

Clothing for the Exbury Egg Project

Clothing Designed and Produced by Year 2 Solent University Students
BA Hons Fashion with Design

by Sue Carley

Introduction

In December 2012, Stephen Turner and Mark Drury visited Southampton Solent University to encourage student volunteers to get involved with the 'Exbury Egg' Project. Students from Journalism, Film and Media, and Fashion attended the meeting.

As a mature student with a background working with the Sustainability Forum at the Environment Centre in Southampton, it was a great opportunity to get involved and volunteer to make some clothing for the project.

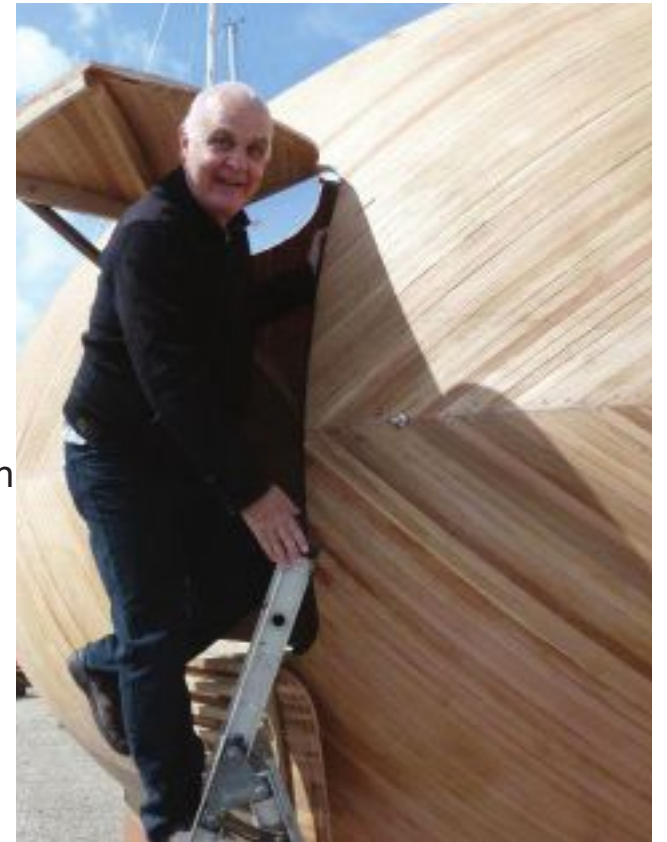
So began the adventure



Phase one: On return to university in January, it became clear that a 'Menswear' project which required students to design and make a t-shirt and jeans inspired by a sub-culture, could be linked to the Exbury Egg project. The selection of photographs, fashion 'flats' etc (pages 2-4) are a snapshot of this project which illustrate the collaboration between Sue Carley and Stephen Turner. .

Phase Two: Once University finished at the end of May, Stephen was introduced to three other student volunteers who offered to help further develop clothing for the project.

From left to right: Katie, Stephen, Leila, Abbi and Sue.



Phase One: The 'Menswear' Project

Sustainable Fabrics: Sue met with Stephen and discussed his daily routine, inspiration and functions required for his clothing. The criteria of the university brief required that primary and secondary research needed to be undertaken, fabrics sourced, printing techniques looked into. A digital sketchbook that illustrated the process and technical file all had to be completed within 6 weeks! →

Every effort was made to source environmentally/eco friendly/fair trade fabrics for all the clothing on this project in order to minimise environmental impact:

Organic fabrics were sourced within the UK: Hemp Denim and Cotton Hemp Jersey - it was dissapointing to discover that it was imported from China!

The fabrics were a natural colour, (see right) and impractical for Stephen's use so dying became an issue - as in changing colour! After researching the possibilities, time constraints would have been a problem so the concept of DIY - 'Dye it yourself' was embraced by Stephen Turner who will be using Oak Gall to dye the jeans during his stay at Exbury. Follow the links to his blog at www.exburyegg.org.



Design ideas - extracts from Sue's sketch book and technical file

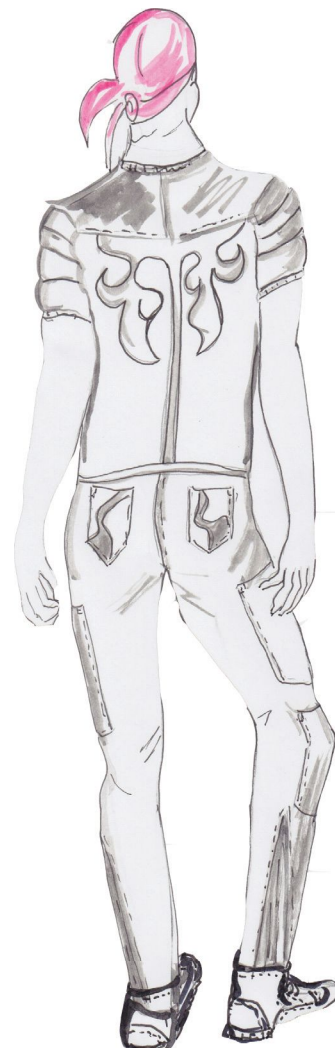
Inspiration: In the BA Hons Fashion Design course, all assignments take inspiration from themes such as film, art, the 'street scene', the catwalk, trend prediction companies and 'model and drape' sessions in the studio etc. Visiting exhibitions, and using one's own photography is encouraged and the student begins to see things differently and develop ideas from almost anything!

For the 'Menswear' brief a sub-culture had to be chosen from a total of three.

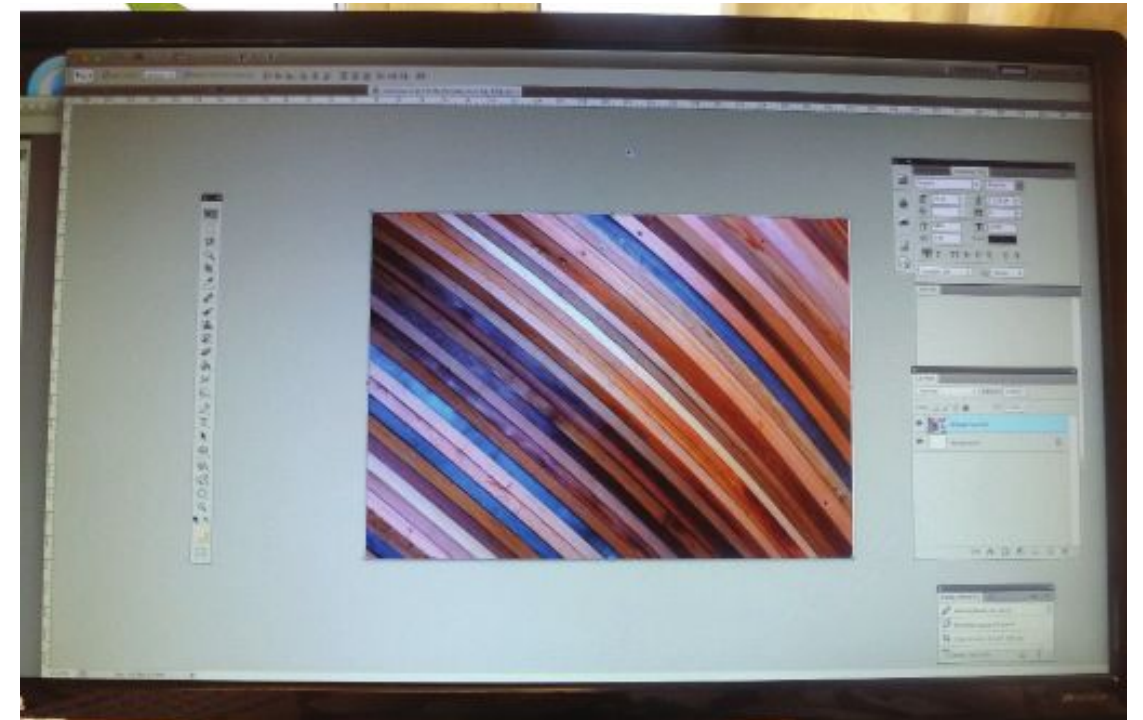
Although Stephen had never been an '**Eco-Warrior**' and his role as an environmental artist was unique - after a discussion over coffee it seemed to be the nearest we would get to be able to design something suitable that would meet both his requirements for function and the university brief.

To meet the 'creative technology' criteria of the uni brief, a print needed to be developed. Having visited the Exbury Egg website, the colours, shapes and stripes of the re-claimed cedar used as cladding for the egg-shaped 'pod' were inspirational. The project team agreed that their photographs could be used as a print for the t-shirt design and pocket/pocket facings.

Right: A few illustrations from the sketchbook utilising inspiration from the amazing stag beetle, the Exbury river, stripes of the re-claimed cedar, historic armour and functional knee pads and pockets etc.



A paper mock up of the sleeve was used to work out where the stripes would lie when printed on to the fabric.



Right:

The 'warrior' stag beetle juxtaposed with historical armour featured in the Munich Museum (Carley 2012).



Right: Deconstructed leather boots - maybe use as knee pads or pocket details. Inspired by stag beetle.



Producing the garments

Once the fabric is sourced and a design idea is finalised, perhaps the most difficult and time consuming thing to do next is to prepare the pattern pieces. If working on a 'live' project this requires measuring your customer to ensure that the end product fits and staying calm (even more difficult) as the deadline looms! A form was sent to Stephen whose wife kindly obliged by returning the measurements. Thank you!

Criteria for the assignment included:

- Primary and secondary research

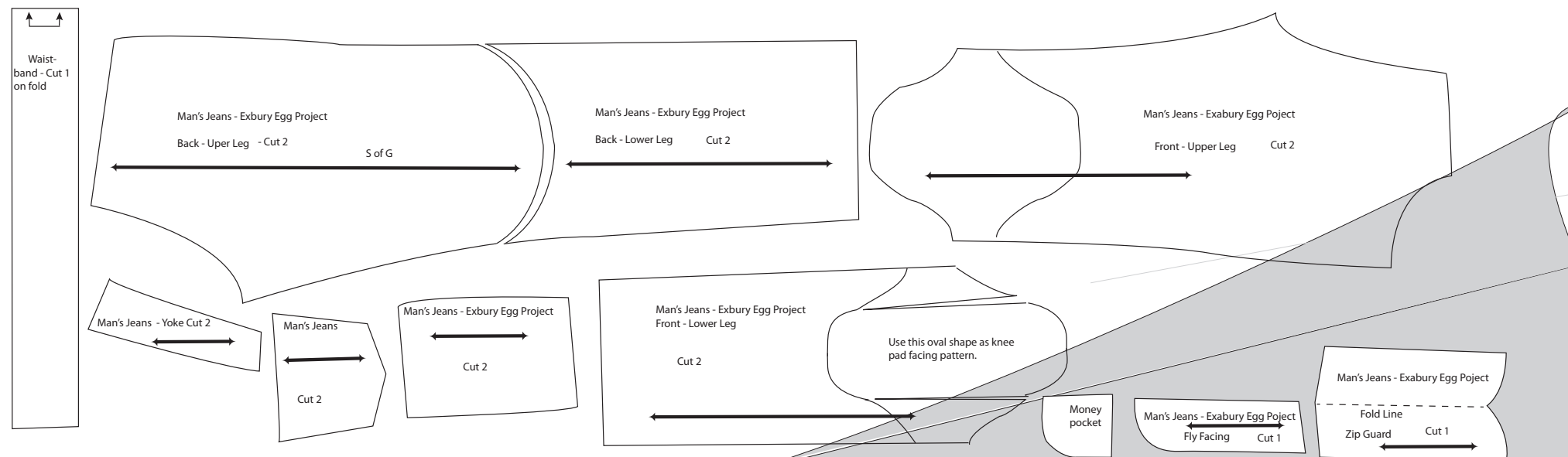


Placement of pockets prior to sewing seams.
Sue Carley

- Evidence of 'model and drape': using the studio and mannequins to place pockets, this activity can of course be far more adventurous!
- A 'layout plan' to show efficient use of fabric when cutting pattern pieces for each item of clothing, is another essential criteria for the Technical File.
- 'Fashion flats'. This again is done in Illustrator and/or Photoshop. Mastering this software is essential within the fashion industry and for the mature student who has had no previous experience a massive challenge!
- Fabric can be scanned in and added to 'swatches' to fill the outlines of the design and create a useful illustrated sample to provide to a manufacturer.
- Specification sheet: this includes the measurements, stitch length, fabric samples etc.
- Costing sheet: Details of all expenses incurred in making the sample including buttons, zippers, printing etc.
- Additional marks can also be gained by staging a professional 'photoshoot'. It is useful to develop relationships with fellow students on photography courses who are able to book studios space.
- Technical files and sketchbooks are submitted via a cd along with garments.
- Examples of other items to include are: personalised hangers, garment covers, labels, swing tags.

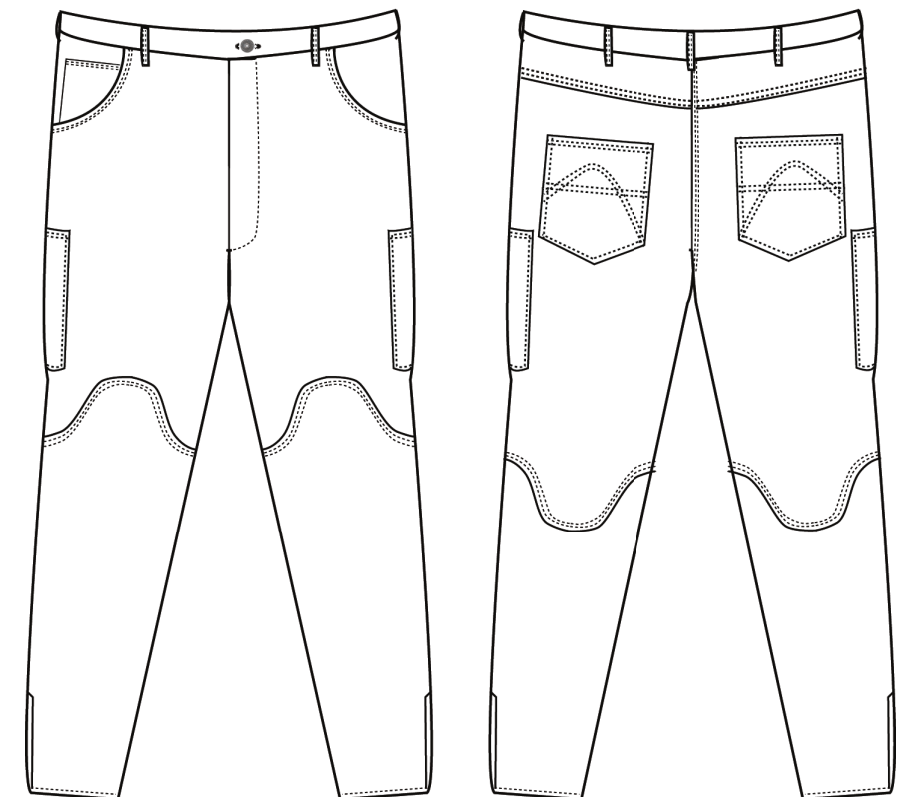


As you will see, although Hampshire Wild-life Trust kindly agreed to allow the use of this beautiful photo of a Kingfisher it was decided to use the striped remnants for a more functional pocket in the final design (see p. 4). Sue Carley



Layout Plan created in the software - 'Illustrator' showing pattern pieces used for the jeans.

Sue Carley



The Final Design



Above: Side view showing knee pad pocket, additional side pocket and zipper at ankle for ease of wearing.

Below: Back view showing placement and design on patch pockets.



The 'Exbury Egg' - Stephen Turner placing his jeans and t-shirt on display during the launch. Sue Carley



The changed pocket with 3 compartments and a pencil holder. Sue Carley

Phase Two - The Brief:

Stephen Turner and the Exbury Egg

Once the academic year was completed, phase two began. Three other students agreed to support the project, Katie Jane Marie, Abbi, and Layla. Stephen was asked to provide a brief to formalise what was required:

Artist Stephen Turner will be working in the Exbury Egg from June 6th 2013 – June 5th 2014 on the Exbury bank of the Beaulieu River. The Egg is an element within Turner's wider creative concept about the meaning of place and the effects of climate change on a fragile landscape around this central focus - as both Egg, and the artist are changed through exposure to nature over a twelve period.

The egg is necessary as the archetypal symbol of life and renewal for the entire animal kingdom, and will communicate this message as a piece of art.

The project is based on the artist's desire, which he has been evolving over the last few years, to give a 'voice' to mute and neglected nature. The role is partly performative and the artist's movements and activities will be documented on film and live web cams for the twelve month period.

Clothing

My occupation of the Egg will be implicitly performative. I seek to embed myself in the local community in the guise of an unofficial Beaulieu Beadle, becoming a sort of custodian of the beauty and meaning of the place. The word beadle became popular in the 19th century, where it came to refer to a *parish* constable. The meaning of the word historically is 'a herald who makes aware' – quite a reasonable definition of an artist.

On a day to day basis, I need practical functional wear that is comfortable and that can be easily cleaned; with different outfits for summer and winter that offer protection against the vagaries of the weather.

Colour should be considered - ref. camouflage so as not to stand out and disturb the wildlife; use of natural dyes from local sources (fabrics the artist can colour himself?)

Military, sailing and fisherman's clothing could be explored as part of project research

Suggested items (we can discuss all of this when I visit) :-

- Jeans – designed already by SC
- long 'shorts' for summer wear.
- T shirts – one designed already by SC
- Winter jacket (discussed recycled leather); flap at the back that lowers to make a seat – for sitting on wet river bank
- A 'gander bag' for collecting flotsam and jetsam. - large volume / internal pockets/sections
- Shoulder bag for use outdoors
- * cap / hat / beanie
- scarf / neck warmer
- possible incorporation of my LOGO ?

I would like very much that sustainability be considered. This is in terms of the sources of the materials, place of manufacture and recyclability.

Clothing would need to be made to measure. At the end of the project, I envisage the clothing becoming a part of the archive of the Egg and integral to its story. (I have compared it to a lunar expedition and the way in which the space suits are now museum exhibits).



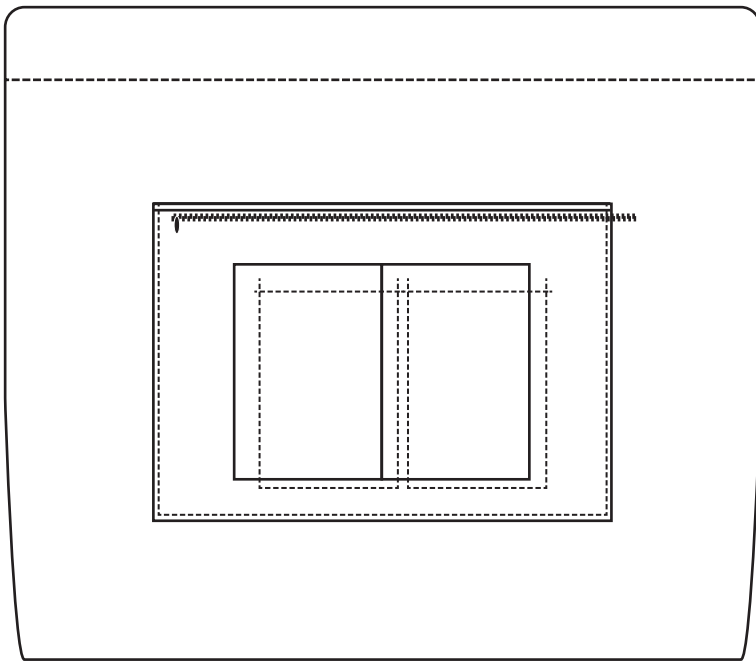
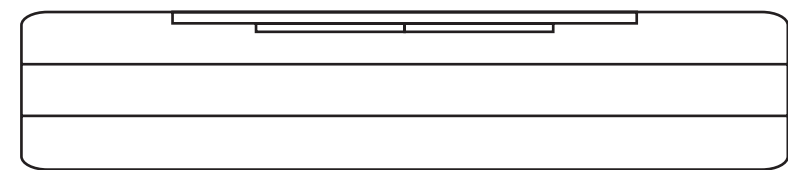
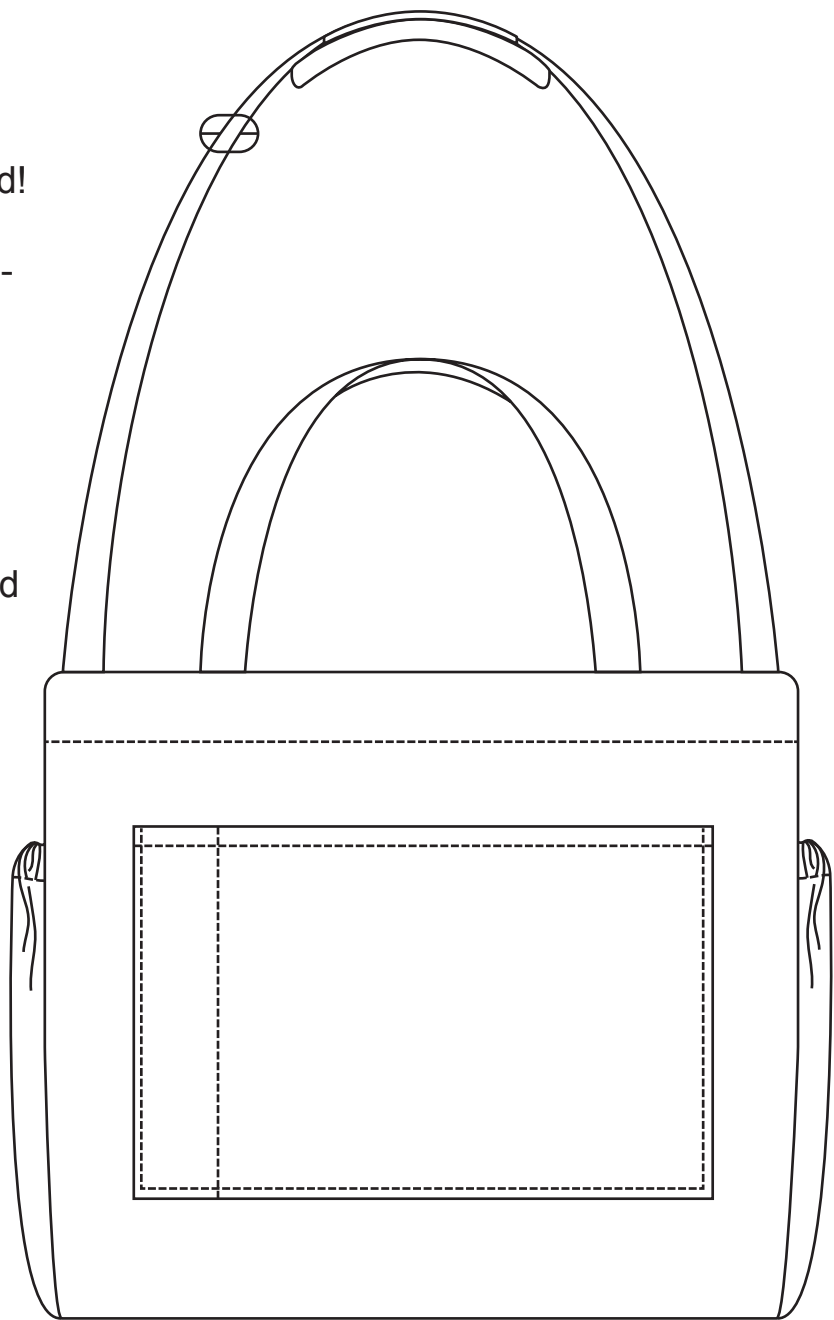
The 'Exbury Egg' Clothing Design and Production Team discussing the brief. May 2013.

The Gander Bag - Katie Jane Marie

Katie designed and produced the amazing 'gander bag' following discussions with Stephen re size and requirements for a total of £2.95, labour NOT included! This demonstrates how recycling, upcycling and re-using really does pay!

The following five pages represent her own work and include illustrations and photographs of her snood and scarf design and production process....

Pockets suitable for water bottle or other objects. Stretch top provides support.



Waterproof bag lid stitched into place along zip attachment for opening.

3 sections with 1 large side pocket and 3 smaller pockets

Measurements (c.)

Depth 8"

Length c.20"

Height 20"

Inside pockets

Large 25cmx 40cm

Small 15cmx10cm

Outside pockets

Height 25cm

Length 20cm

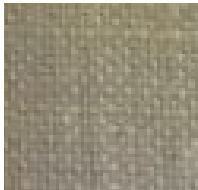
Depth at top when expanded (centre) 10cm

Main colour:
Hessian



Pantone 17-1128
TCX Bone Brown

Fabric swatches



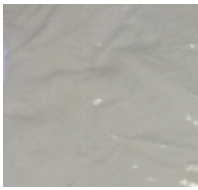
Organic Hessian £2.95
Organiccotton.biz



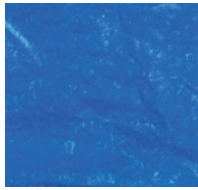
Recycled
neoprene



Recycled
waterproof fabric



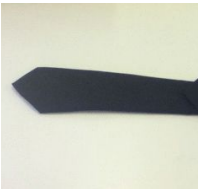
Recycled plastic
for bag lid cover.



Recycled Ikea
plastic bag



Upcycled
luminous vest.



Recycled
ties



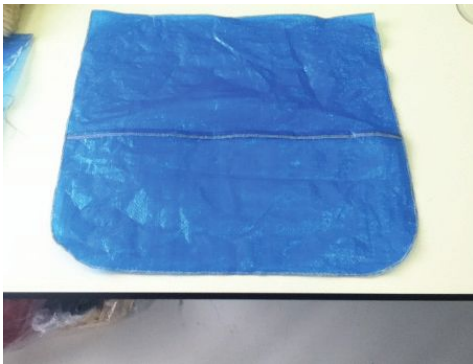
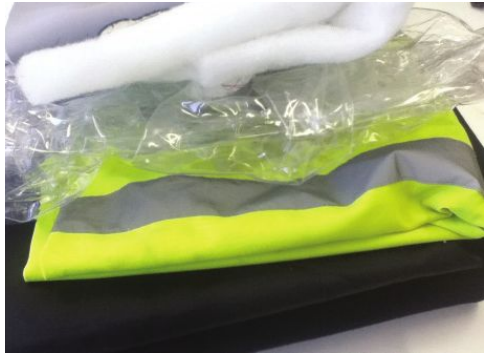
Recycled bag
straps



Recycled padding

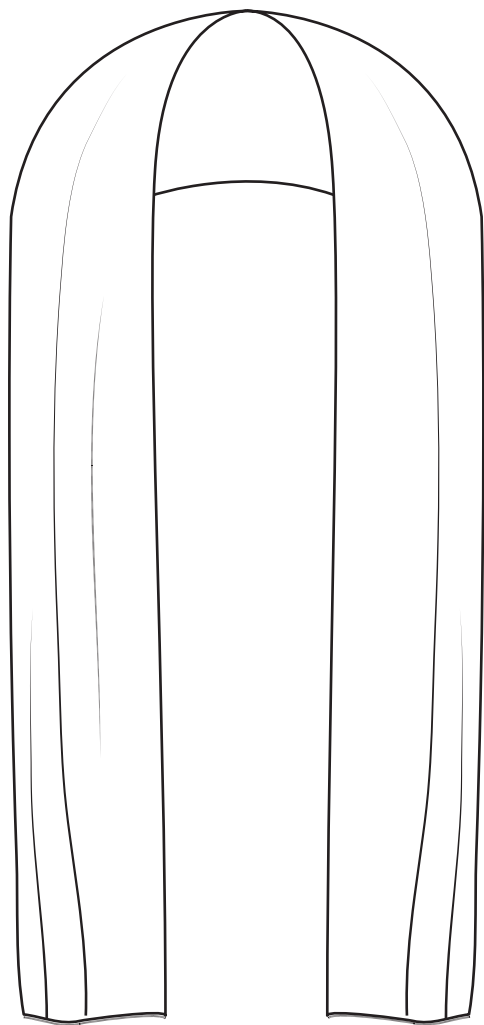


Katie cutting the 'gander bag' pattern pieces.



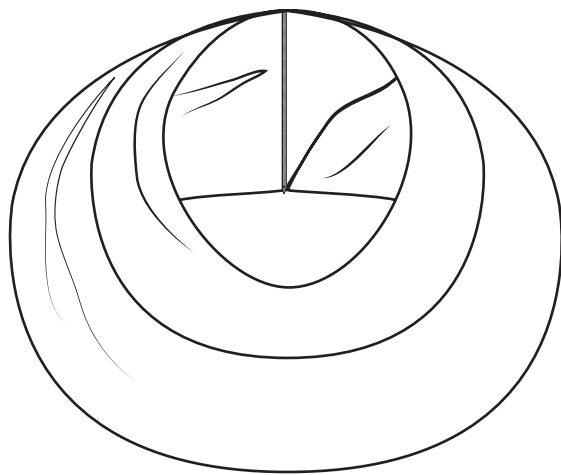


The Scarf/snood/hood - Katie Jane Marie

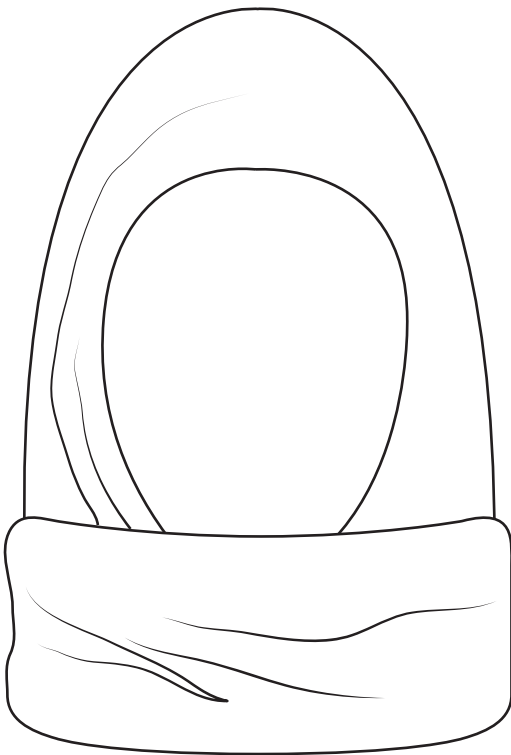


Scarf

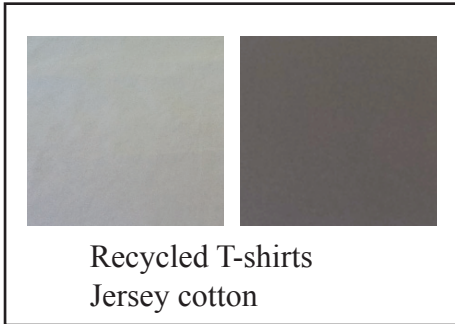
Snood: wraps twice around neck to allow for warmth.



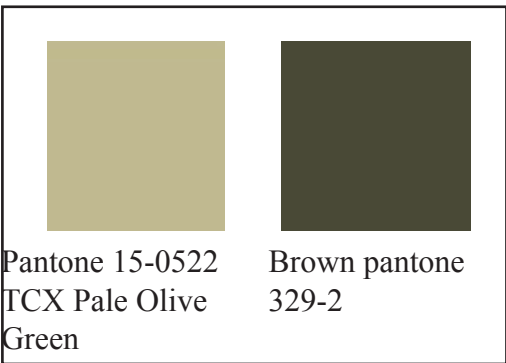
Snood wraps once around neck and then around the head back to form a hood.



Fabric swatch



Colour

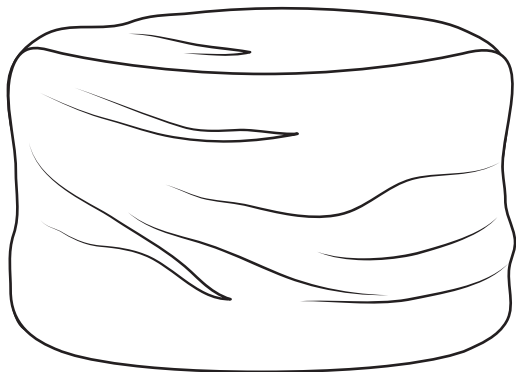


Measurements

Based on Stephen Turner's measurements and recycled shirts.

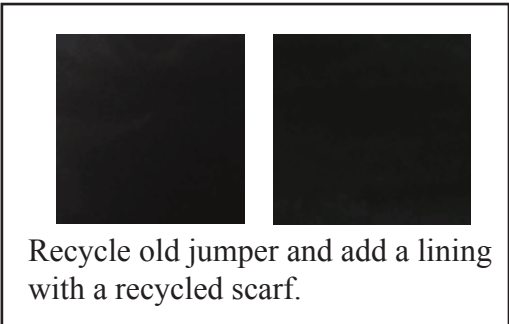
Zip at scarf end to allow for forming into a snood.

Snood

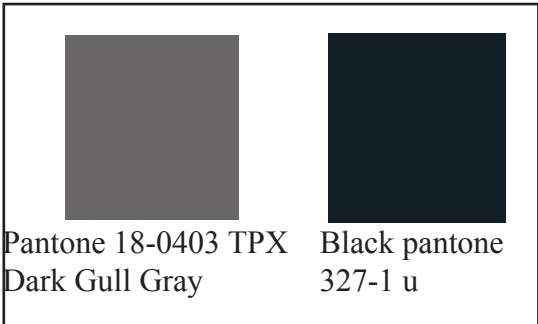


Thick knit to suit winter climate. Provides extra protection with the versatile scarf.

Fabric swatch

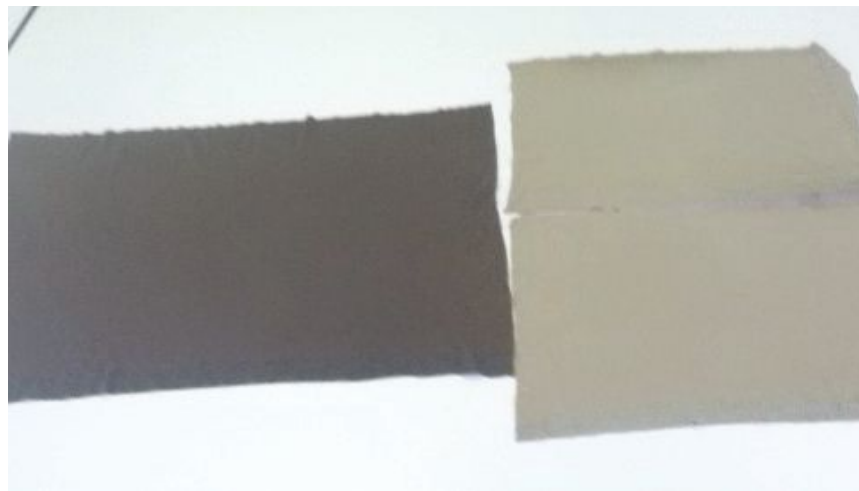


Colour



Measurements

Based on Stephen Turner's measurements and recycled T-shirts.



The Cape - Sue Carley

Following the team meeting and looking at sketches and illustrations, Stephen decided that the historical community beadle role he would be adopting linked nicely to the suggestion of a cape rather than a winter coat.

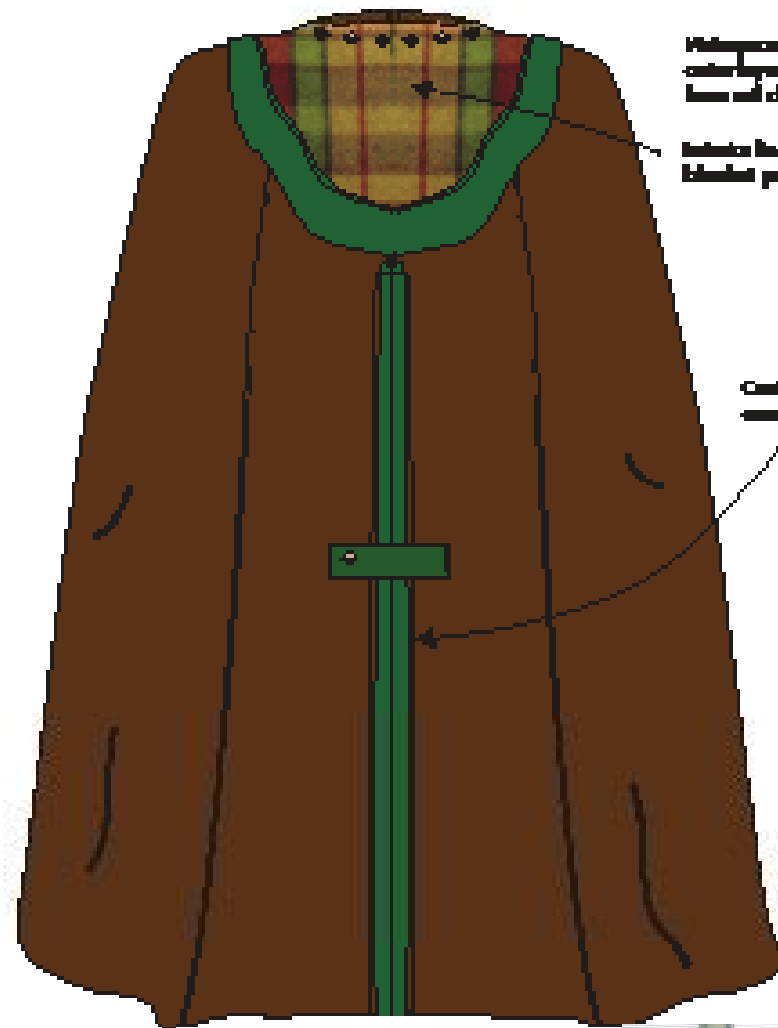
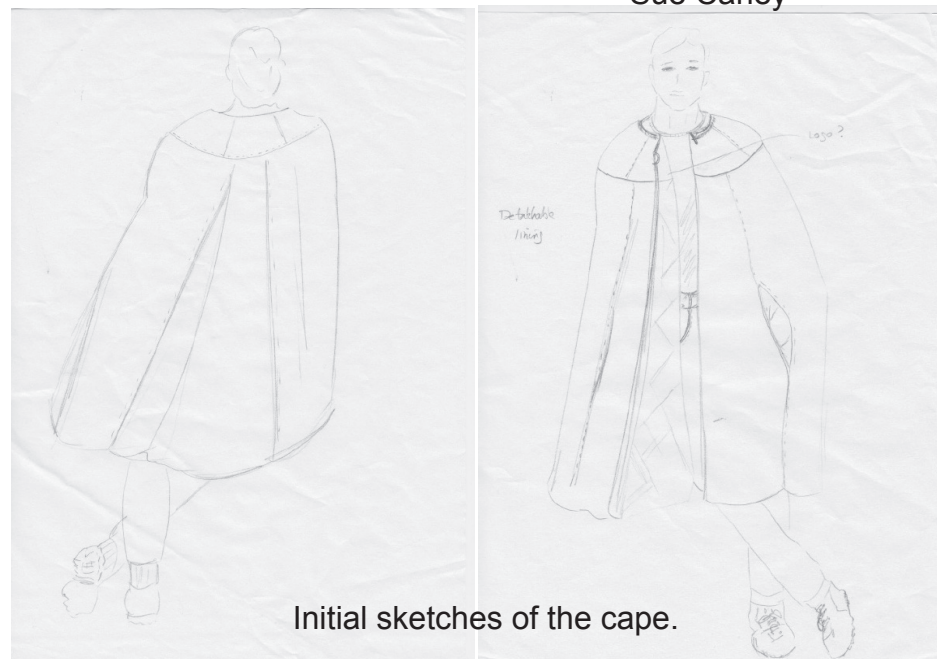
In keeping with Stephen's camouflage requirements a dark brown and moss green medium weight canvas was sourced from **Kao Spruce**, Southampton. After visiting many charity shops to try and source blankets to create a patchwork lining, it was decided to purchase a gorgeous organic, fairtrade tartan cotton from the **Organic Textile Company** on-line store.



In terms of functionality Sue designed the cape so that it could be opened out at the back pleat and used as a blanket or a ground sheet. Rot proof thread was used along with press studs and strong open ended zippers.



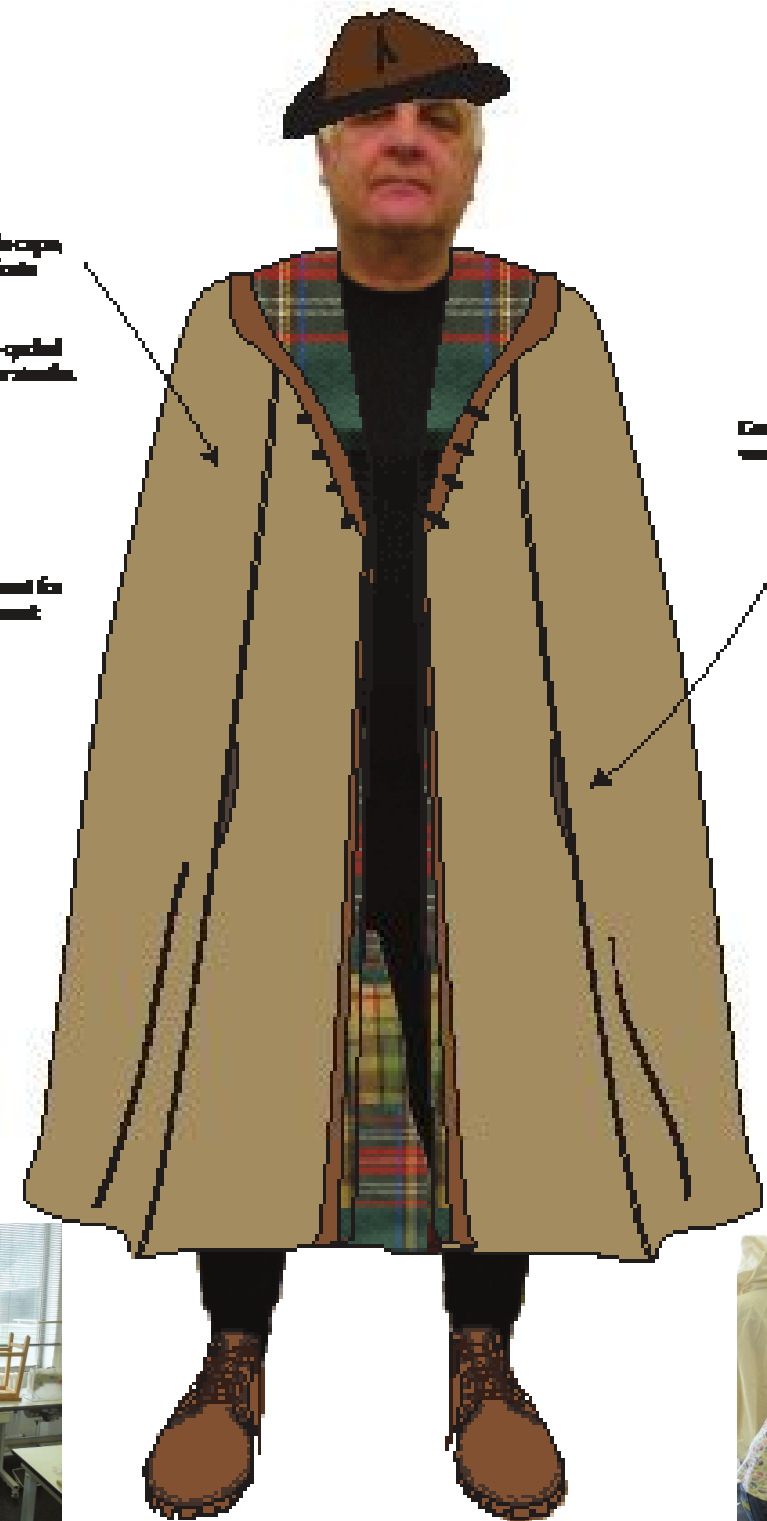
The 'Exbury Egg' logo was incorporated into the labels for all the clothing.
Sue Carley



Historical, reusable cape, water layer system, all-in-one hood and skirt?

Integrate local nature-capital blanket patchwork or similar

Contrast colour for waterproof



Consider front closure, incorporate a vent for free movement and breath.



In the studio:
Measuring for zipper placement.



In the studio: cutting canvas.

Once the 'toile' was completed it was decided to make some changes to the design. For example, the nylon from a broken umbrella was used as a storm shield across the shoulders and the hood became detachable. Heavy duty studs were used on the storm flap to protect the open ended zipper from wet weather. Additional space was created in the front vents to allow further freedom of movement as well as side openings secured by velcro. See photographs on following pages.

The Cape (cont'd) - Sue Carley



On hand over day, Stephen seems pretty pleased with his new cape - ready for the winter.



Above and top left: Enjoying the vista at the Exbury Estuary.
By kind permission of Nick De Rothschild.

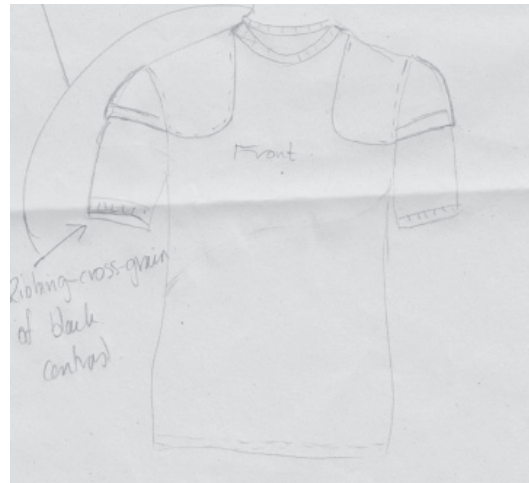


Right: Nature's Wardrobe, illustrating the camouflage and the upcycled broly!



The T-shirts, Shorts and Trousers - Sue Carley

Inspired by the stag beetle and historic armour photos on page 2 Sue's quick sketch in the studio was used to create the pattern pieces for this t-shirt.



Designed
by
Sue Carley



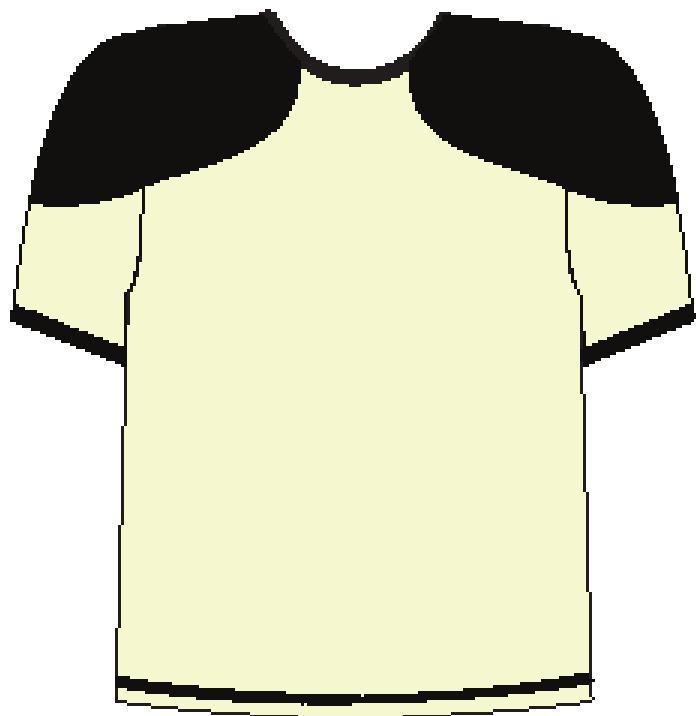
Made by
Leila



In the studio: Leila overlocks the 'stag' t-shirt - this will prevent the fabric from unravelling.
Sue Carley

Above: Initial sketch

Below: Fashion Flat



Thanks Leila!

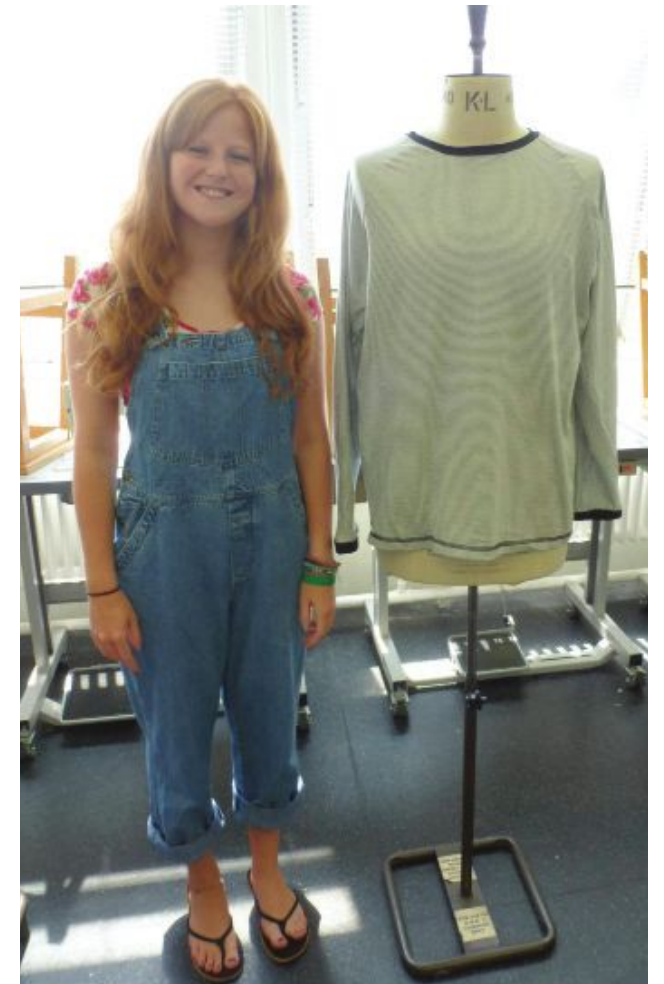
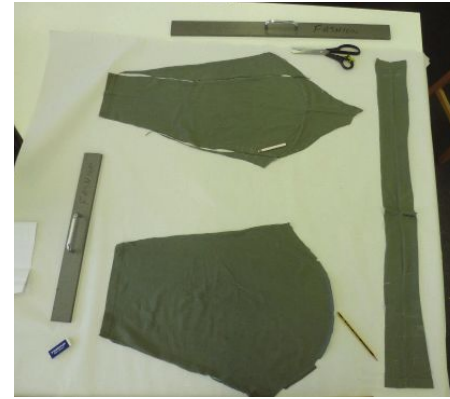
Right: Nature's Wardrobe!

Below: Stephen at the SSSI (site of special scientific interest) by kind permission of Nick de Rothschild.

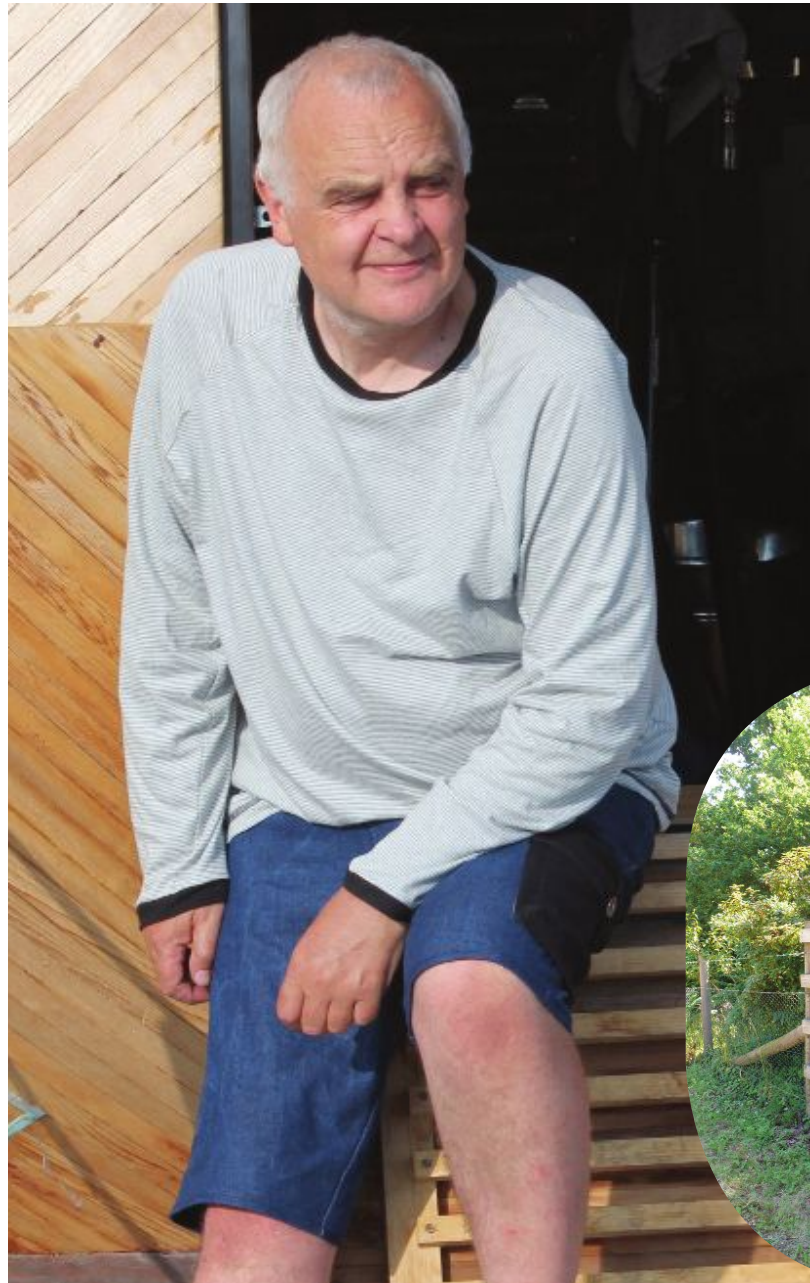


The T-shirts, Shorts and Trousers, cont'd - Sue Carley

The Process: Rather than make the pattern pieces from a block, this time one of Stephen's old t-shirts donated to the team was placed on a mannequin and a raglan style sleeve was drawn in with an all-in-one side panel that was set in at the sides and under the sleeve. Hence - no underarm seam for added comfort. These off-cuts were then drawn around to create paper pattern pieces.



In the Studio: Thanks Abbi!



This long sleeve t-shirt and denim shorts were made from remnants found in the studio. The soft cotton jersey will be ideal to wear for cool spring and Autumn days and for under a sweatshirt or jumper when cold in the winter. Thereby maximum use of the item all year round!

The long trousers were made from black and grey organic cotton from the Organic Textile Company and produced by Leila.

The black was used as a contrast for the grey trousers and denim shorts forming patch pockets, cargo pockets and the lining of the pockets and back yoke.

Denm shorts made by Abbi.

The Gander Bag, Scarf and Snood - not forgetting some hand embroidery on the Stephen Turner 'ole faithful cap'? - Katie Jane Marie



Handover day at the Exbury Gardens.



Top right: The mystery of the 'snood' is explained as Katie hands over her creations over light refreshments at the Exbury Tea Rooms.

Stephen is delighted with the resurrection of his 'fathful' sun cap as he sees Katie has embroidered his logo on the front, utilising another remnant of fabric from an old Karate suit....

Above: Stephen 'sporting' the snood and hooded scarf alongside the 'Exbury Egg'. By kind permission of Nick de Rothschild.



Education Pack

Going into the final year at University, two major projects are undertaken:

1. Written work - the 'dissertation practice' which will include 4,000 words outlining the research undertaken and a '2d' element that for Sue will be the Education Pack.
2. A collection of six outfits which could include anything from 12-20 items of clothing.

Sue's dissertation will look at whether fashion could be used as a 'tool' or a 'hook' within an education pack to raise awareness with children and young people about sustainability and ethical issues related to 'fast fashion'. The following suggestions are ways to involve children and young people by discussing the text and illustrations above to give feedback for the development of such an education pack. Sue would welcome input should the information, questions and activities be used by teachers, students and colleges. Sue would also be very pleased to assist in any classroom activities undertaken. Please contact her via the 'enquire' button on her website - www.conscientiously-fashioned.co.uk to give feedback or for further information.

Update: 2016 - the Education Pack created for the dissertation is being worked on by a team of experts and a charity to make it widely available to schools and colleges.

We hope you have enjoyed our record of producing the Exbury Egg sustainable clothing.

Activities

What is sustainable clothing?

In order to produce sustainable clothing, there are many issues to consider from the raw materials, right through to end of life of a product. Generally, all the criteria would fit within the three aspects sustainability - that is; social, economic and environmental. For example;

- fabrics made from raw materials that haven't damaged the natural environment, or maybe have been recycled from a waste product.
- fabrics sourced as locally as possible to centres of production and distribution which would help reduce pollution.
- fabrics that can be washed on low temperatures.
- designers who minimise waste, and create clothing using good quality materials that will stand the test of time
- factories that produce clothes using renewable energy
- workers in the factories making the clothes would receive a fair wage and be working in a safe environment.
- Consideration should also be given to re-using and re-cycling at end of use.

If you were to design a t-shirt, how would you improve the 'sustainability' of your creation? Who would your target market be, would the clothing be affordable? Using the ideas that have been explored by the Exbury Egg Clothing Team and researching your own, illustrate with captions on an A3 piece of paper.

Fun with photos

In teams, take a look around your environment and using a digital camera take photos of anything your team finds inspirational. This could be insects, flowers, shrubs, anything! If you don't have access to a camera, you can use magazines. Load the photos on to your computer and print them off so you can cut them out. You could enlarge the pictures dramatically or reduce them. Using a template provided, either cut around shapes from your own pictures, or copy a part of it to create weird and wonderful shapesor using carbon paper, trace the shapes on to pieces of scrap paper to dress your own mannequin. Apart from not cutting your fingers or damaging anything that you shouldn't, there are no rules or boundaries to your creations!

Gander-bag challenge! Looking at the 'gander bag' - how would you adapt Katie's ideas to design a bag. Can you do it for less than £3.00? Take a look in your wardrobe and around your home and with your parents' permission, bring something into school that you can use to make a useful bag that has some functionality and style elements to it.

Without words!

Investigate what is meant by a SSSI (page 13) and rather than write about it, try and illustrate what it means using photos or drawings on an A3 piece of paper.

Debate

When sourcing fabrics to meet 'sustainability' criteria - why do you think Sue was 'disappointed' to discover organic fabrics had been imported from China (page 1)? Discuss in class.