



Apparel

Technology & Business Insight – From Concept to Consumer

In only a year, fashion industry veterans Celeste and Anthony Lilore have seemingly met all their lofty aspirations with their development of the Restore Clothing line; an eco-friendly, socially responsible brand that was launched in May 2008. The Restore acronym symbolizes the stringent standards that the Lilore husband-and-wife team adhere to; it stands for "Responsible, Earth Friendly, Sustainable, Technological, Organic, Recycled and Ergonomic."

Restore Clothing aims to bridge the gap between fashion, performance and environmental friendliness, as it produces transitional apparel designed for activities such as yoga and Pilates (versatile enough to go from "work out to out after work" the company proclaims.)

All those ambitions notwithstanding, the clothing created by the Liores (Anthony previously worked in the design area for brands including Club Monaco and Perry Ellis) is manufactured exclusively in New York City - with the couple being just as adamant in their passion for saving Manhattan's garment district as they are about the environment. They assert that the elimination of excessive fuel by manufacturing so close to home benefits the environment and local community. As it built its brand, the Liores' grandiose vision has become a "Unifi"d one.

Restore Clothing sought out Unifi, the prominent producer of multi-filament polyester and nylon textured yarns and related raw materials, as Celeste sought an ecofriendly replacement for fabrics containing polyester.

Restore Clothing began to use Unifi's Repreve environmentally friendly polyester yarns, made from 100 percent recycled materials. Thereafter, the Restore brand was instrumental in persuading Unifi and Repreve to take the Repreve line further and develop an unprecedented nylon 6, 6 yarn that is similarly made from 100 percent recycled materials. Restore Clothing was the first to adopt the Repreve nylon in a pilot program and the Repreve product is scheduled to be commercially launched this summer.

The Repreve yarns are used in several of Restore Clothing's styles including the crossover tank, crossover bra, drape front top, active short, active capri and active pant and hoodie. According to Unifi, the production of Repreve offsets the need to produce virgin polyester and nylon, conserving petroleum-based resources. On average, current annual production of Repreve is estimated to conserve the equivalent of six million gallons of gasoline.

The distribution channel strategy by Restore Clothing is focused, with the line being offered at spas, specialty sports and fitness stores and facilities.

The Liores describe their line as "slow fashion," characterizing it as timeless with "nothing in excess and everything in balance."

Through Restore Clothing, they are restoring faith that apparel can be functional, fashionable and also socially conscious- on many different levels.

For more information go to www.apparelmag.com).

More information about Repeve can be found at www.Repeve.com.

