

## DIOR

My target company to sell to is DIOR. They are a French clothing brand that is among the top four European companies in volume sales of haute couture during the pandemic. Their garments tend to be very stratified, with everyday wear that is neutral toned and gender neutral (the safe choices) and event-wear that takes on bold colors (the risks). With global inflation rising, DIOR's customers are becoming even more divergent. Those that have a more stable economic status are going for the statement pieces, while the more frugal are going for timeless pieces that have a longer life cycle. Their market recently has come mostly from Generation Z and millennials, who have surprisingly more stable incomes.

When marketing to the younger demographic, research has found that those that can afford haute couture brands will go for the more colorful pieces that allow for more freedom of expression, particularly the "Zoomers," which is the largest generation as of 2020. Another market deciding factor that has been brought into the spotlight in recent years is how eco-conscious a brand and their manufacturing practices are. Recent studies have found that more than a third of global consumers would prefer to pay more to buy from an environmentally friendly company. This is an area that DIOR could greatly improve upon, though they now have employee-led initiatives that are working to reduce their manufacturing facilities' and retail stores' carbon footprint. When it comes to their sustainable practices, DIOR's website is as non-specific as possible – basically a statement that they are open to initiatives from employees and their founding designer, Christian Dior, drew inspiration from flowers. Not the most inspiring declaration of environmental sustainability.

## ECO-FLYER

Dior needs another "new look" to usher in an era of sustainability. With the younger market's emphasis on eco-friendly design and manufacturing in mind, I developed a new line that employs sustainable materials from its design conception. I also borrowed inspiration from nature, like DIOR's founder; I brought butterfly wings into each design to allow for a richness in color and design that reflects my belief that extravagance can still be sustainable.

My designs incorporate sustainable materials and production processes that, while not perfect, would certainly set DIOR in the right direction toward environmental sustainability. Many of the designs will have elements made entirely out of recycled fabrics, such as the organza and tulle that stretches between the butterfly wing frames. The butterfly frames, themselves, as well as the gem decorations will be made with recycled fabrics with the help of technology developed by a French architecture company called FabBRICK. They take shredded clothing pieces, mix them with a biodegradable glue, and then mechanically press them into shape. This company currently uses this process to make bricks for building facing, but incorporating this new technology will both help the wing details retain their form and help fashion become a closed-loop sustainable system. Another newer technology that will be utilized is the process of digital printing, which is considered a green method of placing prints on fabrics

FMD 2264

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that doesn't use as much energy. This process would be used on garments such as SKRT-76C375 and HRM-6BCCE4 to produce the simple, but precise designs needed.

Any new fabric in this collection will be sourced from sustainable producers, emphasizing the use of organic cotton and linen that will help keep both the desired fabric drape and comfort for the garments. Any scrap pre-consumer material can then be used in other designs within the line, such as the inner lining of the origami diamonds on Style DRS-76C375 or within the FabBRICK® designs.

The name Eco-Flyer comes from the environmentally sustainable way we produced the garments and the butterfly inspiration. The "misspelling" of "flier" is purposeful. I chose "flyer" because this collection also serves as a message to the world that DIOR has begun to step forward and take charge of the environmental impacts the brand has on our planet and everyone living in it.

# DIOR

## Women's Eco-Flyer



Style Number	TNK-ED2224
Garment Type	Caped Tanktop
Construction / Fabric Type	Shirt - organic cotton Gems - FabBRICK <sup>®</sup> Winged Cape - recycled translucent organza



Style Number	TNK-6BCCE4
Garment Type	Asymmetric Tanktop
Construction / Fabric Type	Shirt - organic cotton Flowers - extra fabric from production Butterfly Details - FabBRICK <sup>®</sup> frame with recycled iridescent translucent organza

Style Number	TNK-76C375
Garment Type	Asymmetric Tanktop
Construction / Fabric Type	Shirt - organic cotton Boning - recycled plastic Butterfly Wing - FabBRICK <sup>®</sup> frame with recycled iridescent translucent organza

# DIOR

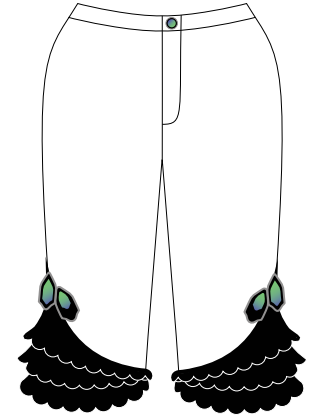
## Women's Eco-Flyer



Style Number	CPRI-6BCCE4
Garment Type	Frilled Capri
Construction / Fabric Type	Organic linen Gems - FabBRICK® Frills - recycled translucent organza



Style Number	CPRI-ED2224
Garment Type	Frilled Capri
Construction / Fabric Type	Organic linen Gems - FabBRICK® Frills - recycled translucent organza



Style Number	CPRI-76C375
Garment Type	Frilled Capri
Construction / Fabric Type	Organic linen Gems - FabBRICK® Frills - recycled translucent organza



Style Number	SKRT-6BCCE4
Garment Type	Embroidered Skirt
Construction / Fabric Type	Organic cotton Embroidery thread



Style Number	SKRT-ED2224
Garment Type	Embroidered Skirt
Construction / Fabric Type	Organic cotton Embroidery thread

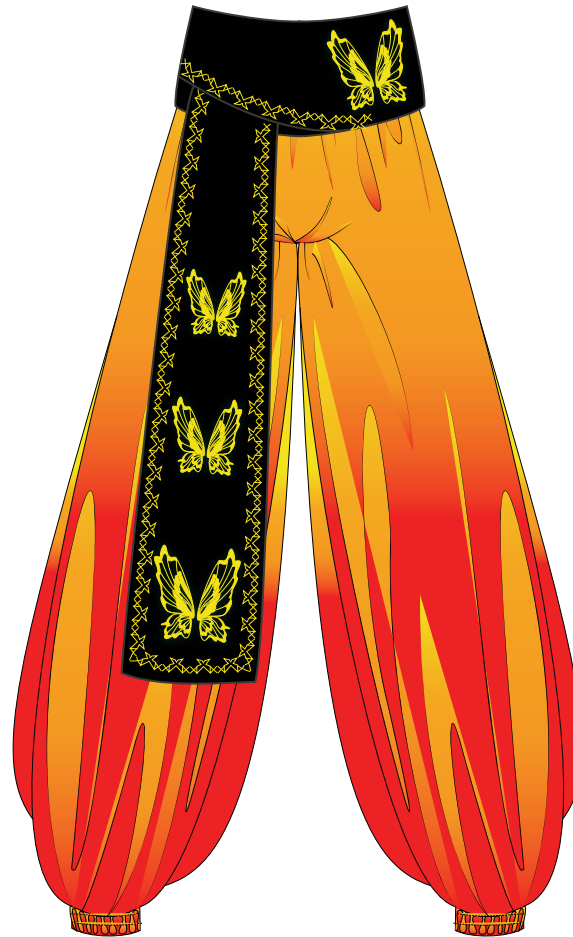
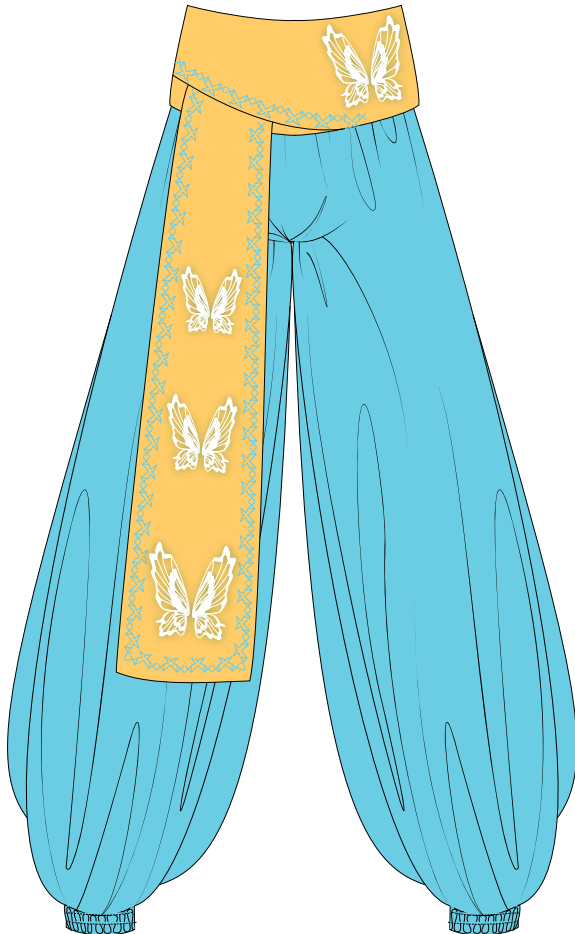


Style Number	SKRT-76C375
Garment Type	Patterned Skirt
Construction / Fabric Type	Organic cotton Digital printed pattern

# DIOR

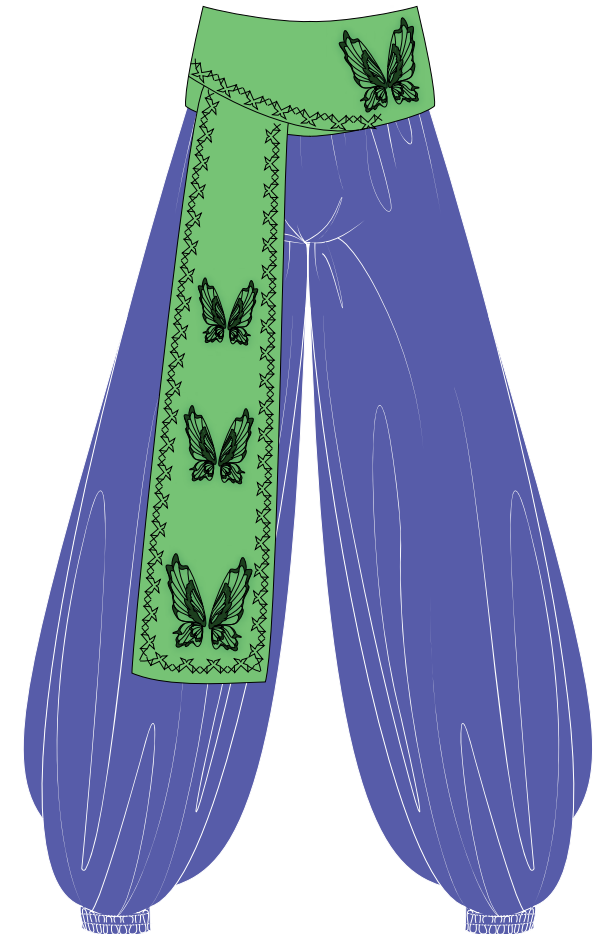
## Women's Eco-Flyer

Style Number	HRM-6BCCE4
Garment Type	Harem Pants & Scarf
Construction / Fabric Type	Organic linen Digital printed pattern



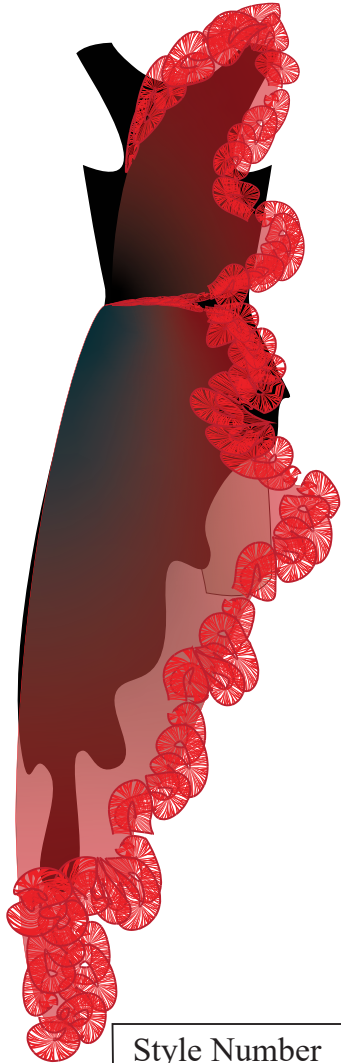
Style Number	HRM-ED2224
Garment Type	Harem Pants & Scarf
Construction / Fabric Type	Organic linen Digital printed pattern

Style Number	HRM-76C375
Garment Type	Harem Pants & Scarf
Construction / Fabric Type	Organic linen Digital printed pattern



# DIOR

## Women's Eco-Flyer



Style Number	HRM-ED2224
Garment Type	Lingerie Dress
Construction / Fabric Type	Organic cotton Recycled tulle with wire lining



Style Number	DRS-76C375
Garment Type	Origami Dress
Construction / Fabric Type	Recycled satin Origami - outer layer satin, inner layer spare fabrics from production



Style Number	HRM-6BCCE4
Garment Type	Butterfly Dress
Construction / Fabric Type	Recycled satin Recycled tulle blend (burn-out design)