Reformation

Vintage Reborn positions Reformation to further its e-commerce experience through the use of **Reformation x CLO3D** avatars to enhance their digital awareness and ensure size integrity, give customers confidence in what they are buying, and support Reformation's sustainable efforts.

2023 Fashion Scholarship Fund
Design Case Study

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Executive Summary

Vintage Reborn will enhance **Reformation's** e-commerce experience, ultimately providing a more customizable online shopping experience for classic vintage pieces. **Reformation**, the LA cult brand is known for creating effortless and classic designs for the global "cool girl." They focus on incorporating sustainability into every part of their design process and also set very high standards for human rights within their factories. By integrating CLO3D technology, customers' confidence in what they are buying will greatly increase and also support **Reformation's** sustainable efforts.

-

Reformation serves as the front runner of global change in the fashion industry. The world is facing a detrimental environmental catastrophe, and the fashion industry is in the top three largest polluters in the world. "Nearly three-fifths of all clothing produced ends up in incinerators or landfills within a few years of manufacturing. The equivalent of one garbage truck of textiles is landfilled or burned every second" (Ellen Macarthur Foundation). Consumers and companies alike have faced a huge wake-up call in the last few years. **Sustainability in fashion has never been more vital.**

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Society is facing one of the biggest cultural revolutions people have seen in decades. Gen-Z and millennials are leading a rebellion for positive change, from the Black Lives Matter movement, Roe vs. Wade, or combating climate change. Looking back in history, the 1960s reflect a similar time of drastic change and breaking the status quo (see appendix B). In addition to the social revolutions that have evolved, we have also seen a shift with the mass adoption of various technologies for personal and industrial use. ***Vintage Reborn*** positions **Reformation** to further its e-commerce experience through the use of **Reformation x CLO3D** avatars to enhance its digital awareness and ensure size integrity, give customers confidence in what they are buying, and support Reformation's sustainable efforts.

Target Market

Female

Global Metropolitan Cities

AGE 20-32

JOB $70,000-$130,000

Meet Camila,
She is a 27-year-old woman living in San Francisco with her husband and two french bulldogs. Camila is a software engineer for Apple and makes $120,000 a year. Camila and her husband make a combined yearly income of $250,000. Camila's values are very important to her, and she consciously tries to shop at brands that give back to the community, embrace ethical practices in factories, and make sustainability a number one priority.
In her free time, she likes to get outside with her dogs and go for hikes, try new restaurants with her husband, and go for drinks after work with her friends.

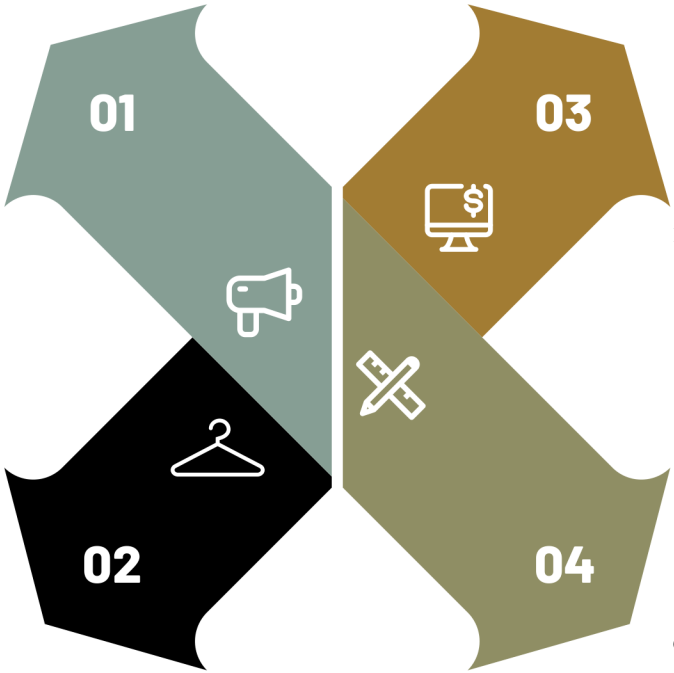
Purchase Drivers

Social Responsibility & Shared Values

Consumers in the last few years have started to realize how much companies can affect things like the environment or human rights issues within factories. "In light of criticisms making mainstream news, plus consumers' increasing commitment to eradicate climate change, 52% of shoppers say they're more likely to purchase from a company with shared values" (Shopify, 2022).

Wardrobe Reboot

After the surge of loungewear due to COVID-19, consumers are looking for a wardrobe reboot. McKinsey and Company writes, "consumers will reallocate wallet share to other categories as pent-up demand for newness coincides with more social freedoms outside the home" (2022). Piggybacking off of the dopamine dressing trend, customers are seeking pieces that are infused with a sense of optimism and fun.



Seamless E-Commerce Experience

With the rise of technology in every industry, customers have new expectations of how their online shopping experience should go when shopping for fashion. Creating personalized interactive experiences on mobile apps and websites is integral to keep a customer coming back. There is also a standard of efficiency needed for online shopping. In-app features that make the buying experience more enjoyable and easier/quicker for the consumer are required.

Versatile Fit, Comfort, Quality

While consumers are starting to revamp their wardrobes after the pandemic, the one thing that is not going to change is the huge emphasis on comfort and versatile fit. Whether someone is staying in for movie night or going out to dinner with friends, the same amount of comfort must be cohesive throughout. Durable and high-quality items are also essential for customers."Some 65% of customers plan to purchase more durable fashion items, with 71% planning to keep the items they already have for longer (Shopify, 2022).

Why Reformation?

*see swot analysis in appendix A

1 High Quality and Classic Styles

Reformation launched its brand in 2009. Over the last 13 years Reformation has become the "it girls" go-to brand for effortless high-quality styles. A large part of sustainability is creating quality products and styles that will last longer than just a season, but rather a lifetime. Reformation uses only the highest quality materials to produce their garments.

2 Transparency

One of Reformation's biggest strengths is their level of transparency and trust with their customers. They have an entire tab of resources on their website, from questions about supply chain to sustainability to vintage recycling.

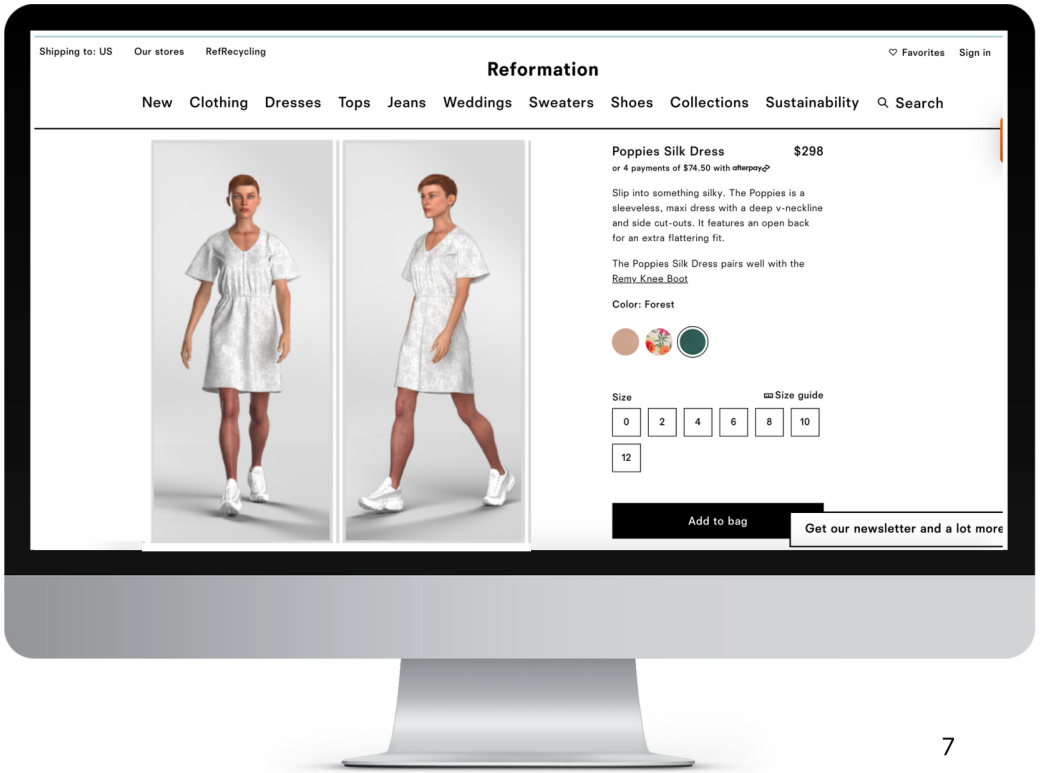
3 Sustainability (see appendix C)

Reformation is known as one of the most popular sustainable businesses for womenswear. They are certified climate neutral and will be climate positive by 2025. Their website has extensive research and certifications to prove that Reformation is above greenwashing and they are actively putting into place processes to help eliminate climate change.

Reformation x CLO3D

CLO3D's website defines its technology as "a 3D fashion design software program creating virtual, true-to-life garment visualization with cutting-edge simulation technologies for the fashion industry". Some of the biggest fashion brands have been using CLO as a tool to do virtual fittings. It is an amazing way to eliminate waste and save money in the product development process. Incorporating CLO3D into Reformation's website will create an interactive experience for consumers. When you click on a style, an option will come up to see the garment on a personalized avatar. You will put in your measurements, generating a virtual body. CLO3D has the technology to provide a wide variety of skin tones, hair cuts/colors, and facial features. This will allow the customer to personalize their avatar to make it as close to themselves as possible. The ability to use an avatar to do a fitting will help the consumer make more informed purchasing decisions.

Customers will feel more confident in fit and also the aesthetics of the product which will help eliminate unnecessary returns and waste.



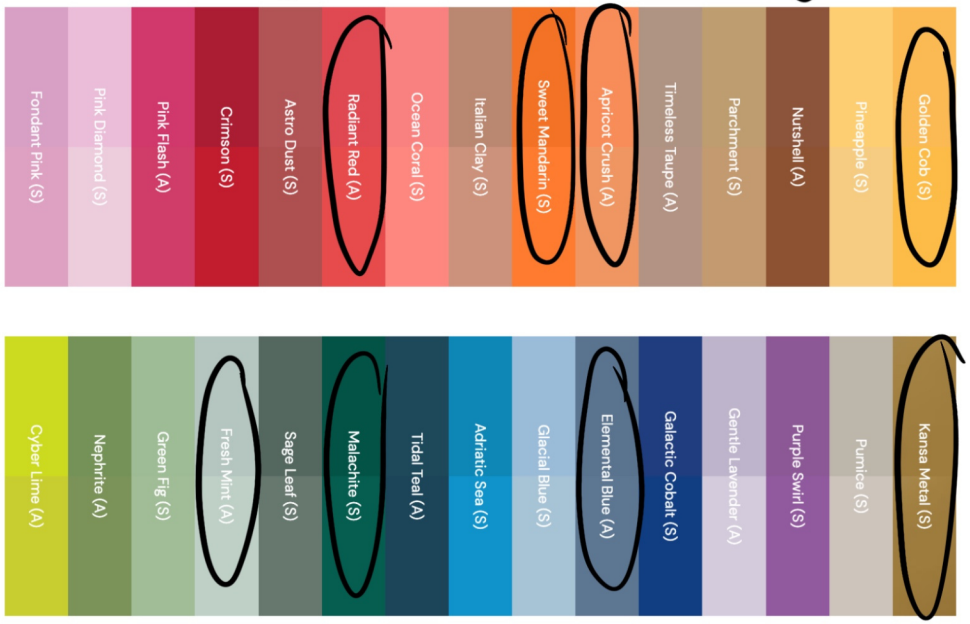
Example of 3D avatar and angle options

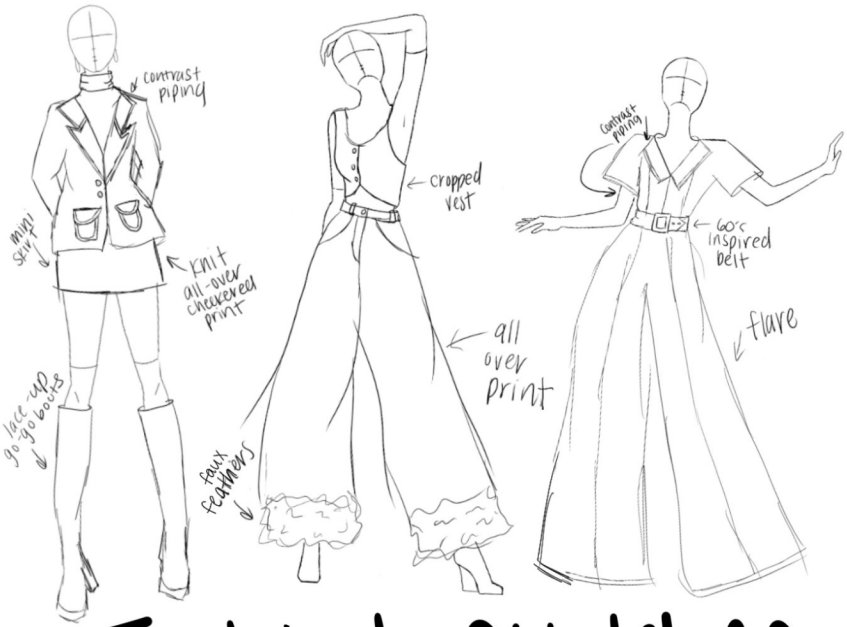
Bust	29"
Waist	33"
Abdomen	37"
Hip	40"
Weight	145 lbs
Height	5'6"

Consumers enter their own custom measurements to generate an avatar.

Moodboard

WGSN 2024 Color Trends





Initial Sketches

Trend & Color Research

Vintage Reborn: *Inspiration*

Twiggy

Twiggy was a 1960's British culture and fashion icon. She was an influential singer, model, and actress.

Mary Quant

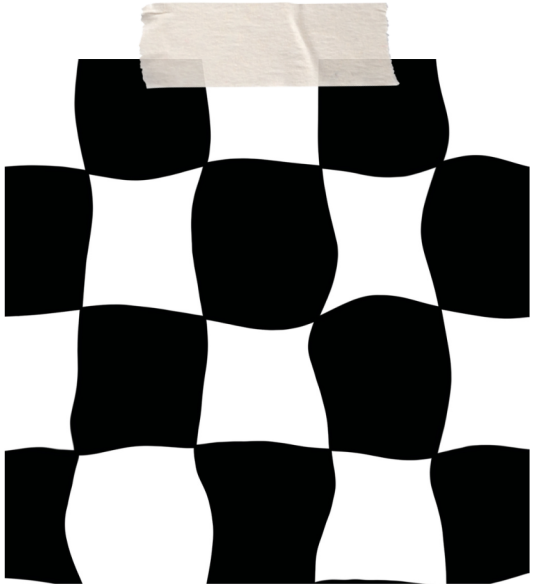
Mary Quant is a British fashion designer responsible for the mod and youth fashion movements. Was incredibly influential with the rise of the mini-skirt in the '60s.

Pierre Cardin

Pierre Cardin is an Italian turned French fashion designer. He was responsible for the space-age trend of the 1960's.

Color Palette& Print Design

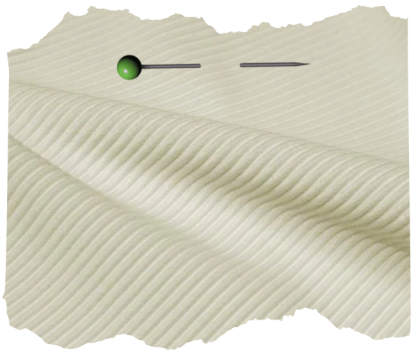
According to WGSN's 2024 Global Color Forecast, the world is in a time of realignment. Consumers are trying to adjust to the constant shifts in society and technology. There are economic, environmental, and political crises, and the consumer will try to balance their uneasiness with optimism (Clark, 2022). Vintage Reborn highlights the bold prints and bright colors of the 1960s that came from a time of rebirth and rejection of the status quo (Antoniadou, 2022). This color palette infuses a sense of optimism while integrating wearable neutrals.



Vintage Reborn: Fabric/Materials Research & Technology

Using technology to create sustainable fabrics.

The detrimental effects of the fashion industry do not stop with the mass production of fast fashion. "Textile manufacturing produces an estimated 1.2 billion tonnes of CO2 equivalent per year – more than international flights and maritime shipping combined" (Springwise, 2019). Technology extends beyond creating new software or apps. The textile industry has taken sustainability by storm using new technologies to recycle and reuse. Some of the newest sustainable textiles include bioengineered fabrics using bacteria, recycled plastics that turn into econyl fabric, and sustainable plants to create Tencel, Singtex, Algiknit (Springwise, 2019).



Regenerative NATIVA™ Wool

Reformation is currently sourcing all their wool through NATIVA™. The *Sourcing Journal* writes, "they prioritizes soil carbon sequestration, water use management, biodiversity and caring for animals and people" (2021). NATIVA™ is fully regenerative which means the wool they produce helps absorb the CO2 emissions from the atmosphere, getting Reformation closer to their goal of becoming climate positive by 2025 (reformation.com).

TENCEL™ Lyocell

In the last couple of years, TENCEL™ has dramatically risen in popularity due its their environmentally responsible closed loop production process (see appendix C). TENCEL™ Lyocell is created using the process of taking wood pulp and transforming it into cellulosic fibers. This process is also highly sustainable as it reuses almost 99% of the water and solvent used to make the fibers. The nature of TENCEL™ is similar to cotton. It has the same moisture wicking, softness, and durable properties.

LENZING™ EcoVero™

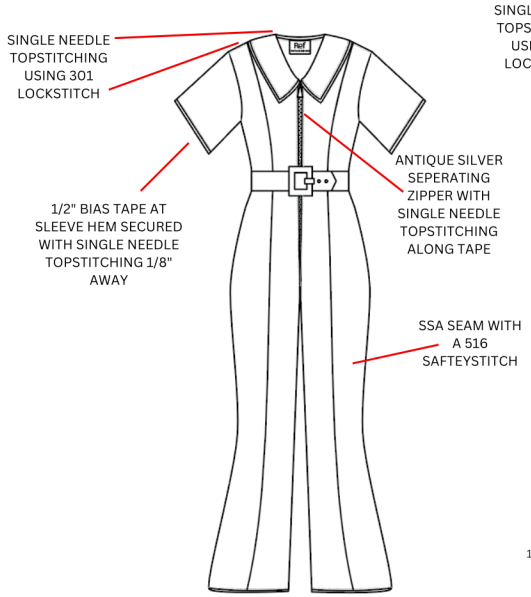
LENZING™ is known as the most sustainable version of viscose and is made from certified renewable wood pulp. "The non-profit environmental protection organization *Canopy* has consistently ranked LENZING™ among the top viscose producers worldwide for their sustainable wood and pulp sourcing practices" (EcoVero.com). Higg Materials Sustainability Index has calculated that LENZING™ is making air and water 50% cleaner compared to standard viscose.

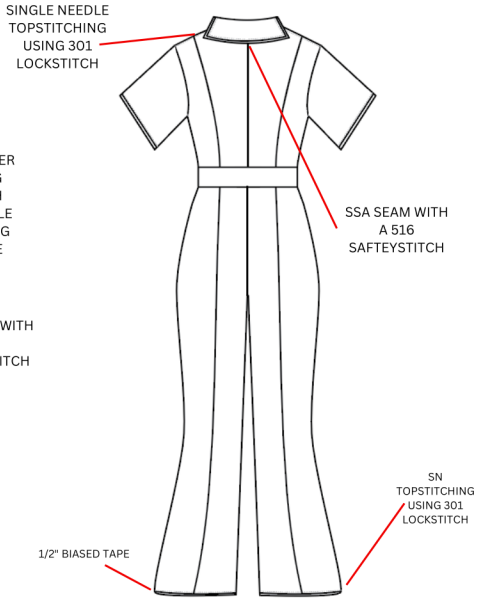
Vintage Reborn

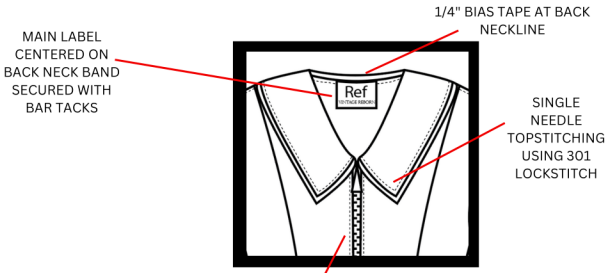
Tech Pack 1

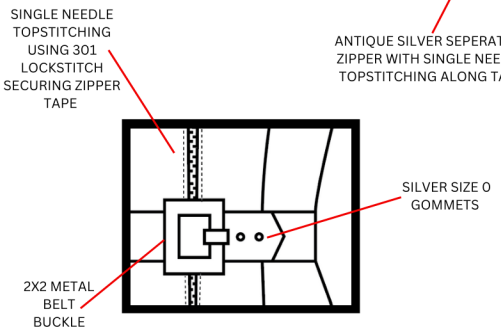
SAMPLE ORDER FORM

NAME: MIA JUMPSUIT	Season: SS23	DESIGNER: EH	Style #: 098	REQ#: 76579
Date: 8/7/22	Fabric: COTTON TWILL	BRAND: VINTAGE REBORN	Size: M (SAMPLE SIZE)	TYPE OF SAMPLE: TOP









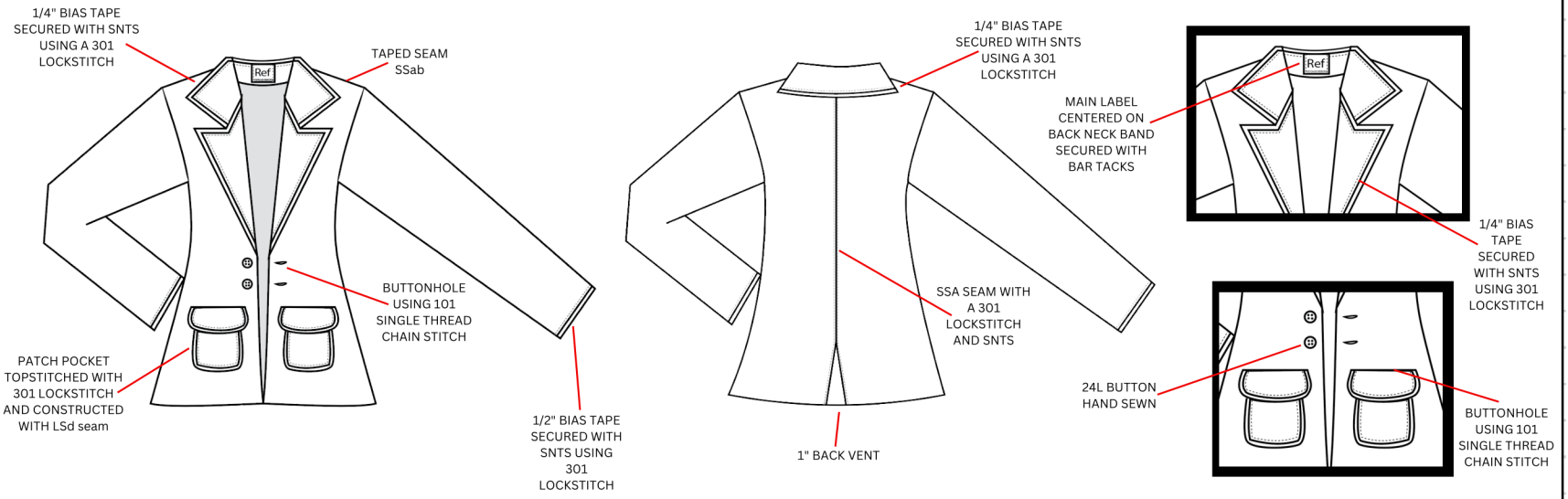
BILL OF MATERIALS

NUMBER	ITEM	DESCRIPTION	COLOR	QUANITY
1	BODY FABRIC	100% UPCYCLED COTTON TWILL	PANTONE: ETHER 14-4506	3.5 YARDS
2	THREAD	POLY BLEND: 6,000 yds., TEX 40	PANTONE: ETHER 14-4506	N/A
3	INVISIBLE ZIPPER	24" NON-SEPERATING (CLOSED-END) WITH ANTIQUE SILVER	PANTONE: ETHER 14-4506	1
4	CONTRAST PIPING	100% UPCYCLED COTTON TWILL	PANTONE: TOFU 11-4801	1
5	BELT BUCKLE	2X2 BELT BUCKLE METAL	PANTONE: TOFU 11-4801	1
6	BELT	2" WHITE LEATHER	PANTONE: TOFU 11-4801	1
7	GROMMETS	Size 0, 1/4" ID, 9/16" OD	SILVER	3
8	MAIN LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
9	CARE LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
10	WOVEN BACK NECK TAG	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1

Tech Pack 2

SAMPLE ORDER FORM

NAME: ISABELLA BLAZER	Season: SS23	DESIGNER: EH	Style #: 075	REQ#: 78543
Date: 8/7/22	Fabric: LENZING ECOVERO	BRAND: VINTAGE REBORN	Size: M (SAMPLE SIZE)	TYPE OF SAMPLE: TOP



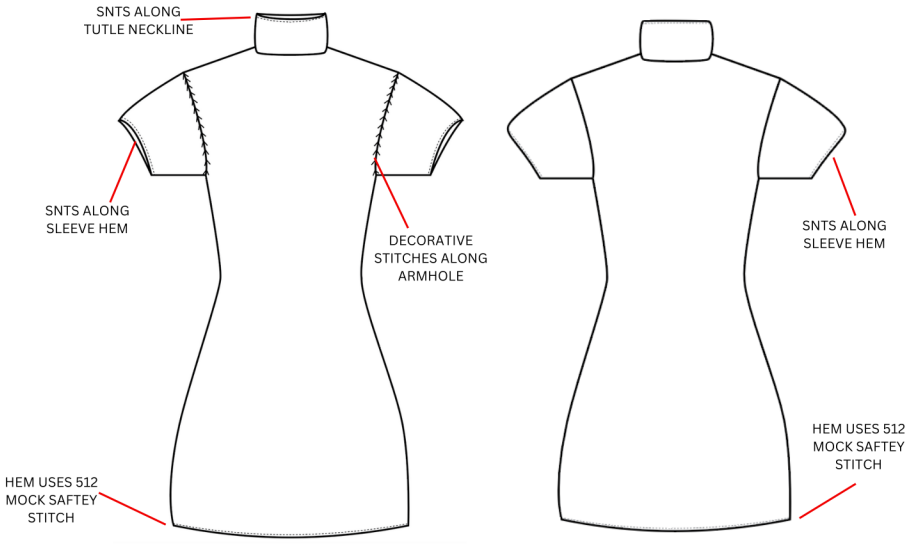
BILL OF MATERIALS

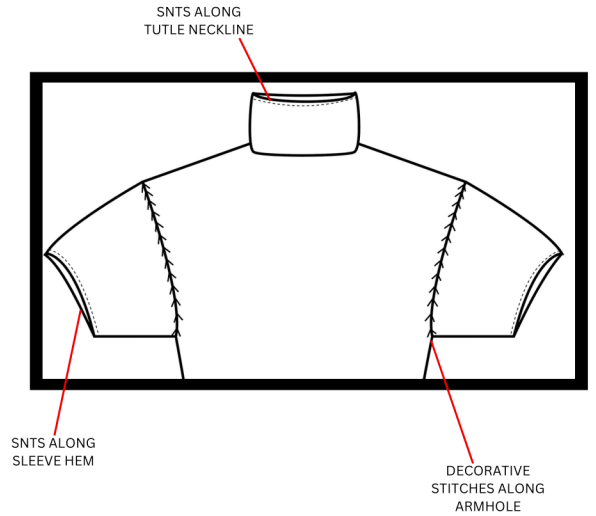
NUMBER	ITEM	DESCRIPTION	COLOR	QUANITY
1	BODY FABRIC	100% LENZING ECOVERO	PANTONE: DARK GREEN 19-5513	3 YARDS
2	BUTTONS	TORONTO EREA 24L, 15.2mm, .60"	PANTONE: HARBOR GRAY: 14-4908	4
3	CONTRAST PIPING	100% LENZING ECOVERO	PANTONE: HARBOR GRAY: 14-4908	0.5 YARDS
4	THREAD	POLY BLEND: 6,000 yds., TEX 40	PANTONE: DARK GREEN 19-5513	N/A
5	MAIN LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
6	CARE LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
7	WOVEN BACK NECK TAG	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1

Tech Pack 3

SAMPLE ORDER FORM

NAME: LILA MINI DRESS	Season: SS23	DESIGNER: EH	Style #: 061	REQ#: 79253
Date: 8/8/22	Fabric: WOOL/POLY RIB KNIT	BRAND: VINTAGE REBORN	Size: M (SAMPLE SIZE)	TYPE OF SAMPLE: TOP





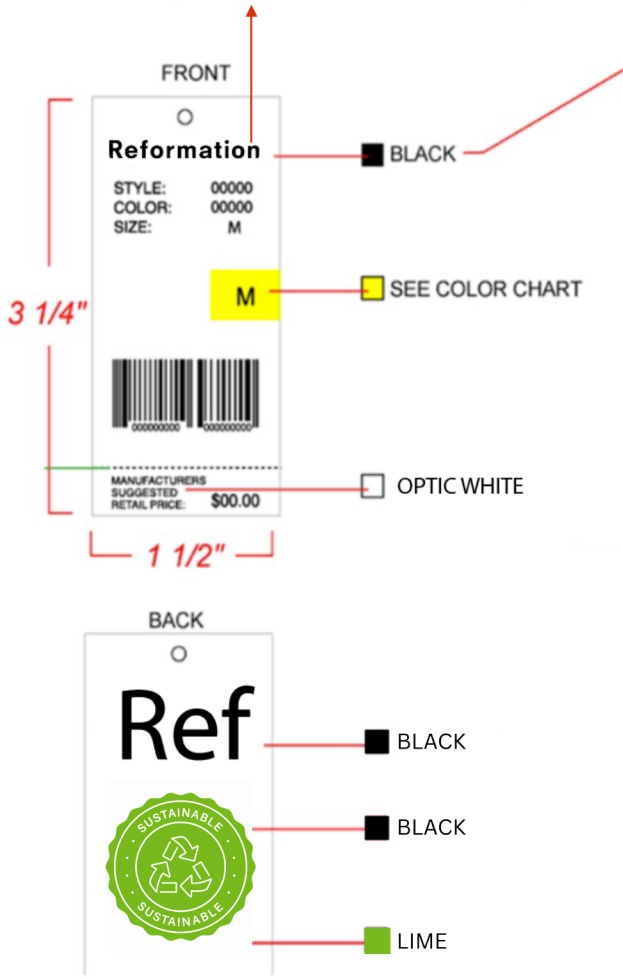
BILL OF MATERIALS

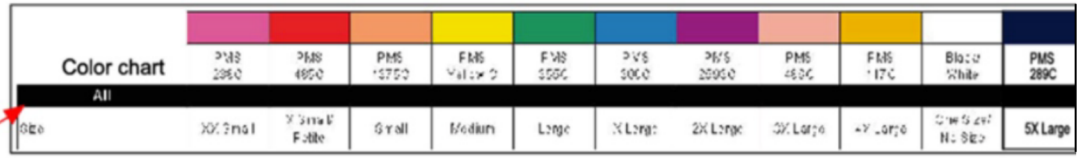
NUMBER	ITEM	DESCRIPTION	COLOR	QUANITY
1	BODY FABRIC	70% MERINO WOOL/ 30% POLYESTER	ORIGINAL PATTERN DESIGN	2 YARDS
4	THREAD	POLY BLEND: 6,000 yds., TEX 40	PANTONE: JET BLACK 19-0303	N/A
5	MAIN LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
6	CARE LABEL	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1
7	WOVEN BACK NECK TAG	WOVEN SATIN 100% COTTON	PANTONE: TOFU 11-4801	1

TAGS/LABELS/UPC

DATE:	DIVISION:	DESCRIPTION:	REFERENCE#:
8/8/22	WOMEN	UPC TAG FOR ALL SIZES	#23987

Reformation

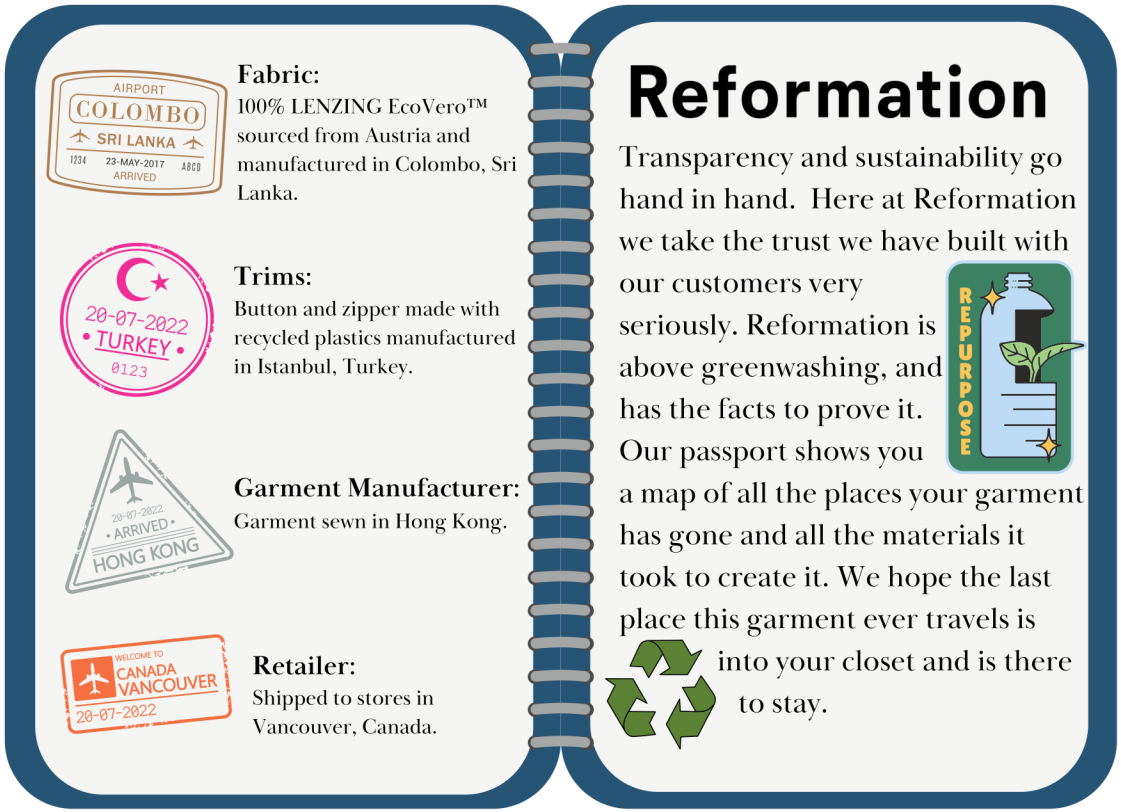




Actual Size

Sustainability Passport Tags

As sustainability becomes more trendy, greenwashing, "the act or practice of making a product, policy, activity, etc. appear to be more environmentally friendly or less environmentally damaging than it really is"(Merriam-Webster), has also become more prevalent. The International Consumer Protection and Enforcement Network (ICPEN) recently found that more than 40% of environmental claims made by retailers are false or written with the intent to mislead customers (Vogue Business, 2021). Transparency is integral to creating trust between customers and brands. Reformation's collection, **Vintage Reborn**, will feature new tags called sustainability passports. The passports will show where the fabric is sourced and constructed and where the trims and garments are manufactured. Transparency within supply chain has never been more important, especially in a post-covid world. The sustainability passport tags will improve brand loyalty and bring in new customers looking for a trustworthy sustainable brand.



Appendix A

SWOT Analysis

S

- Leader in the sustainability market
- Strong brand identity and known as a cult brand
- Celebrity following and strong customer loyalty

O

- Expand distribution
- Increase size range to become more inclusive, ex. plus sizes
- Minimize waste through online personalization

W

- Limited brick & mortar stores
- Niche target market
- Limited consumer e-commerce experience

T

- Fashion empires like H&M or Zara starting sustainable lines
- Brands that share similar values but more moderate pricing
- Supply chain and economic pressures.

Appendix B

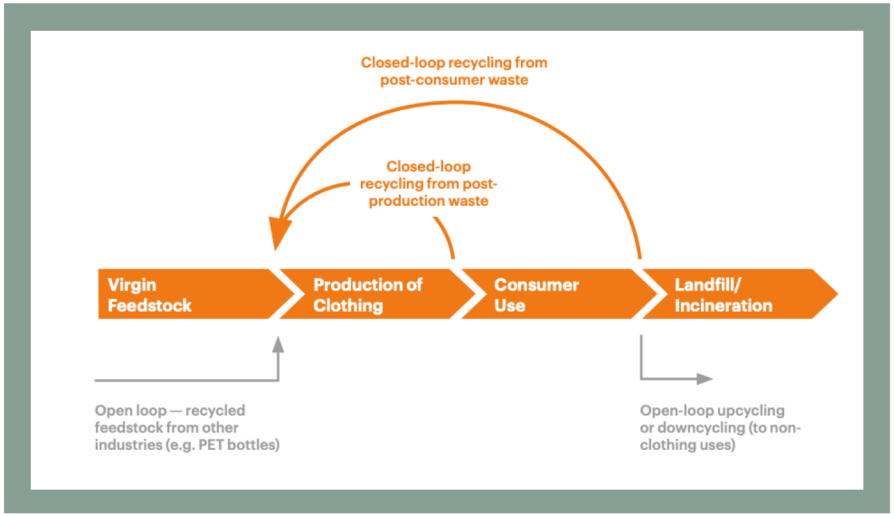
Women's Liberation Rally at Nathan Phillip Square, 1969

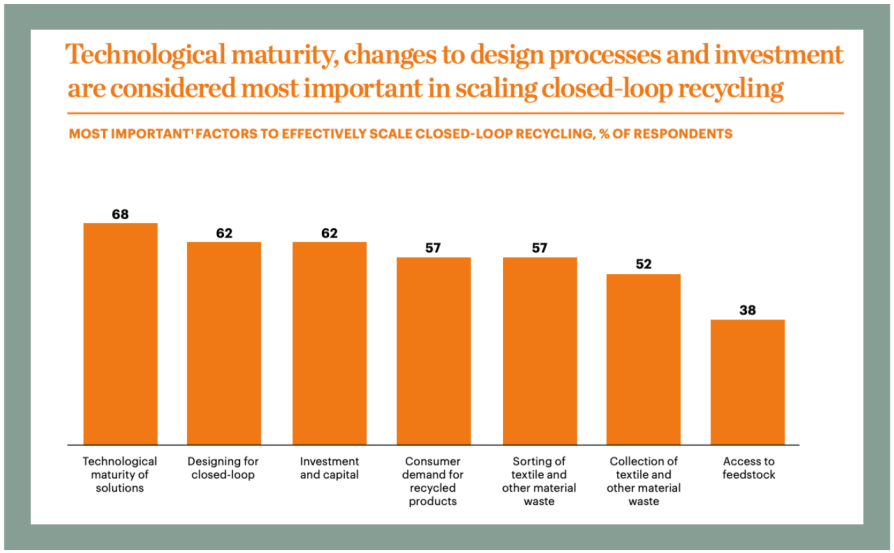
The 1960s and today have many similarities, but the overarching theme throughout both decades is the profound readiness for change. **Vintage Reborn** is about channeling the strength and empowerment from the '60s and combining it with today's youth-driven movements. The last couple of years have brought out thousands of young activists fighting for women's rights, global political change, and racial equality. Time Magazine writes, "Society is no longer passing the baton to the next in line in a continuing trend of incremental change. We are witnessing a fundamental departure from politics as usual, as these young leaders respond to the demands of even younger activists acutely attuned to the injustices and inequalities of their era"(2020). Society and the world as we know it is at a turning point, and Generation Z is realizing the future is now. Radical change is happening, and the fashion industry has the opportunity to be at the forefront of this change.

Appendix C

Sustainability & The Use Of Circular Textiles

McKinsey & Company wrote in their *The State of Fashion 2022 Report*, "One of the most important levers that the fashion industry can pull to reduce its environmental impact is closed-loop recycling, a system which is now starting to be rolled out at scale, promising to limit the extractive production of virgin raw material and decrease textile waste." A closed-loop textile system is one where all products are designed, manufactured, and created to circulate within society for as long as possible with minimal environmental impact. Once a garment has gone through its lifecycle, it is recycled back into the production process and made into new reusable products (Common Objective, 2018). The graphic on the top right shows the product lifecycle of a garment and how closed-loop recycling would decrease consumer waste. The bottom right graphic explains the most important factors to effectively scale closed-loop recycling. Technology plays a huge factor in the closed-loop system's effectiveness. Advanced machinery will be needed to take garment waste and recycle it back into raw materials as well as sort the textile waste.





*Graphs from McKinsey & Company 2022 *The State of Fashion Report*

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