

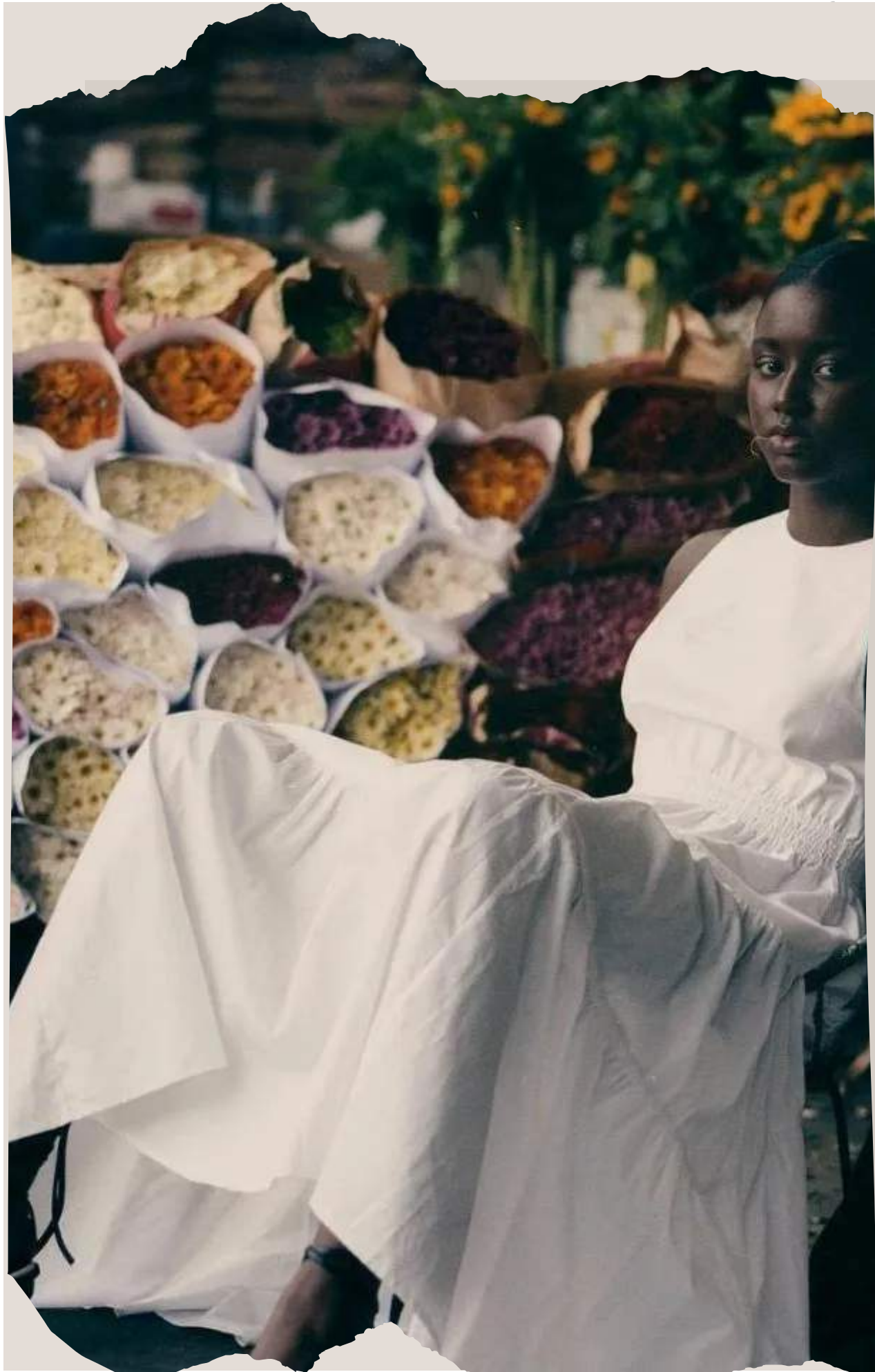
KAYLANI *kj* JAZZ

# Rumbatia

"TO EMBRACE"

KAYLANI TEMPLE  
BFA FASHION DESIGN | BS MERCHANDISING  
SENIOR





# *about the* Kumbatia *collection*

In the past decade the fashion industry has seen an increase in focusing on Environmental, Social and Governance (ESG) in order to combat the negative ecological effects the industry brings. Currently the fashion industry is responsible for 10% of the global carbon emissions, further highlighting the negative impact it has on water and soil across the globe. Furthermore, the amount of waste produced by the industry has a huge impact on the environment and people within it. As consumers grow further invested in knowing the sustainable and ethical practices the brands they shop from are engaging in, integrating ESG practices from conception to production is no longer an option but a necessity in order to survive and thrive within the fashion industry.

The Kumbatia collection, Kumbatia meaning to embrace, strives to embrace the need for change within the fashion industry. To embrace the need to meet and exceed consumers desires for a more sustainable and ethical industry. To embrace the need for more transparency in understanding the making of our clothing. To embrace a push for more cultural diversity and understanding, when it comes to the fashion industry.

# CURRENT MARKET TRENDS



## The Rise of Sustainability

In the past few years consumer behavior has shifted from reliance and purchasing from fast fashion brands to a mindset that is conscious of the environmental impact of the brands they are investing in. Results from a study on eco-conscious practices conducted by Blue Yonder, showed that 48% of participants expressed that they have had an increased interest in sustainable practices within the past year. Furthermore, included in the study is the consumers willingness to make personal sacrifices for sustainability, the study reported that 69% of the participants were willing to pay more for sustainable products.



## The Social Implications

In addition to eco-conscious materials, consumers are also invested in understanding where their products are coming from and the ethics behind the brand. The 2021 Fashion Transparency Index found that almost 99% of brands cannot show that their workers are being payed a fair and livable wage. This is no longer something that consumers are willing to accept, they want to know that fair wages are being provided, safe working conditions no child labor and gender equality. This shift in consumer behavior ultimately requires that fashion brands become more transparent with the businesses and therefore adopt sustainable and ethical practices in order to appeal to consumers.



## The Future of Fashion

When it comes to how we as members of the fashion industry combat these issues in order to provide more sustainable and ethical solutions to employees as well as consumers, it starts with the design process. This involves innovative plant-based alternative materials, often these types of materials require less water and energy usage and promote less waste. Embracing the slow fashion concept allows for the focus of craftsmanship and quality, while focusing on creating timeless pieces. In addition, supporting local artisans, will become increasing more important, the demand for handcrafted products is increasing, which creates a higher demand for tradition artisans design techniques and emphasizes cultural diversity within fashion.





# MEETING CONSUMER DESIRES

- Innovative plant-based materials will be used in this collection appealing to the growing market of consumers that are interested in more sustainable products.
- Embracing the brand's heritage by collaborating with more artisans across the world focusing on traditional African design practices, appealing to those interested in handcrafted designs and cultural diversity.
- Transparency. Each garment in this collection will use technology that allows customers a more in-depth view of the materials used in the creating the garment, product lifecycle, the artisans whose design techniques were used and their culture.
- Empowering the community. Additionally, this collection will expand on the brand's give back programs, with a focus on providing aid to those in need, and providing artisan communities with the resources needed to thrive.

# COLOR STORY & PRINT DESIGN

The color story for the Kumbatia collection is inspired by the historical and cultural meaning of colors in African cultures.

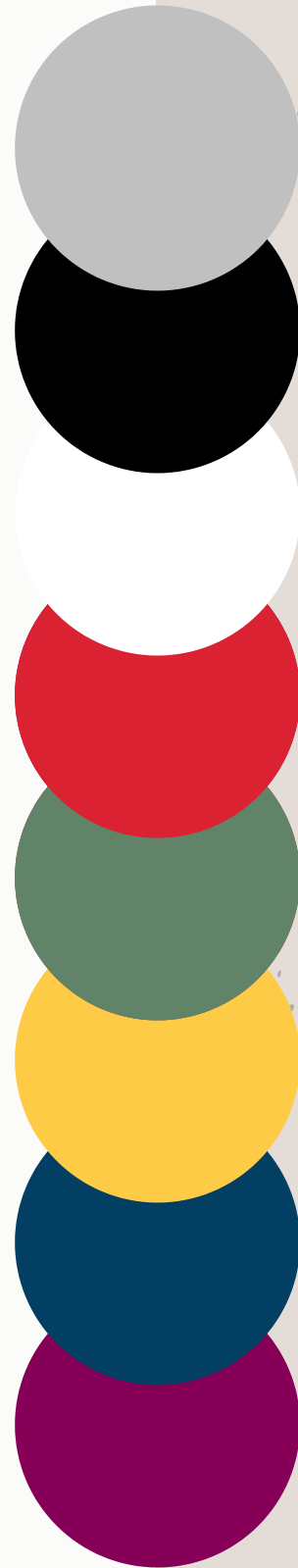
- Purple - Mother Earth, Femininity & Healing
- Blue - Peace & Togetherness
- Yellow/Gold - Wealth & Fertility
- Green - Life & Prosperity
- Red - Political or Spiritual Tensions
- White - Purity
- Black - Spiritual energy & Maturity
- Silver - Joy & Peace



This design is created by weaving.

This design is created by resist dyeing.

This design is created by wax printing.



# MATERIALS

The entire collection will be created using banana fabrics.

Bananas are grown and cultivated in over a hundred different countries making them a great resource in making sustainable textiles. To create banana fabrics the fibers in the peel and stem of bananas are separated. Fibers from the inner peel and used to produce a fabric similar in drape and feel too Silk, while the fibers from the outer peel produce a fabric similar too cotton. Once the fibers have been seperated they are then bunch together and dried. After they have been dried the fibers are sorted and then spun together to create fabrics that can then be used in apparel design.











- Crop long-sleeve top
- Button front skirt



- Long-sleeve off the shoulder top
- Floor length skirt



- Crop bustier
- Short sleeve button front crop top
- Tapered high-waisted pant

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- One sleeve asymmetrical top
- Wide leg Pant



- V-Neck Romper



- Midi length Dress
- Cropped sleeveless jacket

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# APPENDIX: TRADITIONAL AFRICAN DESIGN TECHNIQUES



## Resist Dying

Resist dying is a design techniques that creates pattern and color variations in fabric. There are a couple different ways to achieve this, the first is tie and dye. In this method small areas of fabric are ties off using raffia string then the fabric is dyed. The second method is sew and dye, with this method a design is sewn on to the fabric before dying, once the fabric has dried the threads are picked to reveal the design. A final method to achieve this design is by resist wax, by applying melted beeswax in the desired design before dying, the dye does not take in the areas the wax was applied thus creating a resist dye print.



## Weaving

The two main weaving techniques used in traditional african design are strip weaving and plain weaving. Strip weaving is done by taking narrow strip of fabric several feet in length and weaving the together, then taking multiple strips and sewing them together often creating checkerboard patterns. The plain weave is created by simply weaving weft threads over warp threads, variations in color and thickness allow for different patterns and designs to be created.



## Wax Printing

Wax printing is created by engraving a chosen design onto copper rollers. The design is engraved onto a pair of copper rollers, the rollers are dipped in molten resin wax and applied to both sides of the fabric. The fabric is then dipped into a dye bath followed by boiling water to remove the wax. This process is repeated multiples times to add additional colors and patterns until the desired pattern and design is achieved.



# APPENDIX: TRANSPARENCY

In the spirit of transparency and providing customers, the hangtag attached to each garment will feature a QR code that when scanned allows customers to see more information on the materials used to create the piece. By implementing this structure we can provide more knowledge to customers to shape their buying habits in support of more sustainable and ethical brands while holding ourselves accountable to maintaining and furthering our own practices.

