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## **Introduction: Introducing colour**

### **Creating a colour palette in response to an identified market**

#### **Team project (max 3 persons) or individual project**

#### **Challenge:**

To explore current fashion and lifestyle trends relevant to an identified brand and to generate a creative portfolio of visual material which concludes with a resolved colour palette.

#### **Objectives:**

To collate and interpret apt trend and inspirational material to inform a creative concept.

To create a fresh colour palette for an identified season and market.

#### **Strategy:**

Decide on a designer or brand as a focus for your research.

Develop ideas and collect secondary imagery (e.g. existing photographs and artworks from books, newspapers or magazines) that conveys the ethos of your selected brand for use on a lifestyle and brand board.

Collate primary or abstract imagery (i.e. imagery generated by yourself such as personal photography or artwork) that conveys the 'feeling' of your colour palette for use on a mood board.

Where possible, include colour chips and fabric swatches, or ideas for fabrication, for your collected imagery.

#### **Presentation suggestions:**

- a) Create a mood board communicating your target customer's lifestyle.
- b) Create a mood board communicating the 'feeling' of the colour palette and collection.
- c) Create an annotated colour palette that also considers fabric choices alongside the identified colours.

**This activity should take about 8 hours.**



### Introduction: Introducing colour

#### Creating a colour palette for a young and dynamic sports brand

##### Team project (max 3 persons) or individual project

##### Challenge:

To explore fashion and lifestyle trends relevant to a young fashion-led sports brand and to generate a creative portfolio which concludes with a resolved colour palette and ideas for colour combinations or use of print.

##### Objectives:

To observe and explore how dynamic optical effects may be used in clothing design. Your research may refer to contemporary and street art for potential inspiration.

To collate and interpret apt trend and inspirational material to inform a creative concept.

To create a fresh colour palette, colour combinations and possibly print ideas for an identified season and market.

##### Strategy:

Identify an existing sports brand as the focus of your research.

Develop a lifestyle and brand portfolio of work using secondary imagery (e.g. existing photographs and artworks from books, newspapers or magazines) that conveys the ethos of your selected brand.

Collect primary or abstract imagery (i.e. generated by yourself such as personal photography or artwork) that conveys the 'feeling' of your colour palette for use on a mood board.

Where possible, include colour chips and fabric swatches, or ideas for fabrication, for your collected imagery.

##### Presentation suggestions:

- a) Create a mood board to show your target customer's lifestyle.
- b) Present a portfolio of visual work that reflects relevant trends and the mood of your colour palette.
- c) Create a colour palette that showcases your ideas for colour placements, optical effects and possible print ideas.
- d) Document any optical effects that you have used in your work.

**This activity should take about 8 hours.**



## **Section 1: Animal fibres – Wool**

### **Increasing the market appeal of wool**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To consider how to increase the appeal of wool to a younger market that is unaware of its intrinsic useful properties and modern developments.

To make a class presentation of your marketing ideas.

##### **Objectives:**

To decide and define what you mean by a younger market.

To define what aspects are important for your brand and to state these as a marketing mantra from the outset.

##### **Strategy:**

Decide on a product line and suggest garment/product descriptions.

Keep to a limited product line of either woven fabric styles or knitwear.

Develop a marketing rationale/strategy that establishes the contemporary relevance of this traditional fibre and justifies the appeal of the proposed products to a younger market.

Draw up a list of wool's modern characteristics and outline how they might appeal to a younger wearer.

##### **Presentation suggestions:**

- a) Create a mood board to show your target customer's lifestyle.
- b) Create a product line board showing product type and generic designs. Use images from similar brands which may be made from other fibres.
- c) Write a press release which could be presented to a retail or fashion publication promoting the desirable and modern characteristics of wool and how it is relevant to a younger and more trend-aware consumer.
- d) Create a fabric mood board and detailed descriptions of what makes the fabric contemporary/high tech (for example with Lycra).

**This activity should take about 10 hours.**



## **Section 1: Animal fibres – Wool**

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### **Developing a wool product line**

#### **Team project (max 3 persons) or individual project**

#### **Challenge:**

To develop a product line that takes advantage of either

(A) the many varieties of wool types for a knitwear range or

(B) the many varieties of fabric types for a woven coats/tailoring range.

To generate a creative portfolio about your chosen line.

#### **Objectives:**

To develop a rationale for your chosen product line and to decide which brands you believe to be competitors.

#### **Strategy:**

Decide on product line (A) or (B) and suggest garment/product descriptions. Keep the line simple and don't offer too complex a variety of styles, fabrics or yarns.

Develop a marketing rationale for the product line.

Decide from which country your wool is going to be obtained and where it will be manufactured into your knitwear or outerwear/tailoring range.

For option (A) suggest sheep variety and country of origin. Make use of any promotional material that may be on hand from the chosen country.

For option (B) suggest several types of fabric that will be used and give any relevant fabric/yarn information such as count, weight, construction (woollen or worsted spun).

#### **Presentation suggestions:**

- a) Put together a mood board for the brand image of your product line.
- b) Create a product line board showing product type and generic designs. Use images from similar brands.
- c) Write marketing text to promote the fabrics and/or fibres.
- d) Create a fabric mood board or yarn mood board depending on whether you have chosen option (A) or (B).
- e) Supply a line/flow chart board indicating country of origin and sourcing of finished spun fibre or fabric (or both). Also include target countries for marketing the product line.

**This activity should take about 10 hours.**



## **Section 1: Animal fibres – Luxury animal fibres**

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### **Developing a luxury animal fibre capsule collection**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To develop a capsule collection that is made from luxury animal fibres.

To generate an appropriate and creative portfolio of visual work and to make a class presentation about your proposed collection.

##### **Objectives:**

To consider the implications of the design, manufacture and marketing of your collection.

To develop a rationale for your collection and to identify which brands you believe to be competitors.

##### **Strategy:**

Decide on a product category – e.g. knitwear, scarves, tailoring – that would best suit your choice of luxury fibre.

Decide which fabric types – woven or knitted – you want to work with.

Suggest a range for your collection. If you are a knitwear brand, for example, then six sweaters, three cardigans, two sleeveless styles and one dress might be appropriate.

Don't try to be too clever and offer too complex a variety of either styles or fabrics.

Make sure you consider the countries where the fibres will be processed into fabrics and garments (knitted or woven), as well as the countries you would source the fibres from.

Consider possible markets (countries) at which you would target your collection.

##### **Presentation suggestions:**

- a) Put together a mood board to create a brand image.
- b) Create a product line board showing product categories and generic designs. Use images from similar brands.
- c) Supply a line/flow chart board indicating processing and manufacturing sources and target countries for marketing the product/collection. Explain your choices.

**This activity should take about 8 hours.**



## **Section 1: Animal fibres – Luxury animal fibres**

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### **Using mixed fibres**

#### **Team project (3 to 4 persons)**

#### **Challenge:**

To develop a small product line of either knitwear or coats that at first impression (for marketing purposes) appears to be made from luxury fibres, but which has actually been made – because of commercial considerations – from luxury fibres combined with less expensive fibres.

#### **Objectives:**

To consider the implications of the design, manufacture and marketing of the product line.

To develop a rationale for the product line and to decide on a theme to help keep it cohesive.

#### **Strategy:**

Consider alternative fibres such as cotton and wool that can be spun together with the more expensive fibres to allude to luxury while maintaining a lower cost. Suggest a number of different yarn mixes.

Decide which fabric types – woven or knitted, such as jersey or tweed – would best suit the different product/garment types.

Make suggestions for garment types (designs).

Don't try to be too clever and offer too complex a variety of either styles or fabrics.

Consider countries where the fabrics (not the fibres) could be sourced.

Think about possible markets (countries) the collection would appeal to.

#### **Presentation suggestions:**

- a) Put together work sheets or a sketch book with suggestions for fibre combinations. These could contain either actual fabric swatches or you could hand twist together suggestions using threads/fibres.
- b) Create a fabric mood board. This does **not** need to be the desired fibre mix but just indicative of visual and tactile appearance.
- c) Create a product line board showing product categories and generic designs. Use images from similar brands.
- d) Supply a line/flow chart board indicating fabric manufacturing sources and target countries for marketing the product/collection.

**This activity should take about 8 hours.**



## **Section 1: Animal fibres – Silk**

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### **Developing an ‘everyday luxury’ silk capsule collection**

#### **Team project (max 3 persons) or individual project**

#### **Challenge:**

To consider how to alter the broad perception of silk as an exclusive luxury fabric associated with occasional wear and to reinterpret and rebrand silk to make it relevant to a contemporary, trend-aware consumer.

To develop a capsule collection using silk as an easy care ‘everyday luxury’ fabric and to make a persuasive class presentation about your collection.

#### **Objectives:**

To define your consumer, their lifestyle and their needs and desires.

To create an appropriate range of products.

#### **Strategy:**

Start with a market-led rationale that shows understanding of both current fashion and broader lifestyle trends.

Decide what defines the concept of ‘everyday luxury’ for your brand and draft a short product brand profile for marketing purposes.

Decide on the clothing categories in your range and suggest garment descriptions.

Decide on the type of silk you will use and suggest several types of fabric descriptions such as charmeuse, silk twill, etc. Decide if your silk fabrics will be knitted, woven or both. Give consideration to finishing processes.

Consider possible markets the collection would appeal to.

#### **Presentation suggestions:**

- a) Put together a mood board to create a brand image. Include accompanying brand profile text.
- b) Create a product line board showing product categories and generic designs. Use images from similar brands.
- c) Create a fabric and colour mood board.
- d) Write a short descriptive text describing the unique selling point of this luxury fibre and its versatility.
- e) Present creative textile ideas for treating your fabrics (dyeing or finishing processes and treatments) to customize them.

**This activity should take about 10 hours.**





## **Section 1: Animal fibres – Silk**

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### **Developing a sustainable and ethical silk fashion brand**

#### **Team project (3 to 4 persons)**

##### **Challenge:**

To develop a brand producing silk products or clothing that takes into account ecological, sustainable, ethical and Fairtrade issues.

To make a well informed group presentation to the class about the brand and the products/clothing it produces.

##### **Objectives:**

To consider the implications of the design, processing of fibre and fabric, and manufacture of your collection.

To define what issues are important for the proposed brand and consumer and state these as a marketing mantra from the outset.

To also consider the brand's carbon footprint. This may necessitate trying to keep all aspects of the development of the products or clothing within as tight a geographic area as possible.

##### **Strategy:**

Decide which issues your brand is going to champion and draft a matrix or framework for it to adhere to. Also discuss what, under any circumstances, the company will not compromise on.

Decide on your product line and suggest product/garment descriptions.

Suggest types of fabric that will be used such as habotai, noil, tussah, etc.  
Decide whether your silk fabrics will be knitted, woven or both.

Consider countries where silk fabrics could be sourced and discuss where the original silk is likely to have been grown and harvested.

Think about how recycled materials may be incorporated.

##### **Presentation suggestions:**

- a) Formulate a rationale and create a visual matrix that defines the brand's sourcing/ manufacturing and trading ethos.
- b) Create a product line board showing product categories and generic designs. You can use images from other brands that adhere to a similar ethical and visual ethos.
- c) Put together a fabric and colour mood board.
- d) Supply a line/flow chart board indicating country of origin of the harvested silk, of the fabric (woven) or yarn (knitted) and of the product/ clothing

**This activity should take about 10 hours.**



## **Section 2: Plant fibres – Linen**

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### **Increasing the market appeal of linen**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To consider how to increase the appeal of linen in the mass/middle market, by either (a) promoting its ecological credentials or (b) its appeal in hot climates.

To make a class presentation about your ideas.

##### **Objectives:**

To consider the rationale of your chosen approach and your product's unique selling point (USP). This will be crucial to making the fabric acceptable at this market level.

To keep to a limited product line or just a single commodity.

##### **Strategy:**

Select one line of approach (a) or (b).

Decide on a product line or commodity, either clothing or household, and suggest garment/product descriptions. Keep this simple.

Devise a marketing rationale for the product line/commodity.

Consider countries where the linen could be sourced and discuss where the original flax is likely to have been grown and harvested.

Consider possible markets (countries or regions) where the product line/commodity would be well received.

##### **Presentation suggestions:**

- a) Put together a mood board which outlines your ideas. Include fabric samples where possible.
- b) Create a product line board showing product type and generic designs. Use images from similar brands.
- c) Write some marketing text which could be given to a retail or fashion publication promoting the desirable qualities of the product line/commodity.
- d) Supply a line/flow chart board indicating country of origin of the harvested flax and of the fabric (woven) or yarn (knitted) manufacture.

**This activity should take about 8 hours.**



### **Section 2: Plant fibres – Linen**

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#### **Developing a product line for linen**

##### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To develop a product line – clothing or household – that is made from luxury linen.

To generate an appropriate and creative portfolio of visual work and to make a presentation to class about your line.

##### **Objectives:**

To consider the implications of the design, manufacture and marketing of your collection.

To develop a rationale for your collection and to identify which brands you believe to be competitors.

##### **Strategy:**

Decide on a product line, either clothing or household, and suggest garment/product descriptions. Keep this simple.

Develop a marketing rationale for the product line.

Decide from which country your high profile linen is going to be obtained and where it will be manufactured into a product (clothing or household). Make use of any promotional material that may be on hand from these countries or organizations.

Suggest several types of fabric that will be used and give any relevant fabric/yarn information such as count, weight, construction.

Consider possible markets where the product line would be well received.

##### **Presentation suggestions:**

- a) Create a product line board showing product type and generic designs. Use images from similar brands.
- b) Write a press release which could be given to a high profile publication to promote the product line.
- c) Create a fabric mood board.

**This activity should take about 8 hours.**



## **Section 2: Plant fibres – Cotton**

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### **Developing a capsule collection using luxury cotton**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To develop a capsule collection using cotton fibre and fabric qualities which convey a luxurious appeal. To make a class presentation about your collection.

##### **Objectives:**

To consider the implications of the design, manufacture and marketing of your collection.

To try to keep to a simple product type that relies on quality of fibre, fabric and manufacture rather than complexity of seasonal design.

##### **Strategy:**

Start with a market-led rationale for your product.

Decide what defines luxury cotton for your brand and draft a short product brand profile for marketing purposes.

Decide on your product line – e.g. underwear, knitted shirts, etc. – and suggest garment descriptions.

Decide the particular type of luxury cotton fibre you will use and suggest several types of fabric descriptions such as batiste, interlock jersey, etc. Decide if your cotton fabric will be knitted, woven or both.

Consider countries where the fabric could be sourced and discuss where the original cotton is likely to have been grown and harvested.

Consider possible markets (countries) the collection would appeal to.

##### **Presentation suggestions:**

- a) Put together a mood board to create a brand image. Include accompanying brand profile text.
- b) Create a product line board showing product categories and generic designs. Use images from similar brands.
- c) Create a fabric mood board.
- d) Write a short descriptive text describing the unique selling point of the selected type of luxury fibre/process/variety used.
- e) Supply a line/flow chart board indicating country of origin and sourcing of finished spun fibre or fabric (or both) and also target countries for marketing the product/collection. Explain your choices.

**This activity should take about 10 hours.**



## **Section 2: Plant fibres – Cotton**

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### **Developing a sustainable and ethical cotton brand**

#### **Team project (3 to 4 persons)**

##### **Challenge:**

To develop a brand producing cotton products or clothing that takes into account ecological, sustainable, ethical and Fairtrade issues. The products/clothing should also consider the use of handwork as either fabric or garment surface decoration.

To make a group presentation to class about the brand and the products/clothing it produces.

##### **Objectives:**

To define what issues are important for the brand and state these as a marketing mantra from the outset.

To consider the brand's carbon footprint. This may necessitate trying to keep all aspects of the development of the products or clothing within as tight a geographic area as possible.

##### **Strategy:**

Decide which issues your brand is going to champion and draft a matrix or framework for it to adhere to. Also discuss what, under any circumstances, the company will not compromise on.

Decide on your product line and suggest product/garment descriptions.

Suggest several types of fabric that will be used such as batiste, interlock jersey, etc. Decide whether your cotton fabrics will be knitted, woven or both.

Consider countries where the fabrics could be sourced and discuss where the original cotton is likely to have been grown and harvested.

Think about what surface decoration techniques will be used to make the product/clothing distinctive.

##### **Presentation suggestions:**

- a) Create a matrix/rationale defining the brand's sourcing/trading ethos.
- b) Create a product line board showing product categories and generic designs. Use images from similar brands.
- c) Put together a fabric mood board.
- d) Supply a line/flow chart board indicating country of origin of the harvested cotton, of the fabric (woven) or yarn (knitted) and of the manufacture of the product/clothing. Make sure to include the hand surface decoration and be aware of the carbon footprint.

**This activity should take about 10 hours.**



## **Section 2: Plant fibres – Alternative plant fibres**

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### **Developing an online ethical and sustainable hemp lifestyle product line**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To develop an online brand promoting hemp as a lifestyle product that is sustainable, environmentally friendly, ethically sourced and abides by Fairtrade practices.

To make a class presentation outlining hemp's versatility, eco-friendly pedigree and full potential – from fibre to food.

##### **Objectives:**

To develop a rationale for your brand's ethos on sustainability and ethics.

To outline the brand's unique selling point (USP).

To propose and rationalize the product offering for the online launch.

##### **Strategy:**

Decide on your brand and the issues it is going to champion.

Devise a matrix or framework for the company's trading and buying policy.

Develop a marketing rationale.

Consider countries where the fibre and products could be sourced and, if necessary, justify carbon footprint.

##### **Presentation suggestions:**

- a) Create a product line board showing product categories and generic designs. Use images from similar brands.
- b) Compile a rationale outlining the brand's ethos and ethical trading policy.
- c) Draft a winning tag line as the brand's unique selling point and/or marketing text for the website.
- d) Supply a line/flow chart indicating country of origin for the hemp and finished products.

**This activity should take about 8 hours.**



## **Section 2: Plant fibres – Alternative plant fibres**

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### **Marketing an eco-friendly range of bamboo performance wear for retail**

#### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To devise a marketing story promoting the eco credentials of a retail range of bamboo performance wear. (The project relates to bamboo that has been processed in an eco-friendly manner – bamboo linen as opposed to bamboo rayon/viscose.) To make a class presentation about your range.

##### **Objectives:**

To develop a rationale for your eco-friendly product line.

To understand the different processing methods, which may or may not be eco-friendly.

To strategize the benefits of bamboo as an optimum fibre for performance clothing.

##### **Strategy:**

Decide on your product line and the appropriate retail level.

Devise a marketing story for the customer illustrating that both the plant and processing method are equally eco-friendly.

Suggest key selling points/unique aspects of the fibre, processing method and products.

Consider countries where the fibre and products could be sourced and, if necessary, justify carbon footprint.

##### **Presentation suggestions:**

- a) Compile a marketing rationale outlining the benefits of bamboo as an eco-friendly resource.
- b) Create a product line board illustrating the benefits of bamboo for performance wear.
- c) Supply a line/flow chart indicating country of origin for the fibre and target countries for marketing the collection.

**This activity should take about 8 hours.**



## **Section 2: Plant fibres – Alternative plant fibres**

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### **Developing a niche market product line to retail as a concession in a department store**

#### **Team project (max 3 persons) or individual project**

#### **Challenge:**

To develop a niche market capsule product line of clothing and fibre-based household accessories (excluding hemp and bamboo).

To make a class presentation outlining the eco-friendly credentials of the brand.

#### **Objectives:**

To consider your brand's eco credentials and its unique selling point (USP).

To develop a rationale for your capsule product line.

To identify which department store might offer your brand a retail concession space.

#### **Strategy:**

Decide on your capsule product line and suggest garments and products to be included.

Decide on a department store that is appropriate for your product line.

Devise a marketing rationale; consider both your product line and the target retail space.

Consider key selling points/unique aspects of the fibres and products.

#### **Presentation suggestions:**

- a) Create a product line board showing product categories and generic designs. Use images from similar brands.
- b) Write a marketing rationale outlining your brand's ethos and ethical trading policy that 'sells' the product to both the department store and the end user.
- c) Supply a line/flow chart indicating country of origin of your chosen fibre(s) and manufacture of the products/clothing.

**This activity should take about 6 hours.**





### **Section 3: Man-made fibres – Synthetic fibres**

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#### **Promoting intelligent fibres**

##### **Team project (max 4 persons)**

##### **Challenge:**

To prepare a presentation of intelligent performance-based synthetic fabrics as part of an AFMA (American Fibre Manufacturers Association) or similar marketing campaign at an international trade fair.

To deliver your presentation to the class.

##### **Objectives:**

To source a range of synthetic fabrics appropriate for a sport, activity or profession that requires a technical performance fabric.

To design garment examples to showcase how the fabrics function and enhance or protect the wearer.

##### **Strategy:**

Select one sport, activity or profession.

Research the market to see what products are currently on offer and how they perform within the remit of the sport, activity or profession.

Research the requirements of the sports person or work practitioner.

Decide on the fabrics that will be used for your garments and list their key attributes and benefits to the wearer.

##### **Presentation suggestions:**

- a) Assemble a fabric board that communicates the specific advantages of the fabrics in relation to your chosen sport, activity or profession.
- b) Produce computer-aided technical performance drawings of your garments to promote each fabric.
- c) Create a product line board for your garments.

**This activity should take about 15 hours.**



### **Section 3: Man-made fibres – Synthetic fibres**

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#### **Developing a capsule range of outdoor performance wear**

##### **Individual project**

##### **Challenge:**

To develop a capsule range of performance wear for outdoor pursuits (e.g. all weather clothing for hiking) using an intelligent performance-based fabric.

To make a class presentation about your range.

##### **Objectives:**

To research the garment requirements of your chosen outdoor pursuit.

To resource a suitable intelligent synthetic fabric for use in your capsule range.

To consider how the fabric you have chosen is produced.

##### **Strategy:**

Select an outdoor pursuit and research products/garments on the market for this pursuit.

Research the fabrics currently used and draw up a list of their main benefits to the wearer.

Decide on your chosen fabric and suggest products/garments for your capsule range.

Research how your chosen fabric is produced.

##### **Presentation suggestions:**

- a) Create a product line board that communicates the image of your outdoor pursuit capsule range. Show product/garment types and generic designs. Use images from similar brands.
- b) Write some marketing text to promote the performance attributes of the fabric used in your range.
- c) Supply a line or flow chart outlining how your fabric is produced.

**This activity should take about 15 hours.**



### **Section 3: Man-made fibres – Artificial fibres**

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#### **Designing a collection of low-impact, eco-friendly leisurewear**

##### **Team project (max 3 persons) or individual project**

##### **Challenge:**

To design and fabricate a capsule collection of leisurewear using, for the most part, artificial fibres that are eco-friendly and fully degradable. To make a class presentation about your collection.

##### **Objectives:**

To consider the ecological sustainability of artificial fibres.

To identify the target market for an eco-friendly collection.

##### **Strategy:**

Decide on a product line and suggest garment descriptions.

Select a suitable range of eco-friendly, new generation artificial fabrics.  
Keep the fabric offering simple.

Research how your selected fabrics perform better than natural or synthetic alternatives.

Develop a marketing rationale for the product line with special emphasis on the fabrics and their sustainable merits.

##### **Presentation suggestions:**

- a) Create a fabric board that communicates the specific advantages of your chosen fabrics.
- b) Create a product line board showing generic designs for your range. Use images from other similar brands.
- c) Draft marketing text aimed at the end user that promotes the advantages of the new generation artificial fabrics from both an ecological and performance standpoint.

**This activity should take about 15 hours.**