

Have you ever wondered what makes you
have a *deeper connection* to the clothes
you wear ?

Emotional connection

That little detail

fragments studio

The word “Fragments” comes from the multi faceted aspect of material origins and uses. Each material holds a past, but when assembled together, their fragments of old stories start to create a new one.

Material based approach

Waste streams transformation through craftsmanship.



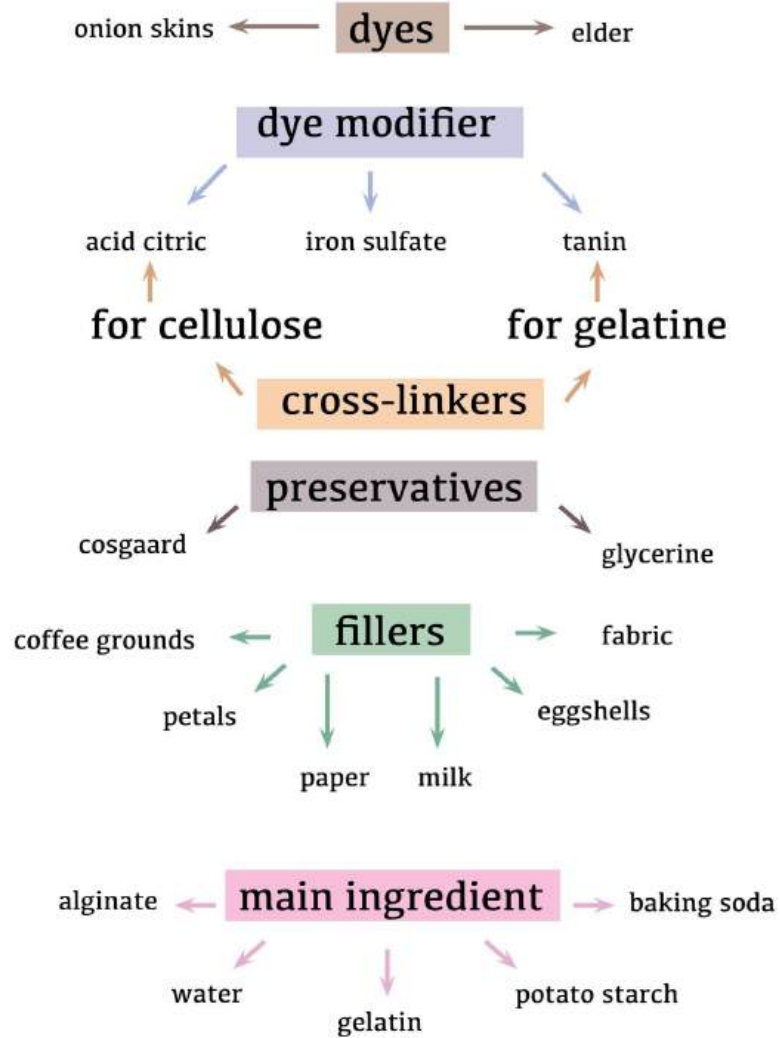


Creative studio with a poetic and nostalgic approach.

process



mapping



natural dyes:

each dye can be modified in its opacity by diluted it with water, it can also be brightened or made darker by using citric acid (CA) or sulfate iron (SI).

colors

orange



(CA) (SI)

red



(CA) (SI)

dark brown



(CA) (SI)

fillers:

egg shells



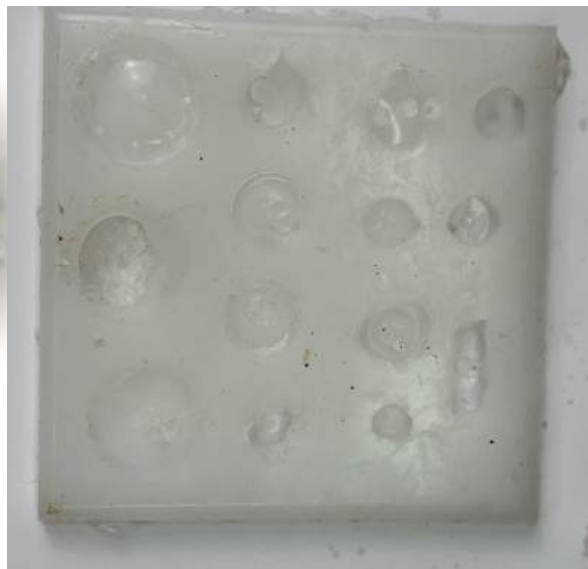
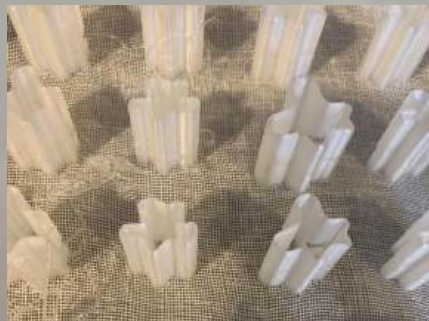
textile



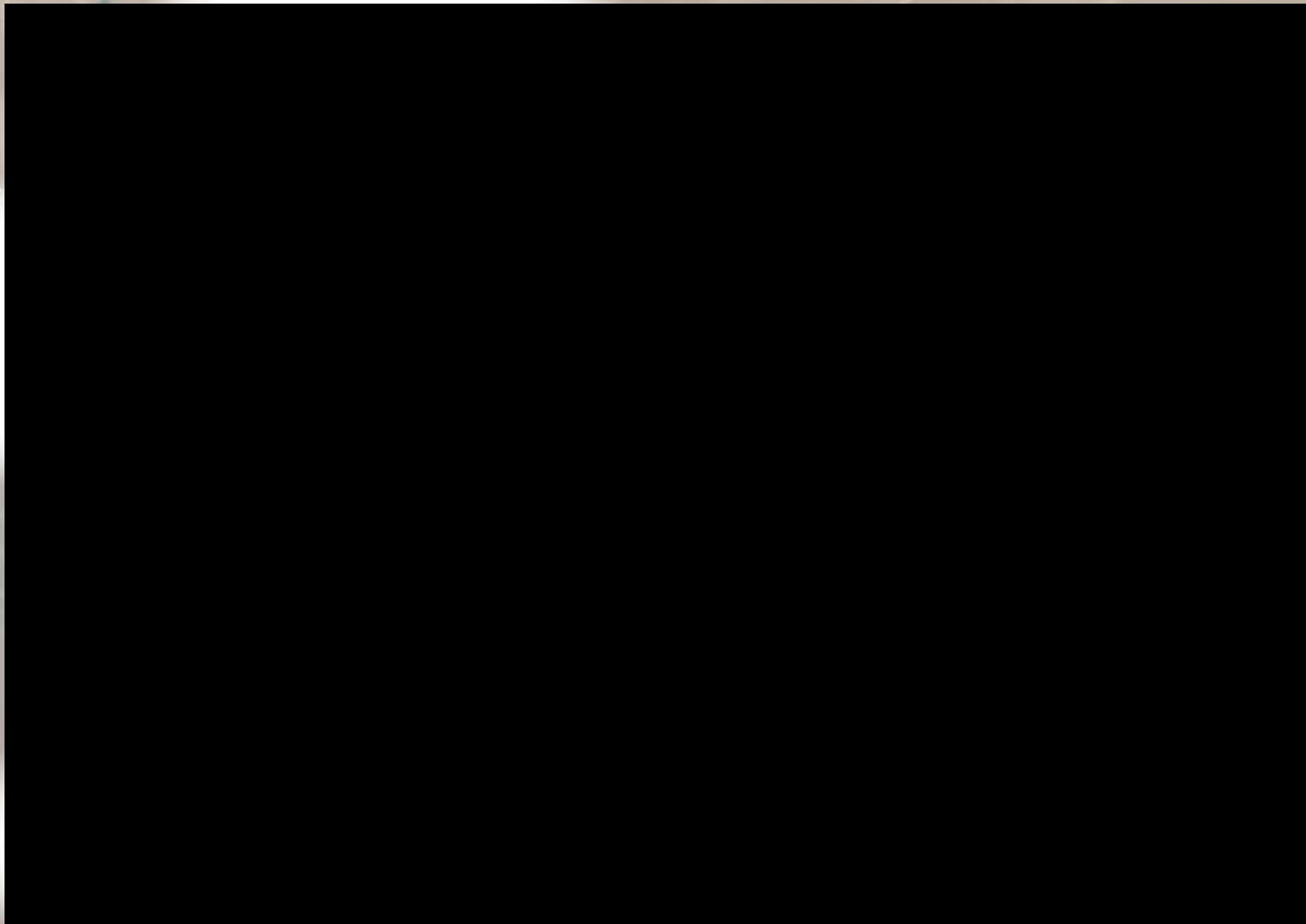
petals



molding



video



SHINY collection



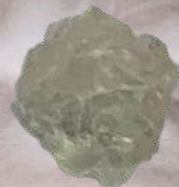
CRINKLED collection



fragments studio
a material lab for buttons



fragments studio
a material lab for buttons



fragments studio
a material lab for buttons



fragments studio
a material lab for buttons



fragments studio
a material lab for buttons



fragments studio
a material lab for buttons

collection



SIGNATURE collection



SWOT analysis

Strength

- Local colours
- Strong storytelling
- Custom order possible
- Main materials are local and in great amounts
- Small production for niche market
- Unique artisanal feel
- Low energy use (air drying is often enough)

Weaknesses

- Exact colours cannot be reproduced
- Shapes may vary a little for one same product because it is not industrialized
- Bubbles, foam, shrinkage are not likely controllable
- Long lead times

Opportunities

- Tone on tone buttons with pre-consumer waste fabrics for brands
- Using a plastic varnish to make them more long-lasting, glossy and “perfect”

Threats

- Color fastness
- Unknown longevity
- Fast paced fashion industry cannot wait for such long development times

Thank
you

