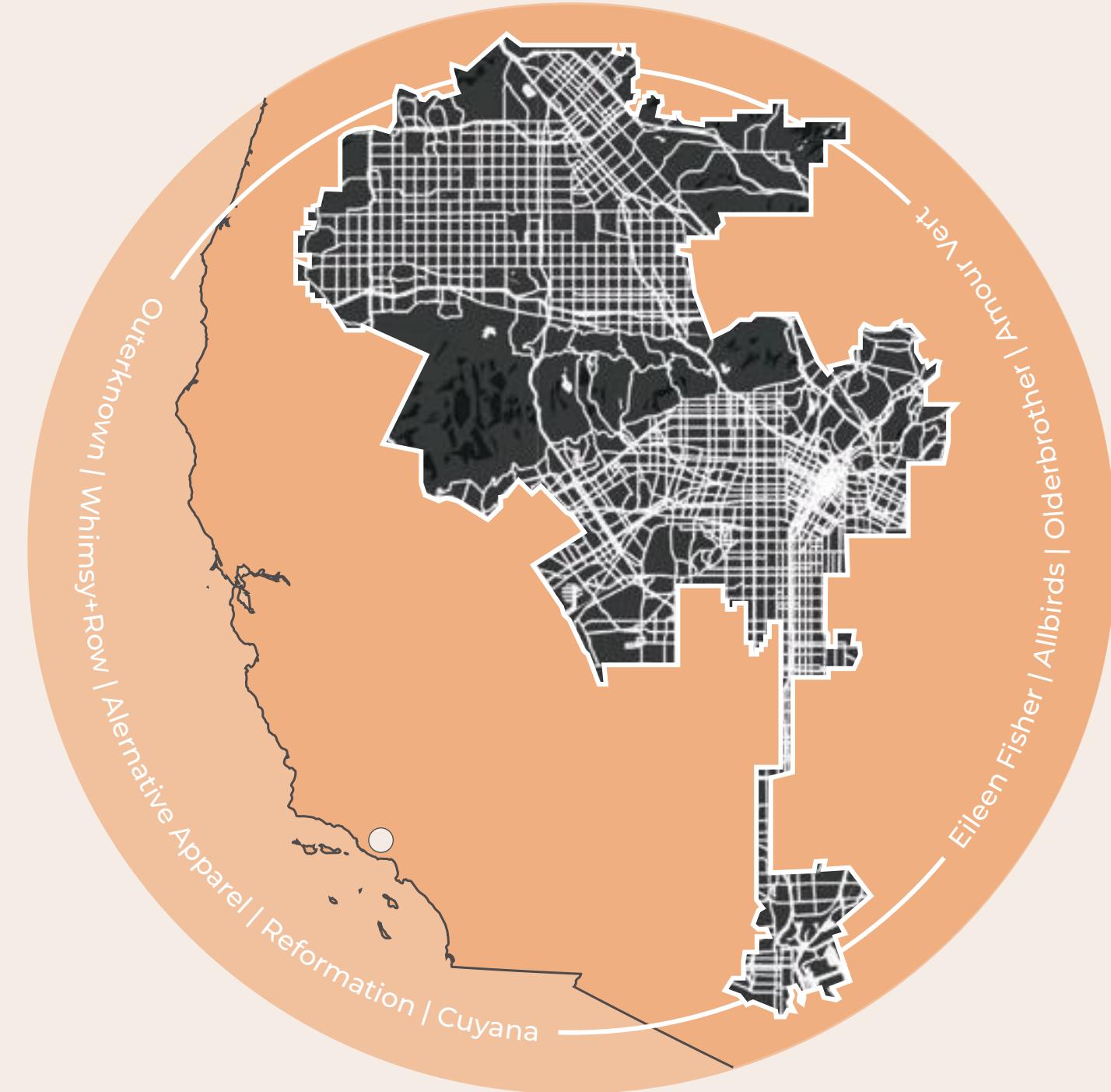
HEXAGON

the hexagon shape represents six facets the brand aims to unite: agriculture, American manufacturing, fashion, ethical practices, sustainability, & biodegradability



DEMETER'S WARDROBE PRODUCT TAG





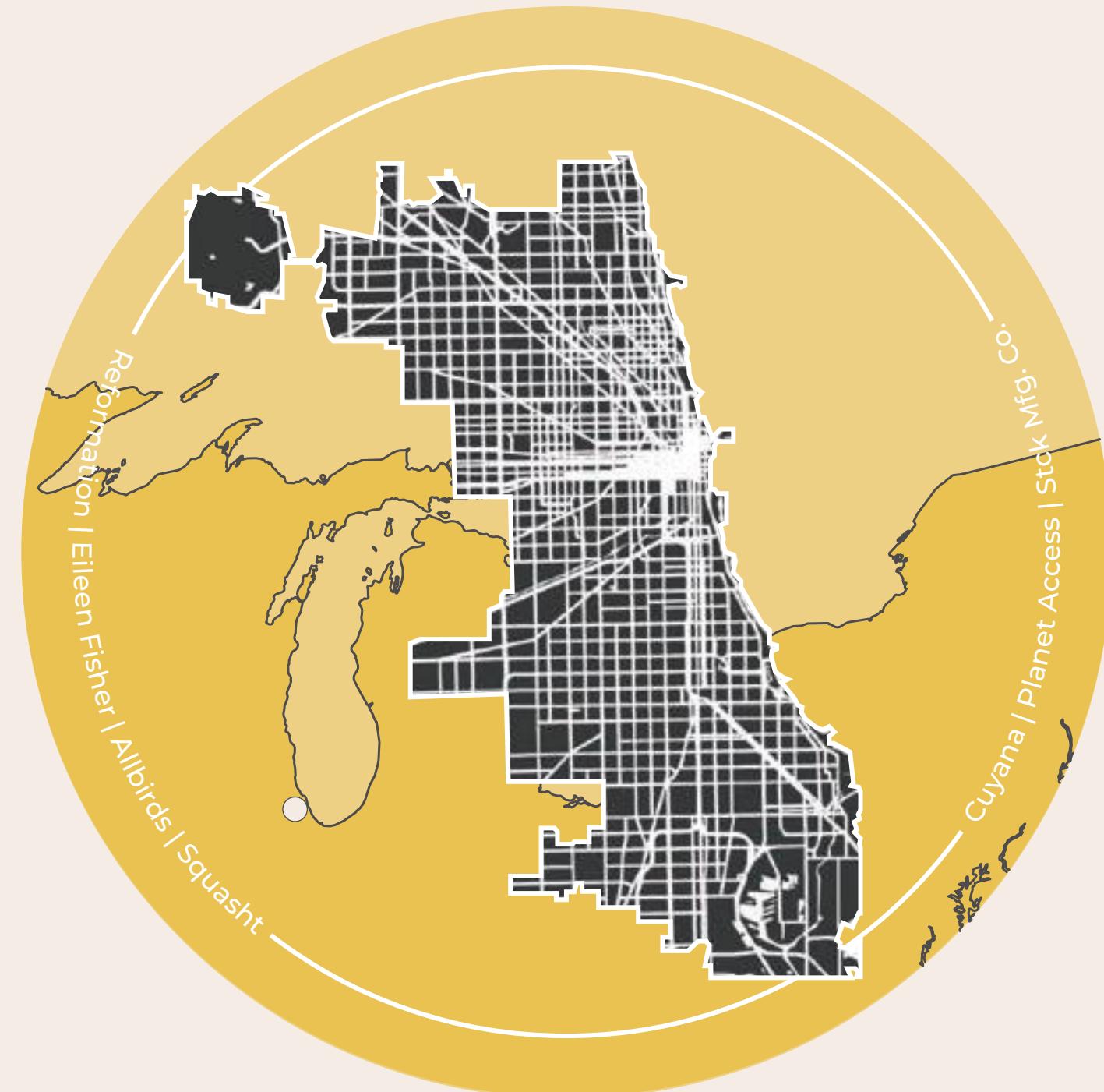
LOS ANGELES





SEATTLE





CHICAGO



CHICAGO



AUSTIN



AUSTIN



NEW YORK





SPRING / SUMMER CAPSULE WARDROBE

Fast fashion is notorious for over-production. Brands will sometimes release as many as 24 collections a year. We want to throw it back to the days of creating two collections per year composed of quality pieces.



SPRING / SUMMER CAPSULE WARDROBE





SCARF

wool
natural dyes

SWEATER

cotton / hemp blend
natural colors



WOOL

though wool can take
up to 5 years to
decompose, it's less time
than polyester, which
can take up to 200
years

BEANIE

wool
natural dyes



COAT

wool
wooden buttons
natural dyes



TROUSERS

wool / lyocell blend
natural dyes



SWEATER

wool / cashmere blend
eucalyptus thread
natural dyes



BOOTS

pineapple leather
hemp stitching
natural dyes

FALL / WINTER CAPSULE WARDROBE

LYOCELL

a eucalyptus tree is cut
into chips, ground into
pulp, dissolved into raw
cellulose, and made
into lyocell yarn

Sources

epa.gov | fibershed.org | wholesomelinens.com
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news.yahoo.com (garment district decline
threatens fabric york) | npr.org (reviving a southern
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your clothes to decompose) | garmentdistrict.nyc
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environment) | sustainyourstyle.org | healabel.com
nicolezizistudio.com | nytimes.com (fungus leather)
commonobjective.co | plantmaps.com (usda
hardiness zone map) | resilience.org |
smallbusiness.chron.com (kinds pollution textile
factories give off) | businessinsider.com (fast fashion
environmental impact pollution emissions waste
water) | qz.com (how much hemp is grown in the
us) | bigthink.com (future clothes)
fibre-evolution.com | slideshare.net (MASNYC)
masterclass.com (28 types of fabrics and their uses)