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# MISSION

MADAM CHINO ESTABLISHED IN 2003 ON THE PRINCIPLE OF ACCESSIBLE, AFFORDABLE, SELF-EMPOWERED ART AND FASHION THAT PROMOTES EXPRESSION OVER VANITY, SUSTAINABILITY OVER WASTE, AND FAIR LABOR OVER FREE TRADE. THAT MEANS QUALITY THAT ISN'T OVERPRODUCED OR UNDERVALUED.

LOOKING GOOD AND FEELING GOOD ARE MUTUALLY DETERMINED: IF YOU LOOK GOOD YOU WILL FEEL GOOD, AND IF YOU FEEL GOOD YOU LOOK GOOD. MADAM CHINO SERVES BOTH ENDS OF THE SPECTRUM OFFERING READY-TO-WEAR MIX-AND-MATCH COMFORT AND STYLE FOR ALL OCCASIONS, COMBINED WITH THE ADDED LUXURY OF BEING ETHICAL AND SUSTAINABLE.

WITH AUTHENTICITY AS A FOUNDATION MADAM CHINO OFFERS A REMINDER OF HUMANITY AND COMFORT IN OUR SKIN WITH THE QUIRK OF HANDMADE AND REUSE. PERFECTION IS CONFIDENTLY EMBRACING FLAWS AS UNIQUE BEAUTY. EACH OF US ARE THE EXPERTS OF OUR OWN STYLE. IT'S NOT WHAT YOU WEAR BUT HOW YOU WEAR IT. CONTROL YOUR APPEARANCE AND EMPOWER YOURSELF TO NEW STATES OF SELF-AWARENESS, AND CONSCIOUSNESS OF SELF NOT SELF-CONSCIOUSNESS. DRESS AS A STATEMENT OF SELF-CONCEPT, AND USE FASHION TO TRANSFORM INTO YOUR MOST COMFORTABLE SELF.

SUSTAINABLE FASHION'S INHERENT CONTRADICTION SIMULTANEOUSLY PERSECUTES CONSUMPTION WHILE ENCOURAGING IT. CONSUMER EDUCATION IS THE FIRST GOAL OF SUSTAINABLE FASHION, AND ASKS US FIRST TO SWAP AND BORROW, CREATE IT OURSELVES, STYLE IT WITH ITEMS WE ALREADY OWN, OR BUY SECOND HAND. AND IF WE BUY NEW, PAY A FAIR WAGE FOR A QUALITY SEWN TEXTILES AND TIMELESSLY SHAPED GARMENTS FROM REUSE ORGANIC OR LOCALLY PRODUCED FIBER THAT IS SWEATSHOP AND CHILD-LABOR FREE.

LET'S BE HONEST. IT'S NOT EASY BEING GREEN. THE SUPPLY CHAIN DOESN'T WILLINGLY REVEAL ITSELF. QUALITY, TIMELESS USA-MADE REUSE PRODUCTS THAT LOOK AND FEEL GREAT ARE OUR FIRST WAY OF KEEPING TEXTILES OUT OF THE WASTE STREAM AND IN YOUR HANDS LONGER.

PLEASE FOLLOW US IN OUR STRIDES TOWARDS A VISION OF CONSCIENTIOUS MANUFACTURING, AND TUNE IN FOR CONTINUAL EVIDENCE OF HOW WE MAINTAIN OUR ETHICAL COMMITMENT TO REDUCING WASTE IMPACTS AND CLOSING LOOPS THROUGH THOUGHTFUL SOURCING, DESIGN, LABOR PRACTICE, AND GIVING BACK.

# ABOUT THE BRAND

REUSE CLOTHING LABEL MADAM CHINO SHARES A COMPLEX AND ORIGINAL USA-MADE BRAND THAT IS CONSTRUCTED COMPLETELY OF RECYCLED T-SHIRT TEXTILES, CREATIVE REPURPOSING AND SKILLED LABOR. PRE-LOVED T-SHIRT KNITS ARE HAND-CHOSEN AT A USA TEXTILE SORTING AND RECYCLING FACILITY. MAINTAINING LITTLE-TO-NO WASTE THROUGH INVENTIVE REUSE IN OUR PRODUCTS AND PATTERNS, WE OFFER A RECLAIM PROGRAM FOR USED MADAM CHINO GARMENTS, ACCEPT LOCAL DONATIONS OF T-SHIRT FABRICS, AND PROVIDE NEW TIMELESS STYLE AND COLOR OPTIONS SEASONALLY.

IN FABRICATION, MADAM CHINO USES TOP PERFORMANCE MACHINES FOR PERFECT SEAMING WITH 100% USA MADE THREADS AND ELASTICS. FABRIC AND SCRAP SORTING IS ALL DONE BY HAND USING A SPECIAL ORGANIZATIONAL SYSTEM TO OPTIMIZE TEXTILE USEAGE. MADAM CHINO WORKS WITH A LOCAL PRODUCER COOPERATIVE COMPRISED OF CREATIVE SEWING EXPERTS CONTRACTING ONE ANOTHER WITH LIVING WAGES TO COMPLETE ORDERS.

MADAM CHINO CAMPAIGNS FOR SELF-FULFILLING ENRICHMENT THROUGH NATURAL BEAUTY, GIVING BACK TO THE COMMUNITY WITH PRODUCT FUNDRAISING, DIY SELF-EMPOWERMENT, SUSTAINABILITY, AND NATURE APPRECIATION. JOIN US ON THE WEB TO LEARN DIY PROJECTS ON OUR BLOG, VIEW ONGOING PHOTO STORIES WITH OUR PRODUCTS IN THE FIELD, SHOP OUR SOCIAL JUSTICE FUN'D RAISING PAGE, AND FOLLOW OUR EVENTS AND MARKETS CALENDAR.

# ONLINE

WEBSITE//WEBSHOP.....[WWW.MADAMCHINO.COM](http://WWW.MADAMCHINO.COM)  
BLOGGER..... [WWW.MADAMCHINO.BLOGSPOT.COM](http://WWW.MADAMCHINO.BLOGSPOT.COM)  
TWITTER.....[WWW.TWITTER.COM/MADAMCHINO](http://WWW.TWITTER.COM/MADAMCHINO)  
INSTAGRAM.....[@MADAMCHINO](https://www.instagram.com/madamchino)  
PINTEREST.....[WWW.PINTEREST.COM/MADAMCHINO/](http://WWW.PINTEREST.COM/MADAMCHINO/)  
FLICKR.....[WWW.FLICKR.COM/PHOTOS/MADAMCHINO](http://WWW.FLICKR.COM/PHOTOS/MADAMCHINO)

# ABOUT THE DESIGNER

VANESSA DEVAKI ANDREW IS A VISUAL ARTIST, CLOTHING/PRODUCT/TEXTILE DESIGNER, ILLUSTRATOR, GRAPHIC DESIGNER, PHOTOGRAPHER, AUTHOR, COMMUNITY EDUCATOR, MUSICIAN AND ECOPRENEUR FROM MILWAUKEE WISCONSIN USA. AN UPBRINGING IN THE OUTDOORS AND LINEAGE OF FAMILY ARTISTRY COMBINED WITH A LOVE FOR ALL THINGS PRACTICAL CULMINATED TO CREATING A LARGE BODY OF WORK IN THE APPLIED ARTS WITH FUNCTIONALITY AND ZERO-WASTE AT THE HEART OF DESIGN.

A DESIRE TO HELP OTHERS AND THE ENVIRONMENT LEAD TO THE UNLIKELY CAREER IN THE VAIN AND IRRESPONSIBLE FIELD OF FASHION FOR THE DESIRE TO CHALLENGE AND CHANGE THIS TROUBLED BUSINESS AND REACH OUT TO THE CONSUMERS WITH IN IT. WITH A FOCUS IN EXPRESSIVE ARTS AND A BELIEF THAT HAPPINESS COMES FROM CREATIVITY, THE MADAM CHINO LABEL IS AN AVENUE TO SHARE THAT PERSONAL JOURNEY OF EMPOWERMENT WITH OTHERS. SEEKING TO HELP OTHERS FEEL THEIR TRUE VALUE NOT FROM PRODUCTS BUT FROM MAKING AN IMPACT IN THE WORLD.



# FEATURED IN

SCHUMAKER, MARY LOUISE. "SHOPPORTUNITIES: MADAM CHINO'S LOOK NOOK" JSONLINE WEB 22 JAN 2010

CARR, ADAM. "MAKE MILWAUKEE" ARTIST INTERVIEWS. 88.9 RADIO MILWAUKEE. RADIO. 12 FEB 2010.

PURVIS, BOB. "ARTIST VANESSA ANDREW CREATES OUTSIDE THE LINES" ARTS AND ENTERTAINMENT. ONMILWAUKEE.COM. WEB 1 JAN 2011.

RUBACH, CARLEY. "A VISIT TO MADAM CHINO'S LOOK NOOK" TCDIY. THIRD COAST DAILY. WEB. 28 NOV 2011.

ANDREW, VANESSA. "HOW TO DRESS FOR AN INTERVIEW" DIVA/DIVO. WEB.

STAUDINGER, STEPHANIE. "MADAM CHINO CREATES RECYCLED FASHION" MILWAUKEE MEDIA. WEB. 14 OCT 2014

# VITAE

- 2003 -FOUNDED MADAM CHINO AS AFFORDABLE, ACCESSIBLE UTILITARIAN WEARABLE ART USING SUSTAINABLE FIBERS
  - CO-FOUNDED FASTEN COOPERATIVE, A MARKETING COOPERATIVE TO HELP ESTABLISH EMERGING DESIGNERS AND STIMULATE THE LOCAL ECONOMY IN MILWAUKEE.
- 2004 -BEGAN TEACHING SEWING AT THE UWM STUDIO ARTS AND CRAFT CENTER AND THROUGH THE BOYS AND GIRLS CLUBS
- 2005 -ESTABLISHED FASTEN COOP CLOTHING GALLERY, A BRICK AND MORTAR STORE AND EXPANDED THE SELECTION OF WARES FROM LOCAL ARTISTS
- 2007 -EXPANDED TEACHING IN BASIC SEWING, T-SHIRT RECLAMATION, AND SCREEN PRINTING, THROUGH FASTEN, AS WELL AS THROUGH OUT THE CITY.
  - SELF-PUBLISHED A SET OF "YOU-TORIAL" DIY ZINES ON EDUCATIONAL TOPICS FOR SALE
- 2009 -ESTABLISHED MADAM CHINO'S LOOK NOOK AS AN ARTIST SHOW ROOM OPEN TO THE PUBLIC ON A WEEKLY BASIS AND WITH SHOPPING EVENTS, GALLERY OPENINGS, AND CRAFT NIGHTS ON A WEEKLY BASIS.
- 2012 -RE-COMMITTED MADAM CHINO TO SUSTAINABLE FASHION THROUGH THE SCIENCE OF T-SHIRT RECLAMATION AND BEGAN DOCUMENTING THE WORKFLOW OF PATTERNS INTO REPRODUCE ABLE GARMENTS.
  - ESTABLISHED A SUPPLY CHAIN SOURCING USA-SORTED PRE-LOVED T-SHIRTS
- 2013 -BEGAN WORKING ON THE PROCESS OF DOCUMENTING THE SCIENCE OF LITTLE-TO-NO WASTE T-SHIRT RECLAMATION CLOTHING THROUGH THE BUILDING OF THE MADAM CHINO WEBSITE.
- 2014 -PUBLISHED THE MADAM CHINO WEBSITE AT [WWW.MADAMCHINO.COM](http://WWW.MADAMCHINO.COM)
  - CO-CREATED "THE SEW OP" A SMALL PRODUCER COOPERATIVE COMPRISED OF LOCAL INDEPENDANT SKILLED TRADE SEWERS WORKING TOGETHER FOR FAIR WAGES TO COMPLETE ORDERS.
- 2015 -PARTNERING WITH CREATIVE EMPLOYMENT OPPORTUNITIES TO WORK WITH SPECIAL NEEDS PERSONS INTERESTED IN CREATING HANDIWORKS TO TEACH PREVOCATIONAL SKILLS IN RUG MAKING, PHOTOGRAPHY, ONLINE RETAILING.

# INDUSTRY FACTS

- + IN 2010, AMERICAN HOUSEHOLDS SPENT, ON AVERAGE, \$1,700 ON APPAREL, FOOTWEAR, AND RELATED PRODUCTS AND SERVICES.<sup>1</sup>
- + MILLIONS OF TONS OF UNUSED FABRIC AT MILLS GO TO WASTE EACH YEAR WHEN DYED THE WRONG COLOR.<sup>2</sup>
- + ACCORDING TO THE INTERNATIONAL LABOUR ORGANIZATION, THERE ARE 246 MILLION CHILD-WORKERS (AGE 5 TO 14) IN THE WORLD TODAY<sup>3</sup>
- + (COTTON) CROP(S) ACCOUNT FOR A QUARTER OF ALL THE PESTICIDES USED IN THE UNITED STATES, THE LARGEST EXPORTER OF COTTON IN THE WORLD, ACCORDING TO THE USDA<sup>4</sup>
- + IN 2010, CHINA'S TEXTILE INDUSTRY PROCESSED 41.3 MILLION TONS OF FIBER AND ACCOUNTED FOR 52-54% OF THE WORLD'S TOTAL PRODUCTION. AT THE SAME TIME, IN 2010, CHINA EXPORTED OVER 212 BILLION US DOLLARS OF TEXTILE AND APPAREL PRODUCTS, ACCOUNTING FOR 34% OF TOTAL GLOBAL EXPORTS.<sup>5</sup>
- + ACCORDING TO THE CHINA ENVIRONMENTAL STATISTICAL YEARBOOK 2010, THE TEXTILE INDUSTRY RANKED FOURTH IN WASTEWATER COD EMISSIONS AMONG CHINA'S 39 MAJOR INDUSTRIES AND THIRD FOR OVERALL WASTEWATER DISCHARGE AMOUNT AT 2.5 BILLION TONS OF WASTEWATER PER YEAR.<sup>5</sup>
- + CHINA HAS PUT IN PLACE ENVIRONMENTAL REGULATIONS TO PREVENT WATER POLLUTION FROM THE TEXTILE AND OTHER INDUSTRIES, BUT RESOURCES FOR EFFECTIVE ENFORCEMENT ARE LACKING, AND PROTECTION OF LOCAL INTERESTS MEANS IMPLEMENTATION IS DIFFICULT. THIS MEANS THERE IS INSUFFICIENT INCENTIVES FOR TEXTILE FACTORIES TO ABIDE BY GOVERNMENT LAWS AND REGULATIONS. EVEN IF THERE WAS ADEQUATE ENFORCEMENT, THE FINES AND PUNISHMENTS THAT ARE INFLICTED ARE INSUFFICIENT TO PREVENT FACTORIES FROM ACCRUING REPEAT VIOLATIONS.<sup>5</sup>
- + AN ESTIMATED 14.3 MILLION TONS OF TEXTILES WERE GENERATED IN 2012, OR 5.7 PERCENT OF TOTAL MUNICIPAL SOLID WASTE (MSW) GENERATION. AN ESTIMATED 14.4 PERCENT OF TEXTILES IN CLOTHING AND FOOTWEAR AND 17.8 PERCENT OF ITEMS SUCH AS SHEETS AND PILLOWCASES WAS RECOVERED FOR EXPORT OR REPROCESSING IN 2012. THE RECOVERY RATE (DOES NOT INCLUDE REUSE) FOR ALL TEXTILES WAS 15.7 PERCENT IN 2012, 2.3 MILLION TONS.<sup>6</sup>

1 BREYER, MELISSA "25 SHOCKING FASHION INDUSTRY STATISTICS" TREEHUGGER. 11 SEPT. 2012. WEB. 28 NOV 2014

2 "GREEN FASHION: BEAUTIFUL ON THE INSIDE" NRDC. NATURAL RESOURCES DEFENSE COUNCIL. 22 AUG 2011. WEB. 28 NOV 2014.

3 CHALLA, LAKSHMI. "IMPACT OF TEXTILES AND CLOTHING INDUSTRY ON ENVIRONMENT: APPROACH TOWARDS ECO-FRIENDLY TEXTILES" FIBRE2FASHION. FIBRE2FASHION. N.D. WEB. 28 NOV. 2014.

4 CLAUDIO, LUZ. "WASTE COUTURE: ENVIRONMENTAL IMPACT OF THE CLOTHING INDUSTRY" NCBI. NATIONAL CENTER FOR BIOTECHNOLOGY INFORMATION. SEPT 2007. WEB. 28 NOV. 2014

5 "CLEANING UP THE FASHION INDUSTRY" IPE. INSTITUTE OF PUBLIC AND INTERNATIONAL AFFAIRS. APRIL 2012. WEB. 28 NOV 2014.

6 "WASTES: RESOURCES CONSERVATION-COMMON WASTES AND MATERIALS-TEXTILES" EPA. US ENVIRONMENTAL PROTECTION AGENCY. N.D. WEB 28 NOV 2014



# PRODUCT FAQ

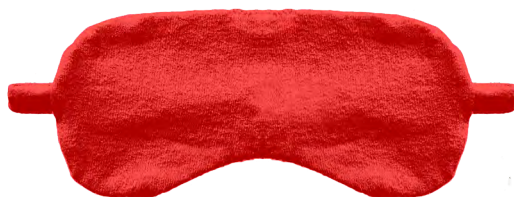
MADAM CHINO MAKES FROM POST-CONSUMER T-SHIRTS, THE MOST BEAUTIFUL CLASSIC SILHOUETTES THAT LAST LONG IN YOUR CLOSET BY BOTH WEAR-ENDURANCE AND TIMELESS TREND. PURCHASE FOR A CAUSE ON OUR FUN'D RAISING PAGE, PERSONALIZE YOUR WARDROBE WITH MADE-TO-ORDER SIZE AND COLOR OPTIONS, SHOP AFFORDABLY BY MIXING AND MATCHING OUR STYLES OF TOPS AND BOTTOMS IN THE SAME COLOR TO BUILD YOUR OWN DRESSES IN SEPARATES, BUY ONE-OF-A-KIND WEARABLE FINE ART OBJECTS BY SHOPPING OUR SPECIALTY SECTION, LEARN TO CREATE AND SEW YOUR OWN PROJECTS BY SHOPPING THE ZINE SECTION OF OUR ACCESSORIES PAGE OR SEARCHING THROUGH THE DIY SECTION OF THE BLOG, AND ENJOY OUR SEASONAL LOOKBOOKS AND ARCHIVE PHOTOS.

THE BEST POST-CONSUMER T-SHIRTS ARE HAND CHOSEN AND SOURCED IN THE USA. USA-MADE PRODUCTION STREAMLINES A METHOD OF CREATING QUALITY AND CONSISTENT GARMENTS FROM REUSE FIBER BY TAKING INTO ACCOUNT ANY VARIABILITY IN THE EXISTING FIBERS AND UNIFYING THEM INTO NEW DESIGN FORMS WITH EXPERIENCED CRAFTSMANSHIP. EACH FINISHED GARMENT IS WASHED IN A NATURALLY DEODORIZING AND ANTIBACTERIAL MIXTURE OF LEMONS, BAKING SODA AND VINEGAR TO ENSURE A CLEAN, FRESH, AND ENVIRONMENTAL SAFETY.

THE FABRICS, THUS, ARE TYPICALLY PRESENTED INSIDE OUT SO PREVIOUS GRAPHICS APPEAR ON THE INTERIOR OF THE GARMENT. COLORS ARE OFTEN VARIABLE WITHIN A SINGLE RANGE SOMETIMES WITHIN A SINGLE GARMENT, DUE TO PREVIOUS WEAR AND FIBER CONTENT. WHERE SOME SEAMS AND HEMS ARE REUSED, THEY MAY APPEAR INVERTED WITH COVERHEM STITCHES IN MATCHING THREAD APPEARING ON THE EXTERIOR, PROVIDING A BEAUTIFUL LOOK OF REBIRTH INTEGRATED WITH METICULOUSLY FINISHED HEMS AND EDGES. SCRAPS ARE SORTED BY COLOR, TYPE, AND SIZE, AND NEW DESIGNS ARE CREATED TO IMPLEMENT WHAT SCRAPS ARE MOST PLENTIFUL AT THE TIME. WE CALL THIS INVENTIVE REUSE.

WE LOVE THAT OUR PRODUCT REVEALS THE EVOLUTION OF IT'S STORY. IT DOESN'T FEEL RIGHT TO DENY THAT PROCESS, IN HUMANS OR OBJECTS. OUR PRODUCTS ARE A PERFECT BLENDING OF MODERN AND POST-MODERN AESTHETICS THAT RECOGNIZE THE HISTORY OF AN OBJECT, WHILE AT THE SAME TIME BEAUTIFYING, SIMPLIFYING AND COALESCING IT.

# SAMPLE PRODUCTS





# SEAMING

OUR GARMENTS USE 100% PRE-LOVED T-SHIRTS, AND CHANGE BASIC T-SHAPES INTO NEWER SILHOUETTES AND SIZES, BUILDING ON A PREVIOUS LAYER WITH A NEW FUNCTIONALITY FOR THE SHAPE. GARMENTS CAN CHANGE DRASTICALLY AND MANY NEW SEAMS ARE CREATED AND JOINED BUT MOST OFTEN THE HISTORY OF THE GARMENT IS VISIBLE IN THE FINAL PRODUCT. MANY SMALLER ITEMS ARE INVENTED FROM AREAS OF SCRAP LEFT BEHIND AND BUILT ANEW. WE SAVE ENERGY BY REUSING THE FORMS AND PREVIOUS SEAMS.

## THREADS:

ARMHOLES, SLEEVES, NECKLINES AND SKIRTINGS ARE SKILLFULLY SERGED AND COVERHEM FINISHED FOR A STURDY KNIT GARMENT WITH SMOOTH PRESSED EDGES USING BLACK DUAL NEEDLE STRAIGHT STITCHING.



## WAISTBANDS:

1/4" ELASTIC PIPED INTO THE COVER-HEM OF THE PREVIOUS T-SHIRT AND PRESENTED "INSIDE-OUT".



## FLIPPED SEAMS:

ALL OF OUR EDGE FACING INTERIOR SEAMS ARE COMPLETED WITH A SERGER AND THE TAILS ARE FLIPPED BACK INTO THE SEAM AND THEN TOPSTITCHED WITH REVERSE STRAIGHT STITCHES FOR SECURE WASHABILITY.



## COVER HEMS:

COVER-HEMS ARE FLAT SERGE SEAMS DONE ON T-SHIRTS USED FOR WAIST AND SLEEVE ENDS. ORIGINAL COVER-HEMS ARE DONE IN THREADS THAT PRESERVE THE MONOCHROMATIC COLOR SCHEME. NEW HEMS ARE CREATED IN BLACK THREAD.



## FLIPPED HEMS:

FLIPPING OLD COVERHEMS IS PART OF HOW WE REUSE SCRAPS. THESE ARE FOUND IN OUR NECKLACES AND AS DRAWSTRINGS IN OUR DESIGNS. OUR TUBES ARE TURNED AND TUCKED.



## GRAPHICS:

GRAPHIC SHIRTS ARE FLIPPED INSIDE OUT TO DISTRACT FROM THE ORIGINAL SHIRT GRAPHICS. THE FABRICS, OFTEN CAUSING SOME VISIBLE TEXTURES OR FADE-THROUGH. LIGHTER FABRICS WILL USUALLY SHOW CONTENT.



**FIBER CONTENT:** T-SHIRTS ARE GENERALLY A MIXTURE OF BOTH COTTON AND POLYESTER FIBERS. SHIRTS CANNOT BE GUARANTEED 100% COTTON. CONTACT US IF YOU HAVE CONCERNS REGARDING TEXTILE SKIN SENSITIVITY. YOU MAY OPT TO SEND US YOUR CHOSEN SHIRTS TO USE.



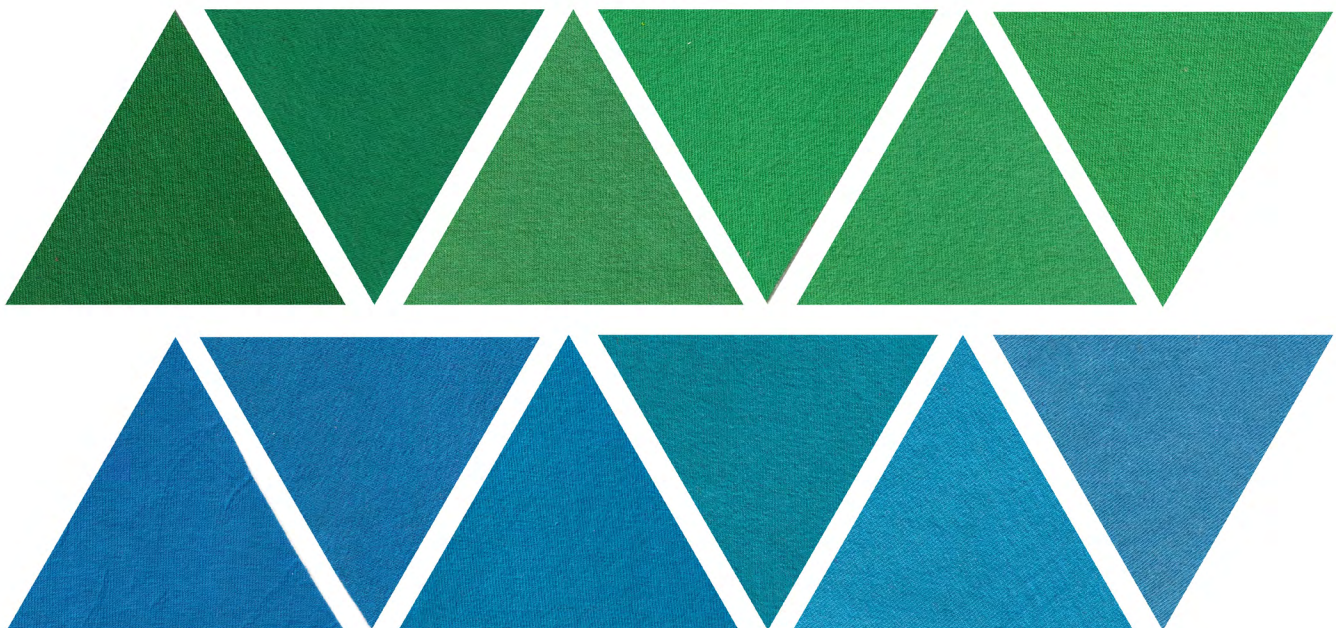
# COLORS

PRE-LOVED T-SHIRT COLORS ARE VARIEGATED WITHIN ANY SINGLE RANGE BASED ON PREVIOUS WEAR AND FIBER CONTENT. DUE TO THIS VARIABILITY, COLORS CANNOT BE GUARANTEED BY CHROMA-KEY. BUYERS ACCEPT THAT THERE WILL BE A NATURAL DIFFERENCE IN COLOR, HUE AND SATURATION, DUE TO FACTORS OF TEXTILE MAKE-UP, WEAR AND AGE AND THAT VARIATIONS MAY BE PRESENT WITHIN EACH INDIVIDUAL PIECE. ADDITIONALLY, LIGHTER COLORS SHOW PREVIOUS GRAPHICS THROUGH BACK SIDE OF FABRIC, WHICH IS USED IN REVERSE WHENEVER GRAPHICS ARE PRESENT, CAUSING SOME REVERSED COVERHEM SEAMS.

ITEMS ON OUR SHOP ARE REPRESENTED USING THESE PANTONES, HOWEVER, CLOTHING ACTUALLY COMBINES MANY VARIATIONS OF A SINGLE COLOR THROUGH THE PROCESS OF RECYCLING. SOME T-SHIRTS LEAVE BEHIND SLEEVES WHICH WILL BE USED ON ANOTHER DESIGN. ABOVE PICTURES OUR CURRENT COLOR SELECTION OF PANTONES. WE ALWAYS OFFER BLACK, BROWN, WHITE, GREY AND RED, WITH FIVE ROTATING COLORS EACH SEASON. PLEASE CONTACT AHEAD WITH INTEREST IN A PARTICULAR COLOR.



ABOVE SHOWS THE PANTONES OF VARIOUS T-SHIRT COLOR CATEGORIES USED THROUGH OUT OUR WEBSHOP TO REPRESENT VARIOUS SEASONAL COLOR OFFERINGS AND POSSIBILITIES. BELOW ARE A FEW EXAMPLES OF COLOR VARIATION WITHIN EACH RANGE THAT CAN BE FOUND CATALOGED ONLINE AT [WWW.MADAMCHINO.COM](http://WWW.MADAMCHINO.COM) > FAQS > COLOR



# SAMPLE STORY

## SUSTAINABLE FASHION: “WEAR IT OUT”

SUSTAINABILITY SEEKS BALANCE BETWEEN PRODUCTION AND CONSUMPTION IN ECONOMIC AND ENVIRONMENTAL SYSTEMS. WITH INDUSTRY POTENTIAL TO SUPPORT OR DEGRADE HUMAN AND NATURAL CULTURE, CONSUMER AND DESIGNER EDUCATION'S CENTRAL GOAL IS TO CREATE A CLOSED LOOP SYSTEM. DISCORD BETWEEN DEGREES OF SUSTAINABILITY AND LEVELS OF AFFORDABILITY STAGNATE THE PROGRESS TOWARDS CONSUMER CULTURES THAT SUPPORT BOTH FAIR WAGES AND LESS WASTE IN A PUSH TOWARDS SLOW FASHION AND LIFESTYLES.

IN FAST FASHION, THE WORLD'S SECOND MOST POLLUTING INDUSTRY, THE CONTENTION BETWEEN AFFORDABILITY AND FAIR WAGES COMPETE IN A RACE TO THE BOTTOM YIELDING NON-DURABLE TEXTILES PRODUCED THROUGH POLLUTING NATURAL RESOURCES AND EMPLOYING CHILD LABOR IN SWEATSHOPS WITH POOR WORKING CONDITIONS. THE GREATER REWARD OF IMMEDIATE RETURNS IS UNYIELDING TO THE COSTS OF ENVIRONMENTAL IMPACT, UNSUBSTANTIATING REGULATION. IMPACT FACTORS ARE REMOVED FROM PUBLIC AWARENESS BY COVETING BROKERS, BLINDED RETAILERS AND BLISSFULLY UNAWARE CONSUMERS, EACH LOCKING IN WASTEFUL PROCESSES OF MASS PRODUCTION AND CONSUMPTION.

SECOND HAND FASHION IS A PREVALENT REUSE CULTURE FORMED UNDER MASS CONSUMPTION BY FAST FASHION CONSUMERS' THROW AWAY BEHAVIORS. FROM MASS PRODUCTION TO SECOND HAND MASS-CONSUMPTION, BOTH FAST AND SECOND HAND FASHION CULTURES SHARE LACK OF IMPULSE CONTROL AT POINT-OF-SALE UNDER THE TEMPTATION OF LOW PRICES. WHILE BOTH ARE AFFORDABLE, SECOND HAND IS SUSTAINABLE THROUGH ITS REUSE, REDUCTION OF NEW DEMAND, LOCAL RECLAMATION AND JOB FORMATION. WHILE ECONOMIC CULTURES ARE OFTEN JOB-FORMING HOWEVER, WAGES REMAIN LOW FOR WORKERS. WHILE SECOND HAND FASHION CULTURE IS A NECESSITY, IT ENABLES FAST FASHION CONSUMERS BY OBSOLVING THEIR GUILT OF DISPOSAL, AND DISRUPTS CAPITAL SUPPORT OF SLOW FASHION ENDEAVORS. SECOND HAND FASHION DIRECTLY COMPETES WITH OTHER FORMS OF SUSTAINABLE FASHION SUCH AS: 1ST HAND SUSTAINABLE FASHION MADE FROM ORGANICALLY PRODUCED FIBERS, LOCALLY CREATED MADE-TO-ORDER AND COUTURE, AND 3RD HAND DESIGNER RECLAIMED FASHION. IN A TIME OF PLANNED OBSOLESCENCE WHERE PRODUCT QUALITY IS AS SHORT-LIVED AS THE TRENDS THAT CREATE THEM, RESALE AND REUSE EFFORTS ARE OFTEN INHERT, CREATING A NEED FOR FURTHER RECYCLING EFFORTS.

SLOW FASHION, BECAUSE OF ITS TIME CONSUMING NATURE AND MADE-TO-ORDER FORMAT DOES NOT SUPPORT IMPULSIVE PURCHASING, RELYING ON THE THOUGHTFULNESS OF CONSUMERS. ADDITIONALLY DESIGNERS MUST CREATE PRECIOUS OBJECTS WITH TIMELESS DESIGNS, DECELERATING TREND CYCLES, PREVENTING THROW-AWAY CULTURE AND THE NEED TO PURCHASE REPLACEMENT ITEMS. BUYERS MUST SEEK DESIGNERS AND SPECIALTY BOUTIQUES WHOSE WORK SEEKS LIVING OR FAIR WAGES AND IN TURN MAY LACK AFFORDABILITY. FINANCIALLY WHERE THE CONSUMER BENEFITS FROM OVERPRODUCTION IN SUPPLY AND DEMAND, SLOW FASHION PUTS THE CONSUMERS AT A DISADVANTAGE BY ELIMINATING THE NEED FOR FUTURE PRICE CUTS, BUT REPLACES THAT WITH LASTING INVESTMENTS ON ORIGINAL PURCHASES THROUGH QUALITY.

SUSTAINABLE FASHION CONTRADICTS ITSELF BY ASKING PEOPLE TO WASTE LESS BY PURCHASING, AND MUST DISTINGUISH ITSELF WITH THE “TYPE” OF PURCHASE. SUSTAINABLE DESIGNERS MUST ALSO EMPOWER CONSUMERS TO RECOGNIZE SELF-WORTH OUTSIDE OF STATUS OBJECTS, STYLE TRENDS WITH DIY REPURPOSING AND LESS FAST FASHION, AND TO SEEK OUT AND PAY MORE FOR QUALITY ITEMS THAT WILL LAST. DESIGNERS MUST THEN CREATE TIMELESS DESIGNS IN A MADE-TO-ORDER FORMAT THAT REDUCES OVER-PRODUCTION AND UP-CYCLES THE VALUE OF THE GARMENT AESTHETICALLY SO THEY CAN BE SOLD FOR SEASONS WITHOUT REDUCED COST OR VALUE.

IT IS KNOWN THAT DESPITE GREEN VALUES CONSUMERS ARE NOT WILLING TO PAY MORE FOR SUSTAINABLE GOODS, HOWEVER MADE-TO-ORDER CREATES REDUCED OVERHEAD AND A COMPETITIVE EDGE. ADDITIONALLY, ASSOCIATIONS OF GREEN AESTHETICS EQUATE TO LOW QUALITY CRAFTSMANSHIP AND LOW STATUS OBJECTS. STRIDES TO SEPARATE PREVIOUSLY KNOWN ECOFASHION AESTHETIC FROM IT'S VALUES AND INTEGRATE CURRENT TRENDS INTO SUSTAINABLE METHODS ARE KEY TO RAISING DESIRES FOR ECO-CONSCIOUS OBJECTS CULTURALLY.

# GET INVOLVED!

WHILE CONCIOUS CONSUMER SOLUTIONS ARE SO CLOSE TO OUR FINGERTIPS, MARKET RESEARCH SHOWS THAT CONSUMERS ARE UNWILLING TO PAY MORE FOR ENVIRONMENTALLY CONCIOUS PRODUCTS AND THE MARKET OBSERVES AND ADAPTS. THOUSANDS OF COMPANIES ARE OFFERING THOUGHTFUL AND PRACTICAL SOLUTIONS TO EVERYDAY PROBLEMS USING ORGANIC, VEGAN, AND RECYCLED MATERIALS THAT ARE SWEATSHOP AND CHILD LABOR FREE AND IN DIRECT SUPPORT OF LOCAL COMMUNITIES.

PURCHASING FROM MADAM CHINO IS JUST ONE WAY TO SWAY THE MOMENTUM. SCROLL THE RESOURCES SECTION OF OUR BLOG LINKING TO A LARGER WORLD OF CONCIOUS RETAIL AND STATISTICAL SITES SHOWING A BROADER VIEW OF SOCIAL ISSUES, VIEW OUR HOW-TO SECTION FOR DETAILS ON FUN RECYCLING PROJECTS THAT WILL INSPIRE AND EMPOWER YOU TO REPURPOSE ITEMS IN YOUR OWN AESTHETIC, SHOP OUR FUN'DRAISING PAGE TO PURCHASE SMALL ACCESSORY ITEMS WHERE ALL PROCEEDS ARE DONATED TO SOCIAL JUSTICE CAUSES.

# CONTACT US!

PLEASE CONTACT US VIA THE CONTACT PAGE ON OUR WEBSITE [WWW.MADAMCHINO.COM](http://WWW.MADAMCHINO.COM), OR BY EMAILING US AT [MADAMCHINO@GMAIL.COM](mailto:MADAMCHINO@GMAIL.COM) WITH INQUIRIES, QUESTIONS, COMMENTS, FOR COPIES OF OUR CATALOG, LOGO, IMAGES OF OUR PROCESS, AND PERMISSIONS TO USE OUR COPY INFO AND STORY. WE WOULD LOVE TO BE A PART OF YOUR PRINT OR WEB PUBLICATION, STORY OR DIRECTORY.