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ANNOUNCING

Welcome Amy Galford

CONSTANZA ONTANEDA

The Department of Textiles and Apparel welcomes Amy Galford as its newest part-time Extension Associate. Amy works with Ann Lemley to provide educational materials on water quality to Cornell Cooperative Extension staff and to consumers. Her main task is the maintenance and expansion of the water quality website with information for homeowners about drinking water, septic systems, and wells.

This is not Amy's only job. She is also a Program Assistant for the Northeastern Integrated Pest Management Center at Cornell, a program that supports research and education on pest management strategies such as crop rotation and beneficial insects and links academic, government, and private sector representatives.

Amy received her B.S. in Biology from Cornell University and a M.S. in Ecology from the University of Minnesota. Her past jobs include training extension educators and local government officials about nonpoint source pollution issues and management options. She has also been a research technician in biogeochemistry at Cornell and an adjunct instructor at SUNY Cortland and Tompkins Cortland Community College.

One of Amy's personal interests is working with animals. She has two dogs of her own and once considered studying veterinary medicine. She has volunteered for several animal shelters where she enjoyed walking dogs and helping people learn about animals; she currently volunteers for a border collie rescue group.

ENGAGING YOUTH

Youth Publications

CHARLOTTE COFFMAN

As you know, the Cornell Resource Center closed and the publications were either sold or discarded. Our department provided one copy of each of our primary youth and water quality resources free to counties that indicated a willingness to receive them. In addition, some counties purchased extra copies of their favorite titles.

We also purchased a few extra copies of the following publications in an effort to accommodate your future needs. The supply is limited. To purchase these items, please contact Karen Steffy, ks247@cornell.edu, or Charlotte Coffman, cwc4@cornell.edu. Provide a county association account number or make checks payable to Cornell University.

TITLE	COST
Adventures in Clothing	free
Challenges in Clothing	free
Clothing Connections	\$ 2.00
Clothing Decisions: Helpers Guide	\$ 2.00
Clothing Decisions: Managing Choice	\$ 2.00
Clothing Project: Leader Guide	free
Fabric/Flight Connection	\$ 12.00
Fiber Facts	\$ 2.00
In-Touch Science: Chemistry & Environment	\$ 4.00
In-Touch Science: Fibers & Animals	\$ 4.00
In-Touch Science: Foods & Fabrics	\$ 4.00
In-Touch Science: Plants & Engineering	\$ 4.00
Simple Gifts	\$ 4.00
Strategies in Clothing	free



INTRIGUING YARNS

— Indigo, the dye used to color blue jeans, is the oldest known textile dye.

— A 1598 French law prohibited the use of indigo in order to protect the woad industry.

— Synthetic indigo was developed in 1883; natural indigo extracted from plants is still in use.

CONCERNING CONSUMERS

The Jeans Scene

CHARLOTTE COFFMAN

Jean manufacturers are always up to something new. Two trends this year are more ecologically-friendly products and increased customization.

In the *green jeans* area, consumers should check out these labels:

- Levi's has a new Eco line made with organically-grown cotton and recycled buttons and zippers. Even the packing materials are made from organic fabric or recycled paper printed in soy-based inks. Red Tab Vintage Straight Jeans for men and Skinny Jeans for women are two of the available styles.
- Linda Loudermilk offers a new denim line based on organic cotton.
- Mavi Jeans launches an organic line for the spring that includes hand-stitching on the back pocket. Both men's and women's straight-leg and boot-cut styles will be sold.
- Loomstate claims to use raw organic cotton yarns that make each pair of jeans unique. They identify these jeans with a small "nature calls" graphic on the zip fly.
- Del Forte is becoming well known for their Project Rejeaneration. Buyers receive a postage-paid envelope for returning jeans when they are worn out. Recycling your jeans earns you a 10 percent discount on your next pair or you can donate your earnings to the Sustainable Cotton Project.
- James Jeans uses custom-woven ring-spun organic cotton that is cured in the California sun.

In the *do-it-my-way* category, take a look at these offerings:

- mejeans allows you to design your own jeans. Online, you select your gender and one of five pre-selected designs. Next, select the fit, style, fabric, waist placement, stitching, pockets, fly, trims, and accents. Finally, take 10 or 11 measurements (instructions, photos, and video show you how). Delivery is in 4 to 6 weeks, although chatter on the Internet says that 8-12 weeks is more likely. The website also has information about flattering styles for different body types as well as a glossary for materials, construction, and styles.
- Make Your Own Jeans offers a Clone-A-Jeans service that allows clients to reproduce their fave denim blues. Just send your jeans to their factory where a new pair will be made to the same measurements as the old.

- Tailormade Jeanswear has a similar service. You can provide your favorite jeans or simply your measurements. They will make a replica for you or you can specify changes such as color, finish, pockets, personalized embroidery, etc. They promise delivery in two to three weeks.
- Levi's, Land's End, Target, IC3D, and Brooks Brothers are among the made-to-measure companies that have been mentioned earlier in this newsletter.

You can find still others on the Internet. Happy hunting!

Resources:

1. Cornell 3-D Body Scanner <<http://www.explore.cornell.edu>>
2. Del Forte <<http://www.delforte.com>>
3. James Jeans <<http://www.jamesjeans.us>>
4. Levis <<http://www.levis.com>>
5. Linda Loudermilk <<http://www.loudermilkjeans.com>>
6. Loomstate <<http://www.loomstate.org>>
7. Make Your Own Jeans <<http://www.makeyourownjeans.com>>
8. Mavi Jeans <<http://www.mavi.com>>
9. mejeans <<http://www.mejeans.com>>
10. Tailormade Jeanswear <<http://www.tailormade-jeanswear.com>>

Plaid is Forever

CONSTANZA ONTANEDA

A few years ago I attended a dance festival in Lima, Peru. Andean music played loudly in the background as dancers took the stage wearing plaid shirts, hats, and kerchiefs. "They're Americanizing. I cannot believe this. They look like cowboys," I complained to my companion, an expert on Peruvian culture. She promptly explained that the plaid costumes had nothing to do with the American West or globalization. These plaid and checked patterns arose from our own Peruvian roots, the evidence of which can be found in the many textiles dating to pre-Incan times now on view in museums.

Plaid is the term for printed or woven fabric designs in which color bands of different widths run both horizontally and vertically, crossing at right angles to form a series of boxes. Common types of plaids include argyle, gingham, glen, hunting, lumberjack, Madras, tattersall, and windowpane. Even if you have not seen the historic Peruvian plaids, you probably own at least one plaid garment and are familiar with Scottish tartans. This year, however, the ubiquitous plaid may surprise you with a few new looks.

The first change is the use of plaid for accessories such as lace-up shoes, stilettos, flats, flip flops, purses, wallets, hats, umbrellas, and even backpacks. Plaids are dramatic and eye-catching so using them sparingly as an accessory might be the perfect solution for those who want a stylish but subtle statement. Another interesting trend is the rebirth of Madras. Madras is an Indian cotton textile woven in a plaid pattern. When washed, the colors run or *bleed*, creating a blurred effect.

Madras clothing was very popular in the U.S. in the 1960s. The *new* Madras eliminates several processing steps as manufacturers simply print a washed-out plaid pattern onto cotton fabric. One company that is going mad for Madras is Old Navy. You may have noticed their advertising campaign "Make it Madras" that promotes their line of Madras shorts, pants, shirts, jackets, and more.

Finally, we have the interesting case of Burberry, a UK-based manufacturer of clothing and accessories. Founded in 1856, the company is credited with the invention of gabardine fabric, the trenchcoat, and some aviation garments. Its distinctive *Nova* plaid of tan, black, red, and white was originally used as a lining for their trenchcoat in 1924, but was trademarked as the Burberry Check in 1967. The pattern is seen today on their umbrellas, raincoats, wallets, dresses, scarves, ear-muffs, and the list goes on and on. The easily identifiable pattern is self-promotional, a fact that has some negative aspects. It is one of the most widely copied trademarks in the world and has attracted bad press due to its popularity among the British football casual cult and counter-culture groups. Even the Burberry executives have noted that the "famed tartan grows trite" and have added an equestrian knight and the cursive signature of founder Thomas Burberry as logos. Watch for other new brand symbols as Burberry tries to maintain brand excitement without sacrificing brand identification.

Resources:

1. Burberry, <<http://www.burberry.com>>
2. Burberry - Wikipedia, <<http://en.wikipedia.org/wiki/Burberry>>
3. Fairchild's Dictionary of Fashion, Fairchild Publications, NY. 1998.
4. Lawyers and Business Executive in the News: Fashion, July 13, 2006. <prlawinc.typepad.com/lawyers_and_business_exec_fashion/index.html>

BROWSING WEBSITES

CHARLOTTE COFFMAN

Fleece Ideas from Hancock Fabrics

<www.hancockfabrics.com>

With the cold weather comes the natural inclination to make something from the wide variety of available fleece fabrics. Logon to the Hancock Fabrics website and register to access a printable copy of the *Fleece Ideas Magazine*. Projects include: Ruffle Poncho, No-Slip Slippers, Retro Rug, Ladybug Bag, Dog Coat, Firecracker Pillow, Monogram Throw and 36 more. These ideas are useful for yourself and for your 4-H club.

TXA NEWS

Cedarburg Woolen Mill

<<http://my.execpc.com/~wiswool/>>

While attending the conference for the National Association of Extension 4-H Agents last fall, I participated in a fieldtrip that included a visit to the Cedarburg Woolen Mill. Their old but reliable carder makes wool batts for quilts or comforters. The batts can be ordered in crib, twin, double, queen, or king sizes. New wool batts are made from Wisconsin grown wool, but the mill will also recard wool from old comforters that you provide. You can view their website, or to discuss your individual needs, contact them at Cedarburg Woolen Mill, W62 N580 Washington Avenue, Cedarburg, WI 53012, Tel: 262-377-0345, Email: wiswool@execpc.com

The Doll Loft

<<http://www.thedolloft.com>>

If you have worked with the In-Touch Science program, you are already familiar with making felt but you may be surprised at the fabric's versatility. The Doll Loft uses 100% wool felt for their unique Doll Loft dolls, which can be created on a sewing machine. The site also offers patterns for high-fashion doll clothing and doll-making kits for beginning or advanced sewing enthusiasts.

Livingsoft

<<http://www.livingsoftnw.com>>

Several years ago, we offered workshops on Dress Shop 2.0, a computer program designed to make patterns to fit your body measurements. If you are interested in making your own patterns at home, you might want to check out Dress Shop 7.0 that was released in October, 2006. They also offer a women's collection for spring and summer, a wardrobe for men's wear, and 52 patterns for active wear. Be sure to try the demonstrations and to ask questions of the staff.

RECALLING TRADITION

In Celebration of Sweatshirts

CHARLOTTE COFFMAN

A survey of 1,000 consumers by Russell Athletic, revealed that 90 percent own a sweatshirt and most have purchased at least one in the past year. A recent GQ article ranked hooded sweatshirts as No. 5 on the Top 10 list of clothing that never goes out of style. While this news will surprise few, it is worth noting in celebration of the 80th birthday of the all-American sweatshirt.

Russell Athletic, a division of the 104-year-old Russell Corp., claims to have made the first sweatshirt in 1926 because the son of the company's president wanted a more comfortable shirt for playing football. In those days, players wore heavy, sometimes scratchy, wool sweaters. The fleece-lined shirt, made from the material that the company used to make long underwear, was a hit with the University of Alabama football team and was soon adopted by other athletes.

In 1919, the Feinbloom brothers founded the Knickerbocker Knitting Company, now Champion Products. Originally a sweater mill, by the mid 1930s they were making pullover sweatshirts and a zipper front hooded sweatshirt called a *sideline sweatshirt*. They also patented the flocking process for placing raised letters on fabric that led to the still popular practice of labeling sweatshirts with team names, political slogans, and personal messages.

Sass Brown, a professor of fashion history at the Fashion Institute of Technology in New York, places the sweatshirt in the same category as blue jeans and T-shirts. "It's cheap, universal, warm, versatile, comfortable — it's something that Americans have embraced and continue to embrace."

Resources:

1. Cole, Michael. Russell's No-Sweat Proposition, Apparel Magazine, pp 50-51. October 2006. <<http://www.apparelmag.com>>
2. Spears, Sarah. Russell Athletic's 80th Birthday of the Sweatshirt, Atlanta Business Chronicle, May 26, 2006. <<http://www.hdbrown.com/russell/news/134679960380.htm>>

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