GERBER IDEATION 2021
PITCH COMPETITION

FABRIC

TEAM: FABRIC

TOPIC:

Using Technology to Sustainably Democratize Fashion

COLLECTION:

Virago Lorica Segmentata

vi·ra·go

/vəˈrägō/

noun

1. a domineering, violent, or bad-tempered woman.

lo·ri·ca seg·men·ta·ta

/ləˈrīkə/ /ˌsegmənˈtaˈta/

noun

1. Roman for "Armor in pieces".

ABOUT FABRIC

We're democratizing fashion

NON-PROFIT FASHION INCUBATOR

FABRIC is a non-profit fashion incubator, business accelerator, design studio, academy, and no-minimum manufacturer that is sustainably disrupting, redefining and reshoring the fashion industry for the modern apparel entrepreneur.

DEMOCRATIZING FASHION & REMOVING INDUSTRY OBSTACLES

FABRIC provides guidance, no-minimum manufacturing, business resources, product development, education, branding, studio space, events, and more, to Apparel Entrepreneurs.

FABRIC is a 26K sq ft, one-stop shop for fashion brands, that was created by experienced apparel entrepreneurs, who wanted to make manufacturing, and owning a brand, more accessible, and less challenging, for others.

FABRIC has helped 700+ Apparel Entrepreneurs since 2016

A ONE OF A KIND INTERACTIVE DIGITAL FASHION ASSISTANT

Apparel Entrepreneur Roadmap

FABRIC's signature service is a roadmap that provides access to no-minimum manufacturing, resources, and digitally guides inexperienced Apparel Entrepreneurs through business startup, branding, product development, manufacturing, and marketing.

As a result, inexperienced entrepreneurs with a good idea for a sewn product can now get through the complexities and mysteries of apparel production.

CHECK OUT THE ROADMAP

THE TEAM

CREATIVE CONCEPT DESIGNER | FABRIC CO-FOUNDER: Angela Johnson

PATTERN MAKER | DIRECTOR OF DESIGN & DEVELOPMENT: Uli Beator

SURFACE DESIGNER | CREATIVE DIRECTOR: Amelia Walsh

DIRECTOR OF PRODUCT MANAGEMENT & PRODUCTION: Kate Anderson

SEWING SUPERVISOR | DESIGN & DEVELOPMENT ASSISTANT: Bria Blunt

SAMPLE MAKER: Haley Lu

THE TOPIC

Using Technology to Sustainably Democratize Fashion

NO-MINIMUMS

FABRIC provides Apparel Entrepreneurs with as a sustainable solution to overseas high MOQ manufacturing by providing no minimum manufacturing so they can test the market.

TECHNOLOGY

FABRIC uses technology to make niche, small batch, apparel manufacturing more efficient, affordable, sustainable, faster, and accessible to inexperienced Apparel Entrepreneurs so they can compete with larger brands.

ROADMAP

FABRIC removes industry obstacles by providing a roadmap of steps and resources that enable inexperienced Apparel Entrepreneurs to navigate the industry's complexities and avoid common mistakes.

ON-DEMAND MANUFACTURING PREP

FABRIC prepares growing brands for customizable on-demand manufacturing at it's partner factory AZ Fashion Source.

THE CONCEPT

To create a unique, fashion-forward, customizable, private label collection of “woven blanks” that Apparel Entrepreneurs can order, in small batches, from FABRIC.

The designs can be printed with any design and even be ordered on-demand at FABRIC’s partner factory, AZ Fashion Source.

THE MOOD/INSPIRATION

“Virago Lorica Segmentata”

FABRIC’s staff is made up mostly of women.

For five years, these strong woman have pioneered uncharted territory by bootstrapping a one-of-a-kind fashion incubator that has helped over 700 Apparel Entrepreneurs.

They have overcome many obstacles in their battle to reshore, reinvent and redefine the fashion industry for the modern Apparel Entrepreneur.

VIRAGO

The word Virago is a term meaning “strong woman”.

Like many terms for strong women, it's considered a little derogatory.

That made it even more empowering.

LORICA SEGMENTATA

The words Lorica Segmentata mean Armor in pieces.

The designs are inspired by the armor (the clothing) that women wear every day when they head into life’s battles.

The silhouettes and details in the designs are subtle interpretations of traditional medieval armor shapes and the articulated pieces.

The fullness of the shapes also allows for a lot of space to showcase the beautiful prints that FABRIC’s client’s can design to print on these garments.

THE PRINT INSPIRATION

Celebrate and highlight the apparel manufacturing process

The print is an ironic trompe l’oeil design that showcases the traditional industrial markings that would be found on industry patterns and technical flat sketches.

FABRIC’s Apparel Entrepreneurs can order these garments with their own print designs to be printed on the Kornit printer.

MOOD/INSPIRATION

VIRAGO LORICA SEGMENTATA

FABRIC

THE MATERIALS

FABRICS:

VENETIAN STRETCH

94% Poly / 6% Spandex

4.2 oz. stretch woven

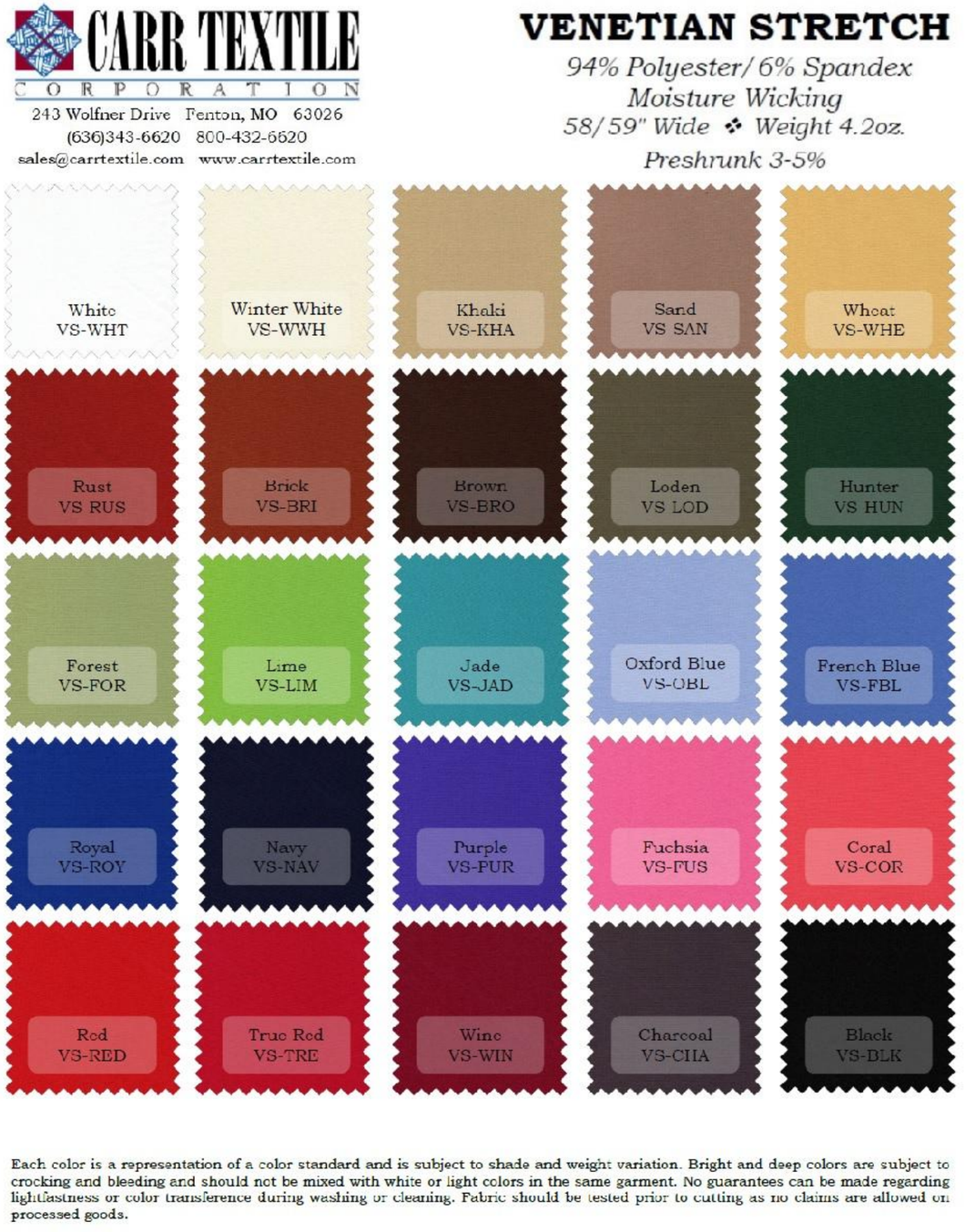
One fabric is used for the entire collection to demonstrate to FABRIC's Apparel Entrepreneur clients how this helps meet fabric minimums. A lightweight stretch woven material called Venetian Stretch was chosen so that these "blanks" would not be made of a knit fabric like traditional T-shirt and hoodie blanks.

The stretch in this material enabled us to simplify the design so we didn't have to use buttons and zippers to get in and out of the garment...making it more affordable to manufacture.

TRIMS:

ELASTIC & SHOULDER PADS

We used minimal trims. The goal is to avoid the use of buttons, zippers, and other trims usually needed on woven garments, to simplify the designs for affordability.



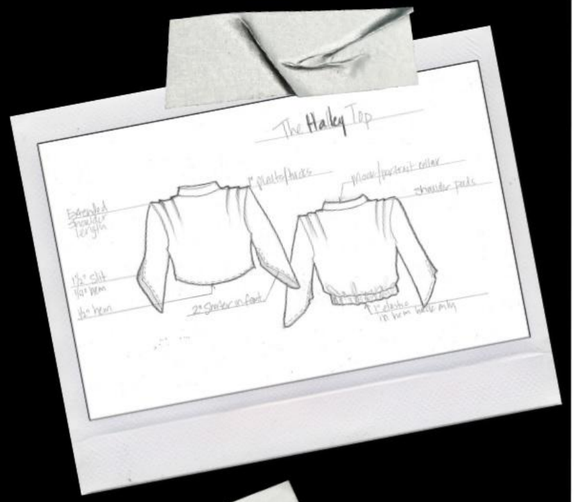
THE DESIGNS

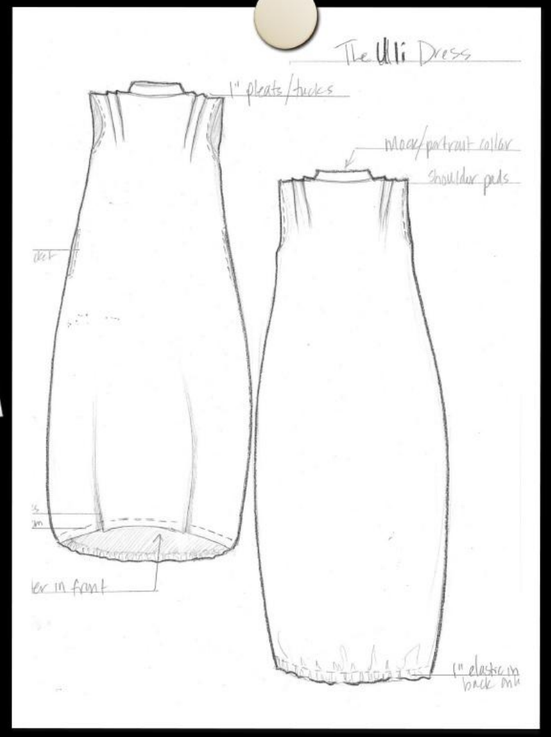
Designs can be customized with any print on the Kornit printer

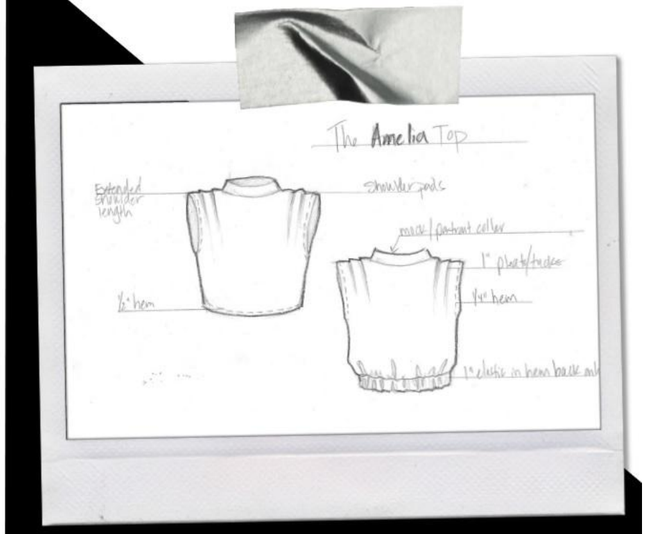
- Angela Pant
- Amelia Top
- Kate Short
- Kat Tank
- Vanessa Caftan
- Bria Skirt
- Haley Shirt
- Uli Dress

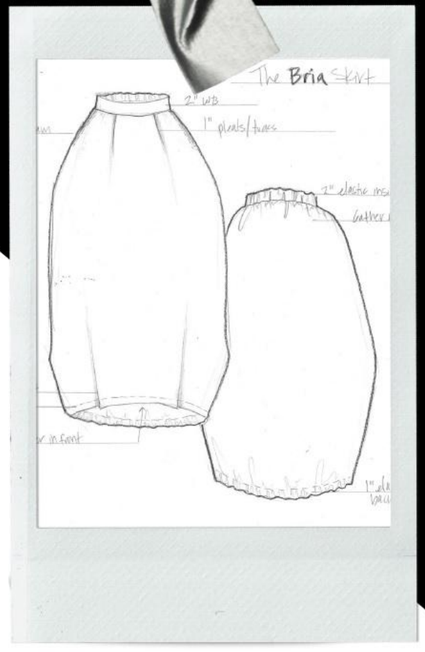
VIRAGO LORICA SEGMENTATA

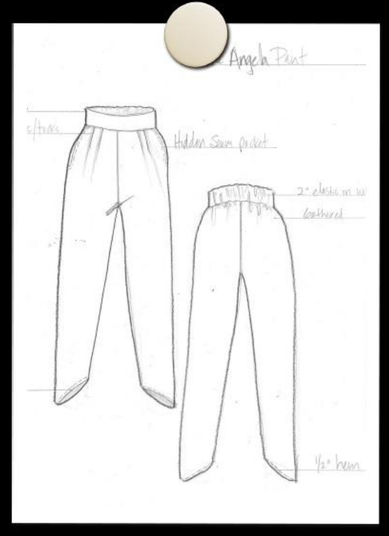
FABRIC











CONCEPT SKETCHES

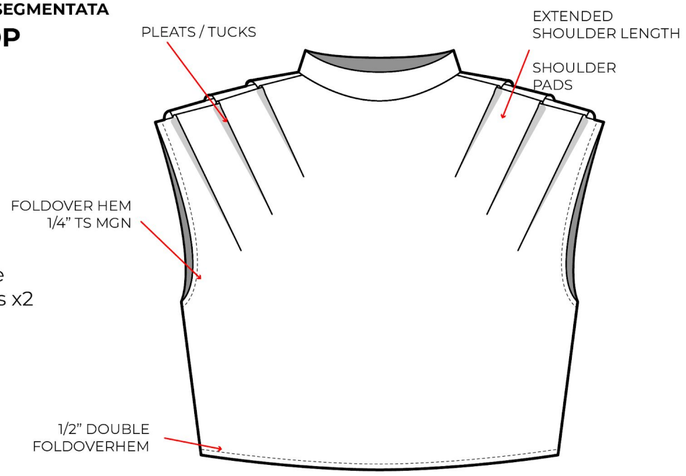
FABRIC

VIRAGO LORICA SEGMENTATA

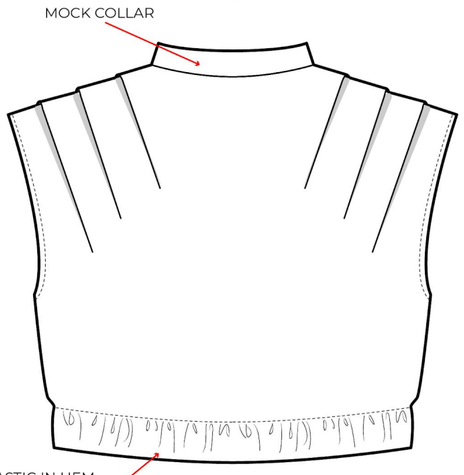
AMELIA TOP

SELF FABRIC
Front x1
Back x1
Collar x2

TRIMS
Elastic 1” Wide
Shoulder Pads x2
Labels TBD



FRONT



BACK

ALL SEAMS
4-THREAD OVERLOCK
3/8” WIDE SA

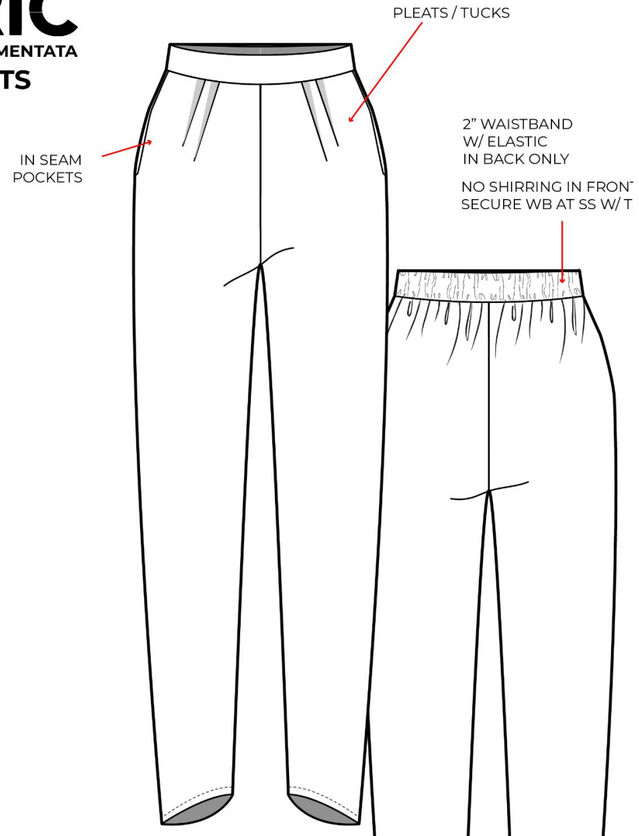
FABRIC

VIRAGO LORICA SEGMENTATA

ANGELA PANTS

SELF FABRIC
Pant x2
Waistband x2
Pockets x4

TRIMS
Elastic 2” Wide
Shoulder Pads x2
Labels TBD



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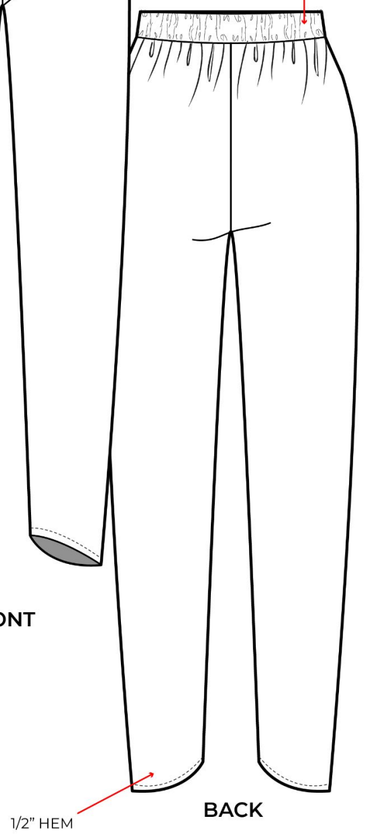


BACK

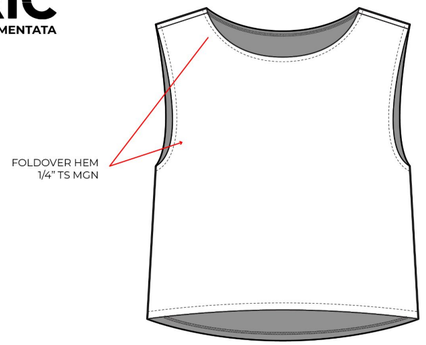
ALL SEAMS
4-THREAD OVERLOCK
3/8” WIDE SA

LINKS TO TECH PACK & ROADMAP DOCS:
AMELIA TOP
ANGELA PANT

FABRIC
VIRAGO LORICA SEGMENTATA
KAT TANK

SELF FABRIC
Front x1
Back x1
Binding x1

TRIMS
Labels TBD



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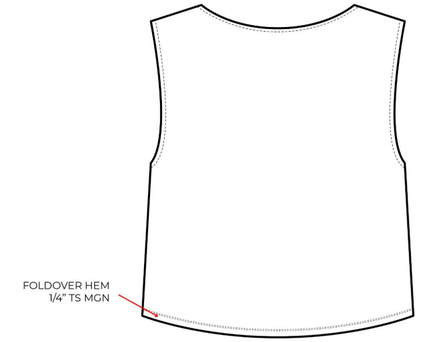


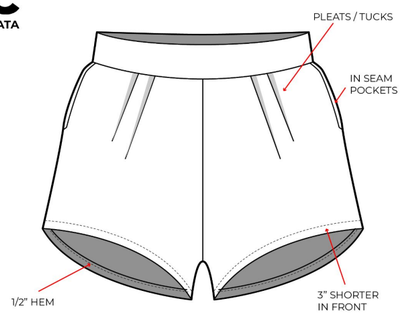
BACK

ALL SEAMS
4-THREAD OVERLOCK
3/8" WIDE SA

FABRIC
VIRAGO LORICA SEGMENTATA
KATE SHORTS

SELF FABRIC
Pant x2
Waistband x2
Pockets x4

TRIMS
Elastic 2" Wide
Shoulder Pads x2
Labels TBD



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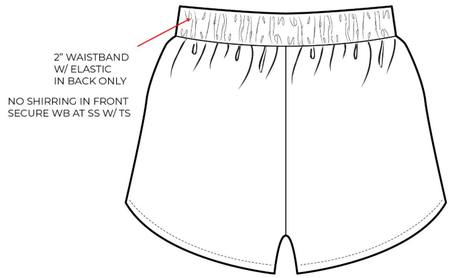


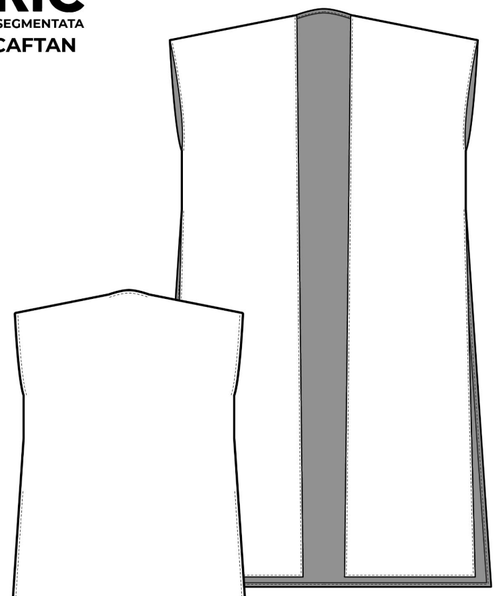
BACK

ALL SEAMS
4-THREAD OVERLOCK
3/8" WIDE SA

FABRIC
VIRAGO LORICA SEGMENTATA
VANESSA CAFTAN

SELF FABRIC
Front x2
Back x1

TRIMS
Labels TBD



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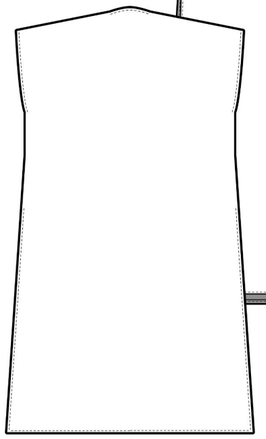
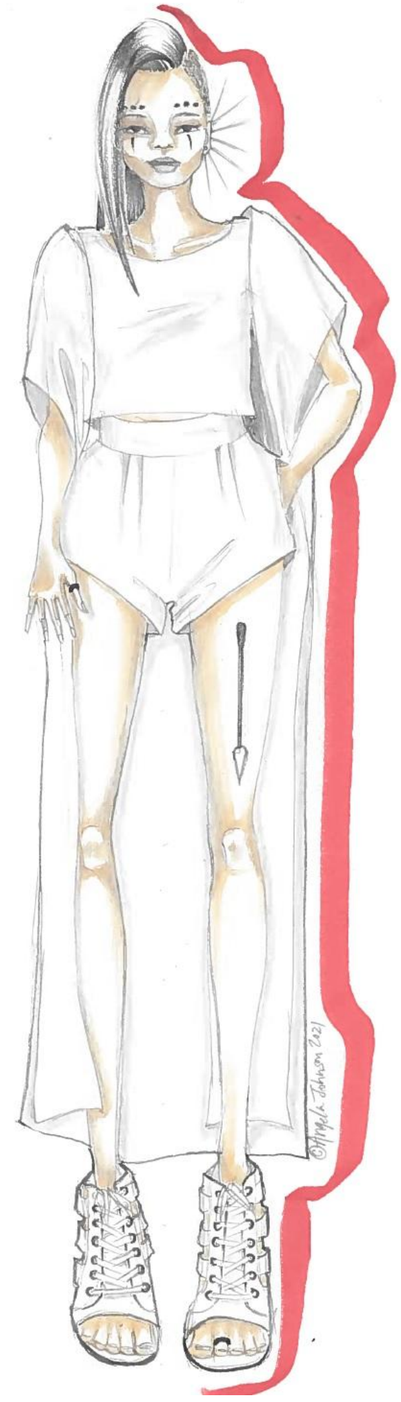


BACK

ALL HEMS
1/4" DOUBLE FOLDOVER

ALL SEAMS
4-THREAD OVERLOCK
3/8" WIDE SA

LINKS TO TECH PACK & ROADMAP DOCS:
KAT TANK
KATE SHORT
VANESSA CAFTAN



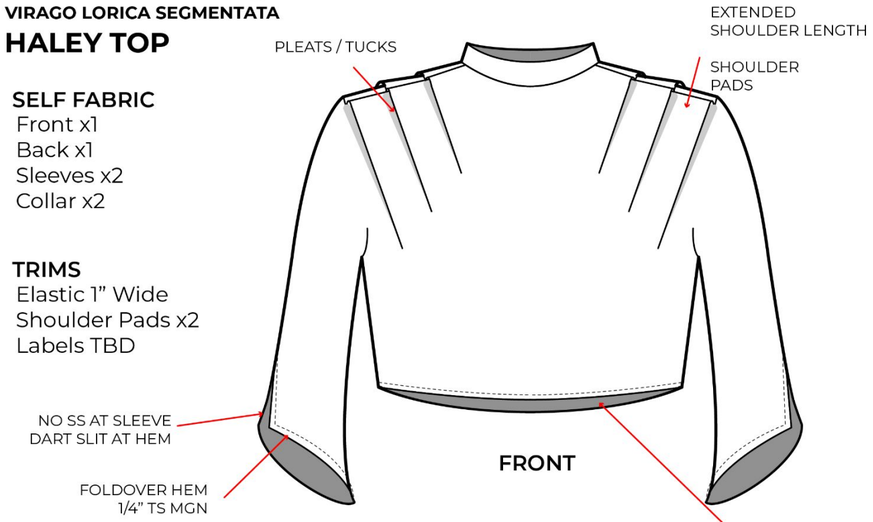
FABRIC

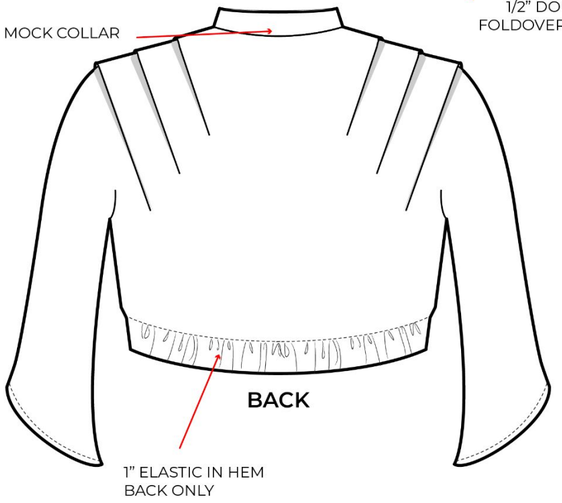
VIRAGO LORICA SEGMENTATA

HALEY TOP

SELF FABRIC
Front x1
Back x1
Sleeves x2
Collar x2

TRIMS
Elastic 1” Wide
Shoulder Pads x2
Labels TBD





ALL SEAMS
4-THREAD OVERLOCK
3/8” WIDE SA

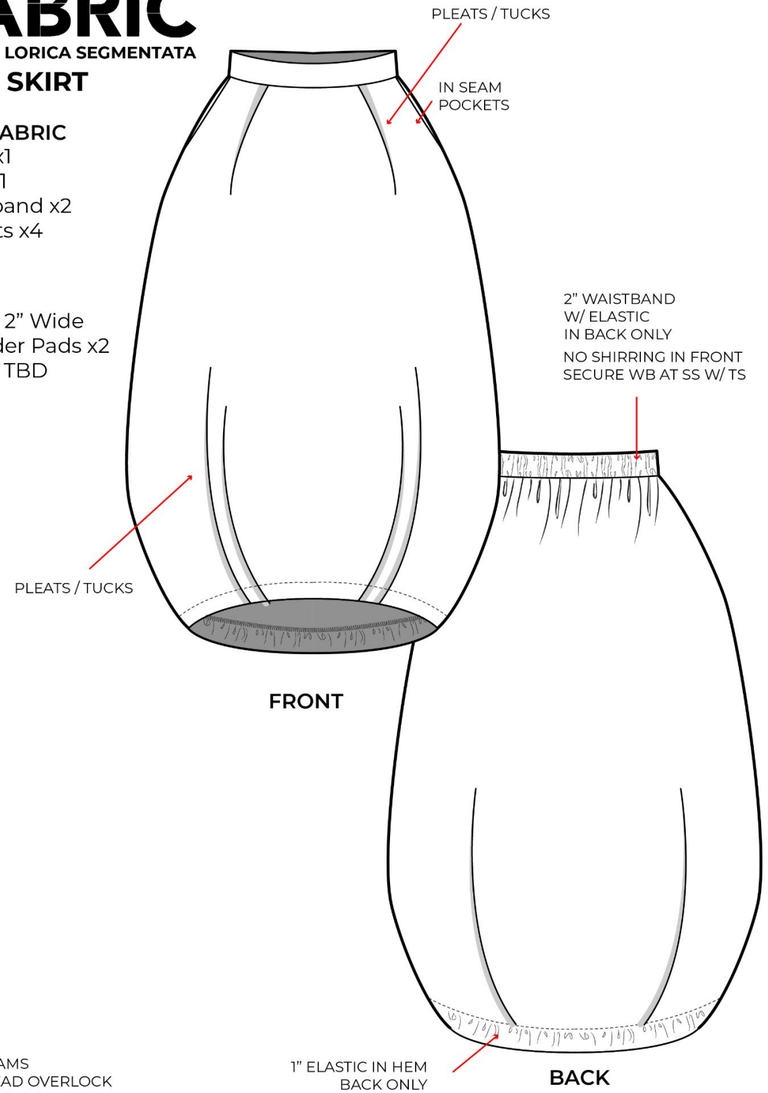
FABRIC

VIRAGO LORICA SEGMENTATA

BRIA SKIRT

SELF FABRIC
Front x1
Back x1
Waistband x2
Pockets x4

TRIMS
Elastic 2” Wide
Shoulder Pads x2
Labels TBD



ALL SEAMS
4-THREAD OVERLOCK
3/8” WIDE SA

LINKS TO TECH PACKS AND ROADMAP DOCS:
HALEY TOP
BRIA SKIRT

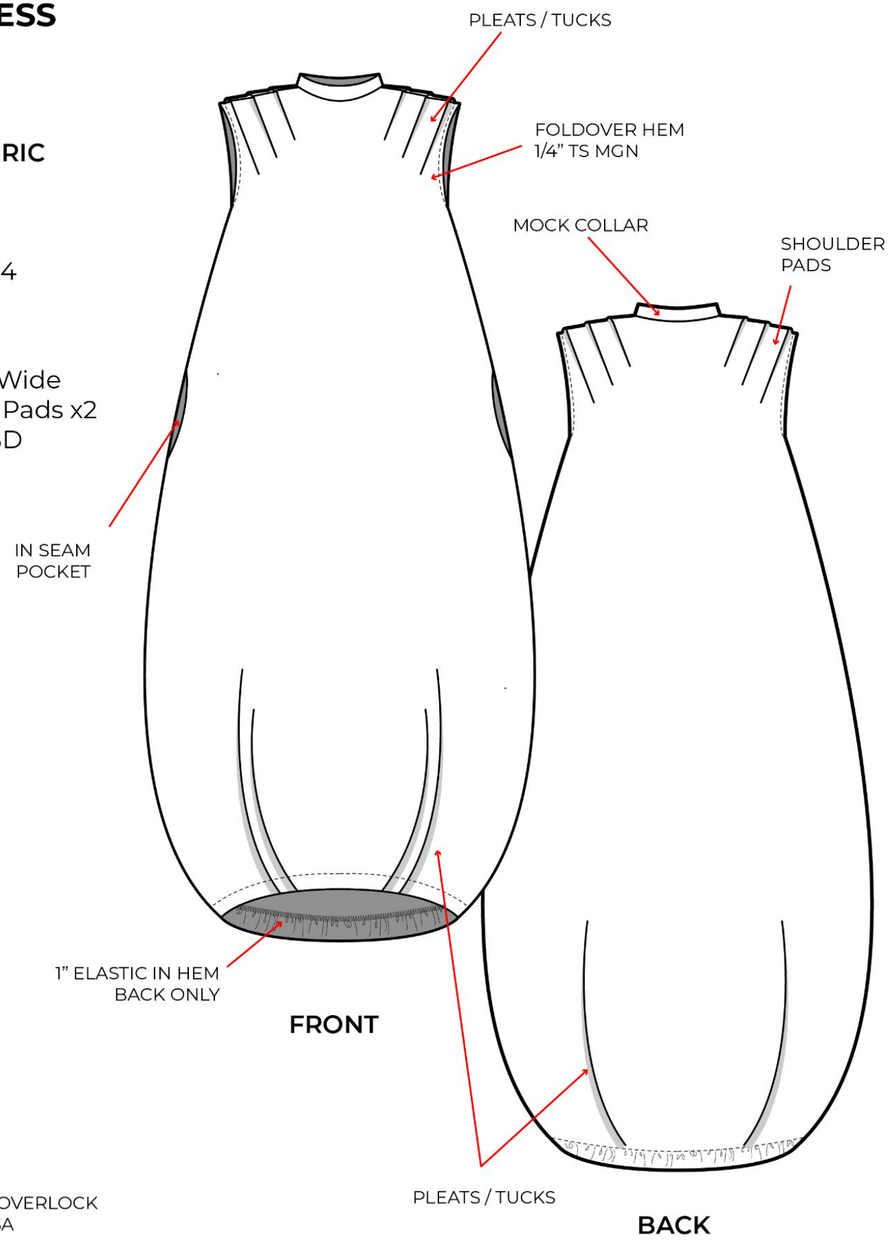
FABRIC

VIRAGO LORICA SEGMENTATA

ULI DRESS

SELF FABRIC
Front x1
Back x1
Collar x2
Pockets x4

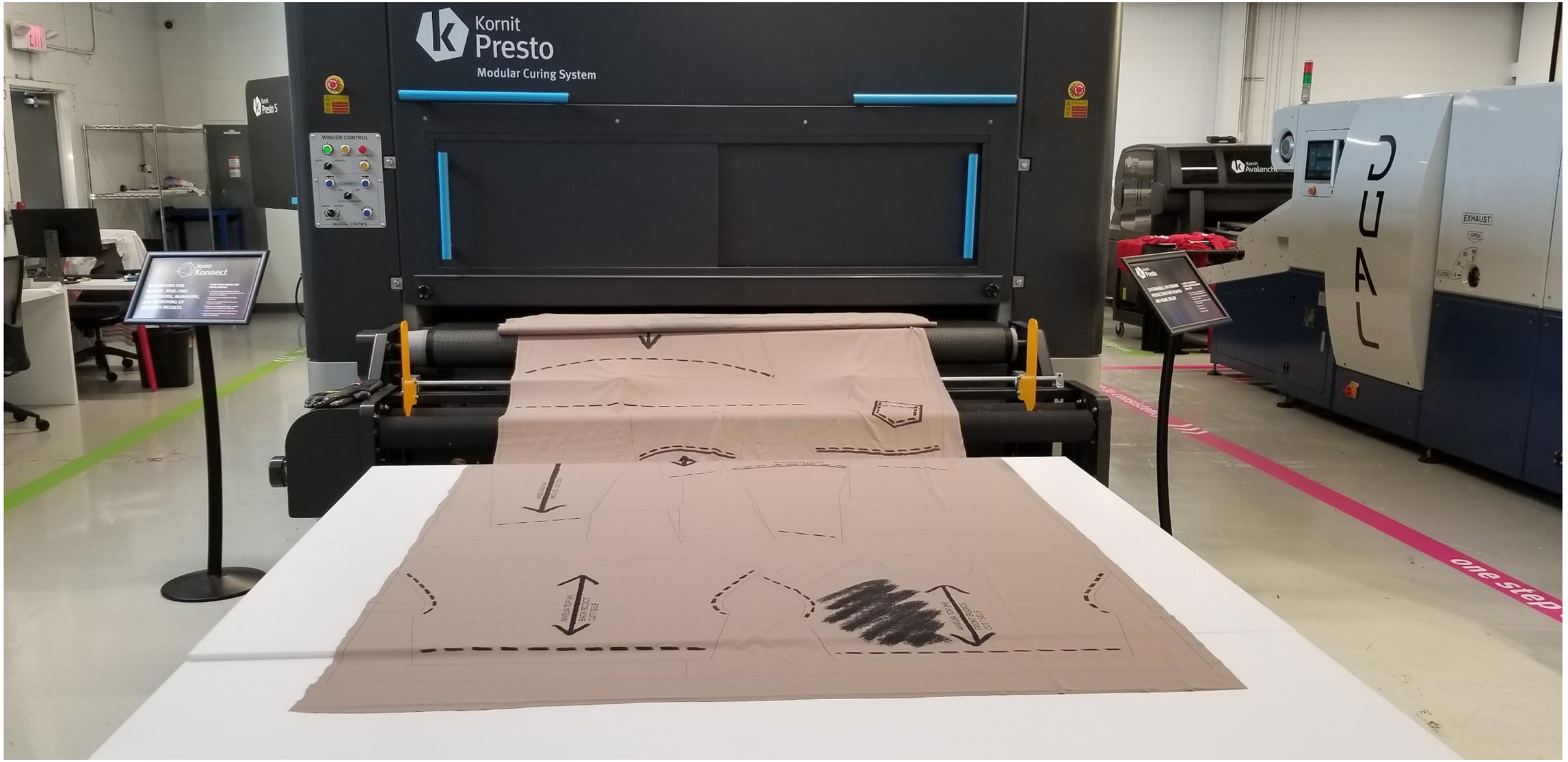
TRIMS
Elastic 1” Wide
Shoulder Pads x2
Labels TBD



ALL SEAMS
4-THREAD OVERLOCK
3/8” WIDE SA

LINKS TO TECH PACK AND ROADMAP DOCS
ULI DRESS

KORNIT PRINTING



DESIGN TECHNOLOGY

FABRIC's VIRTUAL APPAREL ENTREPRENEUR ROADMAP

- Resources, steps, & organizational tools used for creating flats, sourcing materials/trims, specs, & costing.

GERBER ACCUMARK PDS PROFESSIONAL EDITION PATTERN DESIGN & GRADING & MARKING SOFTWARE

- Software used to develop the patterns

GERBER 3D PATTERN DESIGN SOFTWARE

- Software that can be used to show our clients how these pieces will look on their virtual fit model with their own custom print designs.

ADOBE CREATIVE CLOUD - ILLUSTRATOR & PHOTOSHOP

- Software used to draw technical flats and surface design

KORNIT PRINTER

- Sustainable printer that was used to print the design on the fabrics

BODYWATCH 3D BODY SCANNER

- 3D body scanner that our Apparel Entrepreneur clients can use to scan in their fit model. This scan imports into Gerber's 3D software so client can see how these designs will look on their target customer.

MANUFACTURING TECHNOLOGY

FABRIC's VIRTUAL APPAREL ENTREPRENEUR ROADMAP

- Resources, steps, documents, & contracts including grading/marking form, cut ticket, sewing contract, send out form, that will be used in manufacturing the items

GERBER ACCUMARK PDS PROFESSIONAL EDITION PATTERN DESIGN & GRADING & MARKING SOFTWARE

- Software that will be used in manufacturing to grade the patterns and make the cut markers

KORNIT PRINTER

- Sustainable printer that will be used (in our on-demand partner factory AZ Fashion Source) to print production for our Apparel Entrepreneur clients who order these designs with their own prints.

Z1 CUTTER

- Automated cutter (in our on-demand partner factory AZ Fashion Source) that will be used to cut on-demand orders for our Apparel Entrepreneur clients

MARKETING TECHNOLOGY

BLACKMAGIC PRODUCTION STUDIO 4K SWITCHING CONSOLE & BLACKMAGIC PLAYBACK & RECORD DECKS

- Technology that is used to produce virtual, live-streamed, in-house fashion events at FABRIC

BOXCAST

- Live Streaming platform to safely and securely multi-stream events at FABRIC to a webpage or social media.

THE PROCESS

LINKS TO PROCESS IMAGES/VIDEOS:

Using the FABRIC Roadmap
Hand sketching concept flats
Digitally sketching flats in Adobe Illustrator
Pattern drafting by hand and using Gerber
Sewing
Fitting samples
Designing the print by hand and then digitally using Adobe Illustrator
Printing the Designs
Roadmap docs, contracts, tech packs

FABRIC

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