Feb 9th, 12:00 AM

Business or Craft

Linda Ohrn-McDaniel

Kent State University

Follow this and additional works at: https://lib.dr.iastate.edu/itaa_proceedings

Part of the Fiber, Textile, and Weaving Arts Commons

https://lib.dr.iastate.edu/itaa_proceedings/2013/design/40

This Event is brought to you for free and open access by the Conferences and Symposia at Iowa State University Digital Repository. It has been accepted for inclusion in International Textile and Apparel Association (ITAA) Annual Conference Proceedings by an authorized administrator of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Business or Craft

Linda Öhrn-McDaniel, Kent State University, USA

Keywords: up-cycle, knit, design, sustainability

Where is the fashion industry going? While the mountains of trash are piling up the fashion industry is focused on producing more at lower costs to make higher profits. This dress is done as a commentary on this industry where the craft is close to lost and the business is in focus. There are many reasons why the craft could be a way to a more sustainable fashion industry. If we were to value the production and producers of clothing and the techniques used we would be able to get higher quality clothing with a longer life and happier people around the world. Focusing on craft technique and slow fashion often contradicts the business of fashion but is essential to the future of fashion and the world. The idea in this dress was to combine men’s business shirts with one of the most typical craft techniques; knitting. The focus on used shirts was also a way to up-cycle already made products instead of adding completely new product. Utilizing about 25 used mens’ shirts and the basic stitch used in knitting started the design process. I looked at the color schemes of the shirts and played with the order of the stripes to get the best effect. Once the order had been decided the stripes where cut. Each stripe is cut into 6 pieces to be able to create and face the 6 knit stitches in each row. The dress is pieced togheter in the stripes with the knit stitches left loose and faced so they can function like actual knit stitches would, with each row linking through the next. The shaping of the dress is done throught the stripes and stitches as well. The shirts are all cotton and the dress closes with a zipper on the side. As the dress evolved I decided to add the big "chunky” collar to replicate more of a knit style of a garment.