Wild Apparel: A Sustainable Clothing Line

Jogvan Andreas A. Jacobsen
Winthrop University

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WILD APPAREL

Informal Presentation Final

By Jogvan Jacobsen
Phase 1 - Initial Ideas

**September 20. 2019:** Informal Presentation I

My initial idea was to create a clothing line that was more than just a regular clothing line. With inspiration from brands like Obey, Threadless, and Le Fix, I wanted to create a brand that besides being a popular streetwear brand could be a centerpoint for creatives to join a community. My short term goal was to create a clothing brand, and my long term goal was to use that as a foundation to further build the creative community.
Phase 1 - Cont’d

One of my keystones for the brand was that it should be all about the designer/illustrator/creator. It was not so much about the clothes and the brand, but more so about promoting and giving recognition to the designer. Part of the brand should be that the brand should be more profitable for the designers, and each item sold with their design would generate a certain percentage of profit for them.
Phase 1 - Experts

Next step was to gather my committee of experts to help me with my research.

Elizabeth Dulemba - Professor at Winthrop, has worked with apparel for more than a decade and has extensive experience in the field.

Jamey Boiter - COO at BoltGroup, Charlotte, works with branding and product design. Jamey is very active with AIGA and the design community in Charlotte.

Jake Nickell - Founder of Threadless. Jake is one of my inspirations for my thesis, and especially his business model was what directed me towards the community based brand idea.
Phase 1 - Cont’d

Leading up to our second presentation I was in a difficult situation, because I wanted to implement so much into my brand that it became overwhelming. I had all these ideas that I thought would work great, but there was no cohesiveness. I had a hard time picking an choosing which things I wanted to stick to, so my next step would be to research how I could develop my brand identity.
Phase 2 - Finding my “hook”

**November 1. 2019:** Informal Presentation II

After our second presentation I accepted my previous idea was too ambitious for me to bring to life with the amount of time we had. I had my first meeting with my expert Jamey and Alyssa Baker from BoltGroup, who provided a lot of information on how to develop a brand identity. I narrowed down my options to a number of concepts that were more manageable. However, I still had to choose which concept I wanted to pursue.
Phase 2 - Cont’d

As part of finding my hook, I decided to change my focus to sustainability and pursuing a more eco-friendly approach. So I worked out five concepts that I could continue working on. My biggest issue at this point was that I still wanted to cram too many aspects into my concept. I was torn between making clothes for homeless people, to upcycling clothes from thrift stores, to making high-tech clothes from algae, to making brand new clothes from recycled plastic.
Eventually I landed on a final decision. My brand identity is a streetwear brand that focuses on supporting and protecting endangered animals. The brand is targeting anyone ranging between teenager and young adult. We are determined to battle fast fashion and create a deeper connection between the owner and their clothes. By buying this brand you are not only supporting the environment, but also the many endangered animals around the world, as we are teaming up with organizations that serve to protect them. For each clothing item we sell, part of the profit goes to support these organizations.
Phase 2 - Cont’d

Next on my list was to find a certain theme that I wanted to pursue in my illustrations. Having endangered animals as my main focus, the obvious motif was animals. However, I was still not set on what kind of style I wanted to pursue. I used the research method parallel prototyping to figure out what direction I wanted to go. Pretty quickly I got set on a very simplistic, yet unique style. The illustrations all consists of a single continuous line forming the animal.
I wanted a style that was easily recognizable, yet simple so it could be used both as print and as embroidery. On top of that I wanted an organic look with a nice flow. The style I have settled on lives up to all these criteria and will give the brand a specific “look”. With simplicity being one of the main elements of the style, my color palette is going to be simple as well. The clothings will consist of no more than two or three colors. This way, it also helps limit the amount of waste ink and excessive clean up.
Phase 2 - Ideation

BLACK RHINO

EXTENT BODY
Phase 2 - Ideation

Hawksbill Turtle

1

Too complex... simply...

2

3

4
Phase 2 - Ideation
Phase 2 - Final design
Phase 2 - Final design
Phase 3 - Honing in

February 7, 2020: Informal presentation III

After our third presentation my next step was to hone in on the more technical aspects of the brand. Having sustainability as my main focus for the brand, I had to go as much in depth with that as I could. That meant I started looking into the most eco-friendly ink for printing, whether printing or embroidering was more eco-friendly, which packaging was more eco-friendly, which work conditions were more eco-friendly, etc.
Next I had to figure out whether it would be more eco-friendly to have freshly made clothes from recycled plastic, which I spoke with Recover Brands about, or if it would be more eco-friendly to pick up clothes from thrift stores and upcycle them. My final decision was to go with thrifted clothes, since it was quicker, more cost-efficient, and it provided a certain quality that recycled clothes made purely from plastic don’t.
Phase 3 - Cont’d
Phase 3 - Cont’d
At this point of the process I still hadn’t found a name for my brand. I wanted something short and catchy. Something that depicted what my brand is about, but also something that doesn’t scream activist.

The name I came up with was WILD APPAREL, referring to the animals my brand is determined to support.
Phase 3 - Cont’d

WILD APPAREL
Craw Modern URW

WILD APPAREL
Aviano Slab

WILD APPAREL
COLT LIGHT

WILD APPAREL
Own Design
Phase 3 - Cont’d

The logotype I went with was Craw Modern URW. I wanted a logotype that could balance the organic look and give it a bit more high-end look as well. Another reason I chose this slab serif font was that it varies in thickness, which fits well with my illustrations. It is very legible and, unlike my own design, not too busy taking too much attention away from the illustration.
Phase 3 - Cont’d
Phase 3 - Cont’d
Phase 4 - Where Are We At Now

At this point in time, things have been compromised a bit due to our current situation. My plan for the clothes was to print them with my expert Elizabeth Dulemba in Winthrop’s printmaking room. However, with the school and its facilities closed down because of the COVID-19 situation, those plans have been cancelled. I have looked into ordering the clothes custom printed from an eco-friendly manufacturer, but being on a tight budget, and saving up for the life after graduation, I have decided to not do that.
Besides this minor setback, the research and preparation for the thesis continues. A goal for WILD APPAREL is to partner up with organizations around the globe that fight the battle we support. Each animal collection in WILD APPAREL’s line will partner up with an organization that directly helps the given animal.

Our rhino collection will partner with Savetherhino.org
Our elephant collection will partner with Savetheelephants.org
Our polar collection will partner with Polarbearsinternational.org
Our orangutan collection will partner with Redapes.org
Our turtle collection will partner with Turtleconservancy.org
Our blue whale collection will partner with Savethewhales.org
Phase 4 - Cont’d

After consulting with my expert Jake Nickell, he pointed out that working with non-profit organizations, like the ones mentioned in the previous slide, can be a challenge. Non-profit organizations can only help for-profit companies so much, even though they are donating part of their profit to the cause. This is one aspect I will have to do more research on. I will have a clearer idea of how this will work out once I have a chance to reach out to these organizations and settle how we can benefit from each other.
Phase 4 - Cont’d

Packaging is one of the next steps to be experimenting with. My research, especially through ecoenclose.com has brought me to consider poly mailers as the preferred packaging for my apparel. Poly mailers are made from 100% recycled material. Another option I was considering was biodegradable packaging, but because of the uncertainty of biodegradable packaging -- biodegradable packaging requires the right climate, which can’t be guaranteed, considering I will be selling internationally -- I have decided that poly mailers are the best option for now. I will continue to follow the development of biodegradable packaging, as it might become more relevant in the future.
Phase 4 - Cont’d

Promotion will be a big part of the upcoming tasks for WILD APPAREL. It should have happened earlier, but figuring out the identity and concept for the brand has been a more time consuming challenge than expected.

WILD APPAREL is a project I intend to keep working on after graduation, and I will work on every part needed to launch it. My main focus has been to work on the physical stuff I can present and show off. The more technical details such as partnerships, social media, promotion, and so forth will be my focus for the near future.