

ELEMENTUM

Clothing Species
by Daniela Pais

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PRESS RELEASE

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1 of 1

ELEMENTUM is the result of the Clothing Species project developed by Daniela Pais at the Man& Humanity Masters program at the Design Academy Eindhoven in 2005-2007. This project resulted from a yearlong research into industrialized models and behaviors and a study into other models of consumption, both prompted by the magnitude of consumption waste from products that characterizes our society.

ELEMENTUM clothing lines:

SIMPLE circular jersey 100% cotton reused yarn (pre-consumer waste) made in Portugal.

REFINE warm-hearted knitwear designed and 3D knitted in The Netherlands from the finest Peruvian alpaca & organic merino wool in undyed colors.

HAND MADE warm-hearted knitwear designed and hand knitted in Europe from the finest Peruvian alpaca & merino wool.

The ELEMENTUM clothing collection consists of 6 different models which can be used in many ways: from scarf to dress, along with a shirt, jacket, skirt and trousers. It can cover your head, your neck, down till your feet. It can be wear flat, twisted and in layers. The construction of the pieces is based on the total use of a piece of cloth in a tubular dimension, where minimum cuts provide maximum use.

ELEMENTUM invites you to develop new perspectives about your body, identity expression and consumption.

ZERO

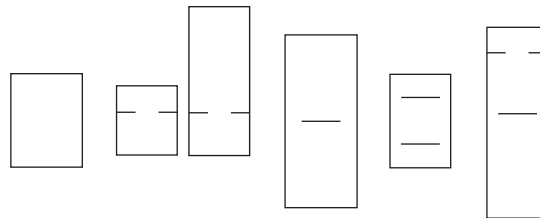
MEIO / MEIO Long

UM

DOIS

TRÊS

CINCO



zero (scarf, dress, skirt,...) meio (top, scarf,...) um (trousers, dress, shirt,...) dois (dress, top, bag,...) três (dress,...)

NEW

ELEMENTUM SIMPLE line is now available also in natural white Organic cotton.

ELEMENTUM will be presenting at the following fairs:

From **20th to 22th of January 2011 Thekey.to** (www.thekey.to) International event for green fashion, sustainable lifestyle & culture. AIRPORT TEMPELHOF- Berlin, Germany.

ELEMENTUM Hand Made collection is now Presenting at

the **International Design Biennale 2010 Saint-Etienne- exhibition "Passage Mode"**.

From 20 November till 5 December. (<http://www.biennale2010.citedudesign.com>)

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