

## modern retro design craves comfort over science . . .

the grandfather rule states that kids won't wear what their fathers wear, but they will wear what their grandfathers wore. that makes for more or less a 30 year cycle. what's interesting about the current retro environment is that it's channeling both the 50's, and it's echo, the early 1980's.

this quote, from skip yowell of jansport, reported at last winter's outdoor show, has stuck with me this spring.

".. i have just been having fun with these old silhouettes that i have dragged out of my garage."

the current retro design climate feels casual. we are reminded of a time when we were comfortable with our future and could depend on our clothing. it has the feeling of comfort over science and experience over technology.

simple and familiar textiles, often of higher quality, are key. garments are sensible and reliable while combining

constructions, fabrics and features from grandpa's day. culturally we all seem to recognize the soft folds of cotton twill and the crisp hand of ripstop taffeta. there is sizzle with new technical treatments and finishes, but a certain satisfaction remains with the old materials, most of which came from above the earth, not below, and their durable, no-nonsense attributes. we're in love with triple needling and flat felled seams.

something about the sweet spot between the retro ethos and our generational nostalgia, has created apparel that crosses cultural and social boundaries. the dads at the ball game have pretty much the same shorts on as the older brothers do. i think the yearning there, the 1950's looking polos being worn by young men, is to wear clothing that comforts both them and their baby boom fathers. a wide swath of men wear the twill cargo short, moms and daughters both happily pad around in chuck taylor's. today's retro is appealing and emotionally accessible

to a great many of us.

current retro is also very American; check out the car commercial's rift regarding what the USA is known for, "fast cars and freedom". other car ads tout american manufacturing and american ingenuity. there is a kind of swagger and brotherhood in the modern/retro apparel mix. the increasingly traditional masculine look of the uniform; the flannel shirt, the heavy work boots, the brando t-shirt, etc, all reflect retro's conscious, strong, and capable attitude

that's not to say we won't also use technology, where it benefits us. but the drive to look old is so ingrained in the market that even modern outdoor technical outerwear evokes harris tweed in pattern and color, and ski jackets look like they were made from the drapes in my mom's old house. modern retro pleases us with its spin on the predictable.

plus, i think it's fun to see grown men wear plaid shorts...

## FABRIKOLOGIST | KARLA MAGRUDER

Are there DWR finishes that do not contain fluorocarbons so there are no PFOA or PFOS?

Yes, there are several companies that have a fluorocarbon-free finish. Fluorocarbon-free finishes perform differently than fluorocarbon finishes especially when it comes to oil repellency. Check with the suppliers to find out how their product performs compared to what you have used in the past. Each of the DWR finishes listed below is fluorocarbon-free and cannot breakdown into PFOA or PFOS.

- **Schoeller's Fluro-Free** is fluorocarbon-free and approved by bluesign. It is a durable water and dirt repellent. It has an initial and after 5X wash spray rating of 100. It's priced the same as other Schoeller DWR's.
- **Devan's Eco Release** product is also free of fluorocarbons and repels water and oil-based stains. It has enhanced wash durability and abrasion performance, a very soft hand and does not require curing. It is different from typical DWR's in that it does not require

exposure to heat to re-activate the performance over time.

- **Rudolf Group's Bionic Finish Eco** is a fluorocarbon free water repellent finish. It is based on dendrimer technology which doesn't affect the breathability and provides a soft hand. It has an initial and after 10X wash spray rating of 100. ●



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