

PICTURES OF MY DESIGNS HERE.....

Designing Culturally & Environmentally Sustainable Denim Jeans

Lacey J. Wilmot & Carol J. Salusso

Apparel, Merchandising, Design and Textiles M.A. Design Thesis

- * Pax Denim combats over-consumption and environmental degradation by marrying classic and fashionable design to green production processes.
- * It fundamentally contradicts industry values of planned, preemptive obsolescence through good fit, quality materials, and visually pleasing aesthetic elements.
- * It sustains and revitalizes the American Apparel and Textile industry and culture by revitalizing and reforming the iconic American blue jean.
- * It reinforces social values of freedom, individuality, and comfort in a fresh, healthy way while preserving a rich American history.

Keys to successful design...



The Evolution of the American Denim Blue Jean...

From Function to Fashion

A Garment for both the Farmer and the Fashionista

The Denim Jean is Mass-Produced Individuality

