

TEXTILES AND APPAREL NEWSLETTER

4

Contents

Announcing

TXA Student Wins Prestigious Award 1

Engaging Youth

In Touch Science Workshop 2

Career Explorations: Focus for Teens 2

New York State Fair 2

Plants & Textiles – A Legacy of Technology 2

Strange Matter 2

Concerning Consumers

Carpet Cleaners 2

Online Laundry? 2

Supporting Industry

New York City Neighborhood of Interest 3

Emerging Technology

Is Sewing Passé? 3

Gore Tex Officewear? 4

Gathering Resources

Polymer Outreach Symposium 4

American Sewing Guild Conference 4

Announcing

TXA Student Wins Prestigious Award

VAN DYK LEWIS

Textiles and Apparel design major Janet Zheng is a winner. She is the first Cornell student to win the Fashion Group International's prestigious Grand Prize in men's wear design in the student design competition "Dare to Design Your Future Competition" (Fall 2003). The prizes included \$2000 in scholarship and a 3-week internship with Brioni in New York. This Spring she also received Finalist status and award in the Design Initiative Competition held by the Council of Fashion Designers of America and Target stores with her men's wear portfolio entry.

Janet hopes to one day own a design house that creates apparel for both men and women. In the meantime, she is focusing on men's wear because she perceives that American men are not well informed about fashion and that the market in general is bland. Janet's goal is to present men's wear that is not only trendy and fashionable in comparison to Europe and Asia, but is also comfortable and sufficiently familiar to find acceptance in the American marketplace.



Janet's work emphasizes the character and nature of her Chinese-American heritage and places the trait in a conclusive role that is both unique and refreshing. Her repertoire uses black and red colors as basic standpoints, and although these are fundamental statements of her Chinese heritage, they act to reconcile cultural labeling with contemporary fashion image. (cont. p. 2)

Janet chose Cornell for personal and professional reasons. Her grandfather, who came to the US in the 1940s for graduate school, wished for her to attend an Ivy League University. She wanted to study apparel design, but in more depth than was available at schools that focused only on fashion. The wishes of both generations were realized at Cornell. Janet says, "TXA has offered me many opportunities and much knowledge. The professors have encouraged me to explore my capabilities."

ENGAGING YOUTH

Spring and Summer TXA Youth Activities

CHARLOTTE COFFMAN

In-Touch Science Workshop (June 12)

Beth Davis and Charlotte Coffman will offer a workshop, In-Touch Science: Plants & Engineering, for Saint's Place at St. Louis School, Pittsford, NY. The audience will be leaders of 4-H, scouts, and afterschool programs. In-Touch Science: Fibers & Animals was taught last year and proved so popular with summer campers that the participants requested a second unit this year. If you are interested in hosting an In-Touch Science workshop, check the website <<http://www.intouch.cornell.edu>> for details on schedules, topics, and cost.

Career Explorations: Focus for Teens (June 30 – July 2)

As described in the February issue, TXA will be involved in two Focus for Teens courses. *Click, Click, Click*, an information technology program in which youth use digital cameras and the 3-dimensional body scanner, is already full. A few spaces remain in *Woven Pots, Rope Knots, and Dye Spots*, a collaborative program with Horticulture in which youth will weave mats, dye cloth, make baskets, and make paper as they explore how plants are transformed into textiles.

New York State Fair (August 26 – September 6)

TXA will once again sponsor counties whose youth are willing to lead hands-on activities in In-Touch Science, Fabric/Flight Connection, and Simple Gifts. The intention is to sponsor three counties for each project. Sign up will be managed by the 4-H Office.

Plants & Textiles — A Legacy of Technology (summer and fall 2004)

The development of this new program was described in the February, 2004 issue of TXA News. The intention is to link 4-H clubs with museums in the exploration of traditional and modern technologies that convert plants to textiles. If you know interested teens, can identify an area museum or historical association, and are willing to collaborate with campus staff, contact Charlotte Coffman via Tel: 607-255-2009 or Email: cwc4@cornell.edu.

Strange Matter (any time)

The Materials Research Society in collaboration with the National Science Foundation and the Ontario Science Centre have developed "Strange Matter," a traveling interactive exhibit that explores practical, surprising, and interesting uses of materials. Not everyone can visit the exhibit, but information for teachers, activities for families, and fun for kids can be enjoyed on the website <www.strangematterexhibit.com>

CONCERNING CONSUMERS

Carpet Cleaners Tested

CHARLOTTE COFFMAN

In the November, 2002 issue of TXA News, Nancy Breen authored "Carpet Vacuuming & Cleaning" in which she described three methods of carpet cleaning: dry extraction, shampooing, and hot water extraction. At that time, she noted that professional cleaners could do a better job than do-it-yourselfers because they had better equipment. In the intervening years, deep-cleaning machines have improved. Consumer Reports tested three vacuum-sized cleaners and one rental unit and compared the results to those of a professional service. Both the Hoover Steam Vac V2 F7220-900 and the Bissell proHeat pro-Tech 7920 did a very good job of removing soil and the Hoover was also excellent at removing moisture. Less impressive were the rented Rug Doctor and the Dirt Devil Platinum Force MCE7900. They were rated good and fair, respectively, at cleaning.

The conclusion is that professionals still remove the most soil, but their work is expensive. The rental unit was economical but inconvenient. The better performing home machines can be a practical solution as the cost decreases with increased use and they are convenient to have on hand. Remember, however, that you will need storage space and some recommend special detergents that add to the price.

Resources:

1. *Consumer Guide*
<<http://products.consumerguide.com/cp/family/review/index.cfm/id/24128>>
2. _____ *The Best Way to Really Clean Carpets, Consumer Reports*, p. 8. July, 2003

Online Laundry?

CHARLOTTE COFFMAN

Laundry may be the number one complaint of college students. The dryers take two hours to dry a load of clothes. The cost is too high. The washers are too small. So how can a student make excuses when doing laundry becomes convenient? That is the goal of Unilever NV (England and The Netherlands), USA Technologies (PA), and IBM (CT) who announced a five-year, multimillion-dollar agreement

targeting U.S. colleges and universities. The plan is called eSuds, an online laundry payment, operating, and service system that connects washers and dryers to the Internet.

Here's the way it works. Students check machine availability and make reservations online. They can select detergent and fabric softener that is automatically injected into each load. Students pay online or at the machine with a student identification card, a credit card, or a debit card. When the machines are available, they are notified by cell phone or e-mail. He/she rushes to the laundry room and dumps soiled clothing into the washer. A bit later, the student gets a message that it is time to transfer the clothes to the dryer. And, finally, the student is alerted that the drying cycle is complete and clean clothes are ready. At the same time, other students are being notified that their washers/dryers are waiting.

The program was successfully tested at Boston College. Over the next few months, the companies will retrofit 9,000 machines on university campuses in Ohio, Michigan, Indiana, and Kentucky. If these sites prove profitable, others will follow. With an estimated 6,000,000 laundry machines housed in our nation's institutions of higher learning, the potential is significant. College students were targeted because they are known as early adapters of technology, are avid users of computers and cell phones, and are accustomed to instant messaging and other online procedures. What if some students do not have a computer? Laundry the old-fashioned way—and with the same tired excuses—will still be possible.

Resources:

1. *Armstrong, E. Doing the Laundry Gets a High-tech Spin, Christian Science Monitor.*
<<http://www.csmonitor.com/2002/1002/p16s01-lihc.html>>.
2. *Unilever Sells All On-line, What's New Health & Nutrition, Surfactants & Detergent News, Inform 15(3): 172. March, 2004.*

SUPPORTING INDUSTRY

New York City Neighborhood of Interest

FRAN KOZEN

You may be familiar with Soho, a lower Manhattan neighborhood known for high end (i.e. expensive) designer apparel boutiques. Recently, there has been a proliferation of more affordable fashion boutiques in a tiny nearby area just north of Little Italy, known as NoLita. The owners are typically new designers selling their own innovative, often one-of-a-kind designs.

Jinghong Gao, a recent TXA master's graduate, interviewed eight NoLita apparel designers/boutique owners to see how the NoLita neighborhood promoted innovative design. She found several factors at work. Designers are located in close

proximity to one another and their social networks intersect, making casual discussion, sharing of ideas, and collaborations possible. Neighborhood residents include creative people from many different ethnic groups and backgrounds expressing themselves through art, jewelry, furniture, and other means to provide additional inspiration. Underground publications related to cutting-edge arts are readily available. Clothing customers from the area or attracted to the area tend to have an artistic focus and be willing to purchase avant garde designs. Jinghong concluded that self-employment and small scale businesses give NoLita designers a great deal of creative freedom, as well. They avoid the design limitations incumbent upon selling for the ready-to-wear mass market. Instead, their creative ideas are sometimes featured in fashion magazines and newspapers, providing inspiration to more mainstream designers.

Next time you visit New York, or plan a study tour to New York, you might consider visiting this fascinating area. Stroll through the narrow streets between Houston and Kenmare, encompassing Mulberry, Mott and Elizabeth streets. For a preview, you can find lists of interesting NoLita shops at <http://www.nyc.com/shop/NoLita.aspx>.

Resources:

1. *Gao, Jinghong. Fashion Design in New York City's NoLita District. Cornell University. January 2004.*
2. <new.blackvoices.com/travel/sns-NoLita-nyc,0,4242437.story?coll=bv-travel-headlines>
3. <www.nyc.com/shop/NoLita.aspx>

EMERGING TECHNOLOGY

Is Sewing Passé?

FRAN KOZEN

Apparel magazine recently reported that use of stitchless seams is increasing. Stitchless seams are bonded using specialized glue or adhesive films applied with heat and pressure, rather than sewn. The resulting seams are very lightweight without thread or seam binding. They have no needle holes, reducing water leakage at seams. They are smooth and flat, perfect for sleek designs. Intimate apparel manufacturers were the first to adopt stitchless seaming. The technology has now spread to technical outerwear. Columbia Sportswear, for example, installs zippers and pockets with adhesives. They are examining ways to cut more accurate pattern pieces to enable bonding of more seams. Arc'Teryx, a maker of technical outerwear, and a pioneer in use of bonded seams, has begun using adhesive instead of quilting to hold insulation in place in jackets. We'll have to wait and see whether the demise of the sewing machine, as predicted by the director of gear and apparel design at REI, is in our future!

Resource:

1. *Desmarteau, K. Sew No More? Apparel. February 2004.*

Gore-Tex Officewear?

FRAN KOZEN

First it was Teflon, moving from your frying pan to your clothing with the promise that stains would roll off. Now Gore-Tex, the waterproof, breathable material widely used in high-performance ski and hiking apparel, has targeted the professional fashion market. Gore-Tex treatments can be added to almost any fabric, including leather. Diane Davidson, the head of W.L. Gore's citywear team, asserts that the practical features of Gore-Tex (wash-and-wear, waterproof, sweat-wicking, wind-stopping, and odor-neutralizing) will catch on rapidly in fashion wear. Brooks Brothers and Polo Ralph Lauren, among others, will debut Gore-Tex garments this spring. Look for ad campaigns in national magazines.

Resource:

1. <www.business2.com/b2/web/articles/0,17863,601903-2,00.html>

GATHERING RESOURCES

Polymer Outreach Symposium

BRIGID SHIPMAN*

The Cornell Center for Materials Research will host its 15th Annual Polymer Outreach Program Symposium on May 23-25, 2004, at the Statler Hotel located on the Cornell Campus in Ithaca, NY. Drawing on the polymer-related research of over 30 faculty members and our industrial collaborators, highlights will include this year's Aggarwal Speaker, Dr. Timothy Lodge, editor of *Macromolecules*, and invited speakers from GE, Kraton Polymers and the Office of Naval Research. In addition, Fred Keller, CEO of Cascade Engineering and an expert in sustainable business, will be our guest dinner speaker.

The POP Symposium is a unique occasion in which to overview the latest advances in polymer research at Cornell and to network with industry and academic leaders in their fields. It features not only presentations from faculty, graduate students, and industry but also a poster session highlighting our graduate students and postdocs, allowing for plenty of opportunities for one-on-one interactions with the Cornell community and our guests.

All registration is done online this year,
<<http://popsymposium.cornell.edu/registration>>

*Brigid Shipman is the Special Programs Coordinator for the Cornell Center for Materials Research,
627 Clark Hall, Cornell University, Ithaca, NY 14853
p:(607) 255-4272 f:(607) 255-3957

American Sewing Guild Conference

The American Sewing Guild Conference will be held in Dallas, Texas, August 4-9, 2004. This year's offerings include over 100 workshops, seminars, and lectures as well as an expanded demonstration and exhibit area. Two days of pre-conference workshops are scheduled as are special evening events such as a keynote address by columnist Heloise and a runway show. Request information from the ASG Headquarters, 9660 Hillcroft, Suite 510 Houston, TX 77096 or check the ASG website <www.asg.org>

EXTENSION FACULTY AND STAFF

	Phone	E-mail
Charlotte Coffman -Textiles and Apparel, Youth and Safety Issues	255-2009	cwc4@cornell.edu
Susan Darling - Water Quality, Septic Systems, Home*A*Syst	255-1943	sd247@cornell.edu
Fran Kozen -Textiles and Apparel, Industry Outreach	255-0465	fhk2@cornell.edu
Ann Lemley -Department Chair, Water Quality, DEL	255-3151	atl2@cornell.edu
Suzanne Loker -Textiles and Apparel, Industry Outreach	255-6204	sl135@cornell.edu
Paula Smith -TXA News Production Manager -TXA Loan Library	255-3196	pjs15@cornell.edu txa_extn-mailbox@cornell.edu

Reference to commercial products and services is made with the understanding that no discrimination is intended, nor endorsement implied.