

FTM 415 Final Project

Astra

Sustainable Apparel with P/Kaufmann Interior Fabrics

McKinley Clark and Tevin Keobouala

Agenda

01 Concept

02 Development Snapshot

03 Branding, Styling, Visual Identity

04 Garment in Action

Agenda

05 Quick Market Signal

06 Questions

07 Thank You

Concept



A contemporary womenswear identity focused on sustainability, material awareness, and intentional design.

Influenced, modern silhouettes informed by high-fashion restraint and pseudo-formal dressing rather than traditional luxury.

Balance of refinement and ease, designed for transitional moments and subtle sophistication.

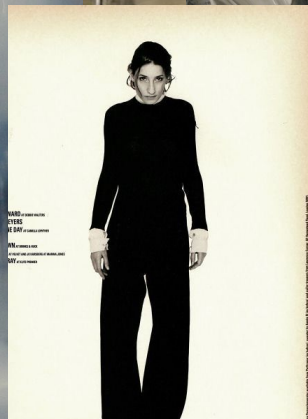
Target Consumer

Women

Ages 20–35

Women in early adulthood who seek sustainable, budget-conscious clothing with a refined appreciation for high fashion. They are drawn to calmer forms, atypical silhouettes, and design that is not entirely trend-driven. Creatively inclined and engaged with the arts and music, they are informed about the environmental impact of the fashion industry and value well-constructed, versatile pieces that emphasize longevity and quiet sophistication.





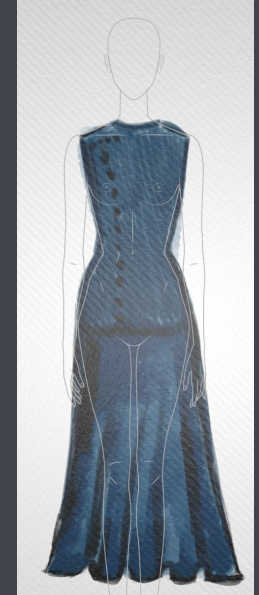
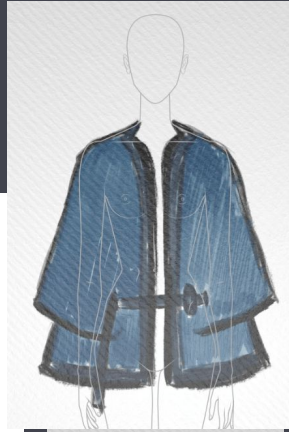
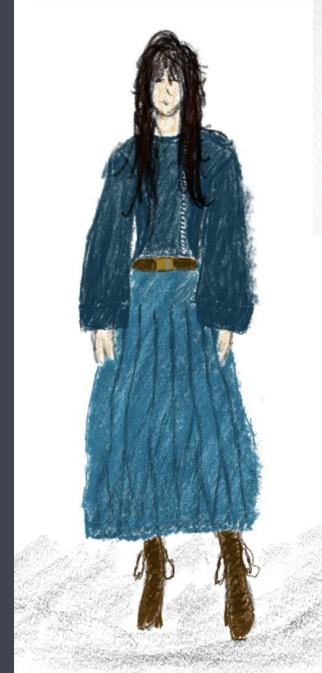
Development Snapshot

P. Kaufmann interior fabrics and Fashion Studio donated fabrics, reimagined for apparel. Students must address sustainability, material reuse, and durability while translating interior textiles into wearable designs.

Design Development

- Asymmetrical design and button applique
- Patch work and mixed medium

Thank you to Lauren Kelley from P/Kaufmann and Sam Koziarz for their mentorship and guidance throughout this semester on this collection.





Shirt- \$69



Skirt- \$99



Dress- \$85



Jacket- \$73

Garment In Action



ASTRA

COLLECTION

ABOUT

STOCKISTS

0



SS'25 — NEW COLLECTION

Quiet Structures

Contemporary womenswear shaped by material awareness and intentional form. Soft structure, fluid silhouettes, designed for the in-between.

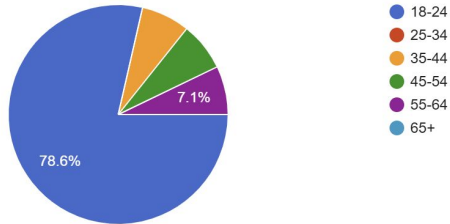
EXPLORE THE COLLECTION

— SCROLL

Market Signal

What age group do you belong to?

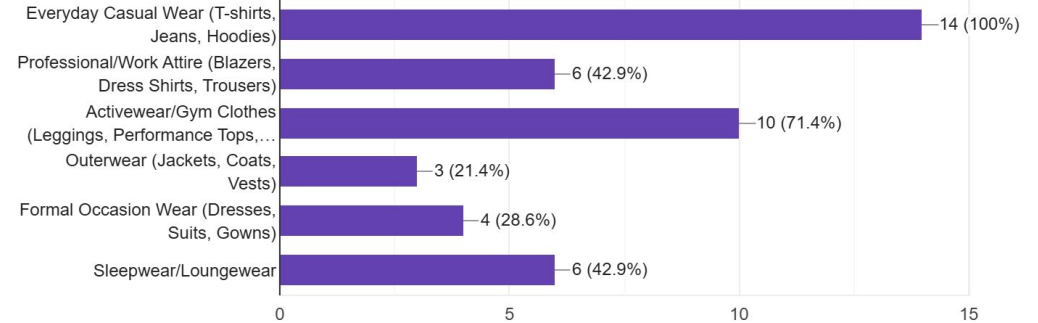
14 responses



Which categories of clothing are you most likely to purchase regularly? (Select all that apply)

[Copy chart](#)

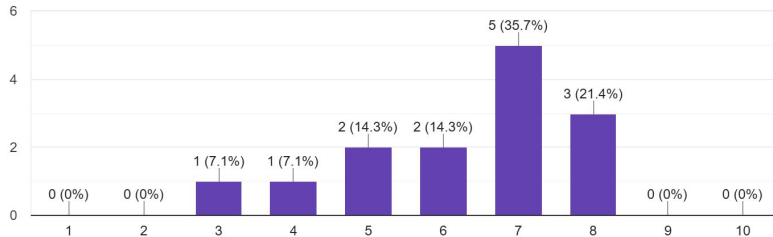
14 responses



How important is sustainability and ethical sourcing when you purchase new clothing?

[Copy chart](#)

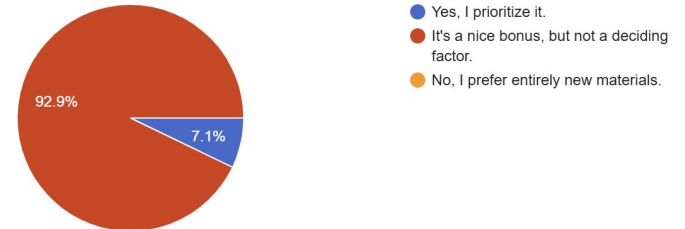
14 responses



Would you be more likely to purchase a garment if you knew it was made from "deadstock" (leftover) or upcycled fabric?

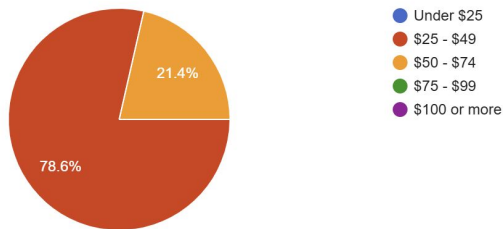
[Copy chart](#)

14 responses



What is the maximum price you would typically pay for a shirt such as the one from the Astra line?

14 responses



Do you feel as though the garments in our line, Astra, are priced fairly? If not, please list what you think is a fair price point.

[Copy chart](#)

14 responses

Response Summary

- **Fair Pricing Consensus:** Seven respondents agreed that the Astra garments are priced fairly, with one specifically citing the handmade quality as justification.
- **Concerns about High Pricing:** Three respondents expressed concern that the prices are slightly too high or expensive, though one noted that the perception of fairness depends on sourcing and distribution.
- **Pricing Adjustments Suggested:** One respondent suggested that leftover material pieces should be priced 15% lower, while another would consider dropping the price if items do not sell.

Do you have any suggestions for materials or features (e.g., adaptive sizing, specific color palette, size range) you would like to see in a new clothing line? Give your overall thoughts and opinions on the line.

14 responses

Response Summary

sustainable. Requests for features focused on **accurate and adaptive sizing**, a **better size range**, and **more petite clothes**.

- **Aesthetic and Style:** Respondents praised the line, calling the pieces "cool and unique," "nice and well structured," and "a great product." They noted that the dress was "super cute" and had a "nice touch" with the pleating.
- **Color Palette:** While some liked the colors, multiple people requested **more color diversity** or specifically mentioned a preference for **neutral earthtones**.
- **Inclusivity and Versatility:** A plus-size woman requested styles that are **flattering** rather than baggy. Others valued ethical creation and the **ability to style** pieces easily with other items both within and outside the line.

What is your favorite look or item of clothing from this collection?

14 responses

Response Summary

- **Dresses:** The dress was the most popular item, mentioned by multiple respondents using phrases like "The Dress!!," "Love the dress," "The dressss," "I liked the dress the best," and "The look with the light blue dress."
- **Shirts/Tops:** Shirts and tops were also a favorite, specifically "The shirt," "Shirt!," and the "first top."
- **Jackets:** Several respondents favored the jacket, including one who specified liking "The jacket on the second pictures."
- **Combinations:** One respondent specifically noted liking both the shirt and the dress.

The background consists of a grid of dark, reflective tiles, possibly made of metal or polished stone. The tiles are arranged in a regular pattern and reflect light, creating a shimmering effect. The colors range from dark grey to black, with some lighter, metallic highlights. The word "Questions" is written in a large, white, serif font across the center of the image.

Questions

A blurred photograph of a group of people in a dark setting, overlaid with the text "Thank You". The image is out of focus, showing silhouettes of people in a dimly lit environment. The text "Thank You" is written in a large, white, serif font across the center of the image.

Thank You