

Life of Earth: hope

Ling Zhang

Iowa State University, USA

Keywords: Digital printing, Air pollution, Free form embroidery



Figure 1. Front view

The initial inspiration of this apparel design was haze fog in Tangshan, the designer's hometown, which was rated as one of the most polluted cities in China by Wall Street Journal (Browne, 2014). The goals of creating this design were to: (a) raise public attention on air pollution issues in China by using contemporary women's garments and (b) utilize digital printing technique to achieve sustainable apparel design.

A flat satellite view of the world was the dominant motif of this design and was altered to intensify the colors. The oversized, reversible hoodie jacket was draped on a dress form, transferred to paper patterns, then digitized into Opti-Tex. The map images were modified and placed on the garment patterns in Photoshop to ensure matching edges of images. The final garment patterns were digitally printed on 100% silk charmeuse. The bright color map was darkened in Photoshop and digitally printed on 100% silk habotai. A removable rectangular piece was attached to the jacket around the hood and the wearer's right center front by a long black zipper to make a bigger hood and an extra closure of the jacket. The darker blue exterior of the jacket represents the polluted Earth. The bright colored interior represents the clean Earth. It carries the designer's hope that pollution

will be controlled with clean environment restored soon in China.

The high collar one piece dress was made with silk organza partially embroidered with free form embroidery technique by six colors of embroidery threads matched the colors of the map image. For the hem of the dress, the threads were embroidered on dissolvable film and then submersed in water to create lace look edges.

The reversible jacket and the one piece dress provide multiple ways to wear the garments: (a) fold the edge of the oversized hoodie to show the bright color, (b) remove the rectangular piece on the hood to become a smaller hood, (c) wear either dark color side or bright color side of the jacket, or (d) fold down the collar of the one piece dress or lift the collar to cover the face.



Figure 2. Detail

References:

Browne, A. (2014, January 14). No quick fix for China's air quality. *Wall Street Journal*. Retrieved from

http://www.wsj.com/articles/SB10001424052702303595404579319952865306072 Memon, N. A. (2012). Digital inkjet printing holds future potential. *Pakistan Textile Journal, 61* (10). Retrieved from http://www.ptj.com.pk/Web-2012/10-2012/October-2012-PDF/Finishing-Dr-Noor.pdf.