



vivasoft

color accessories
***made with* recycled clothes**

brief

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Vivaluz, a pioneering **French start-up in circular fashion**, has several product lines that embodies the principles of sustainability and eco-friendliness. The aim of this project is to seek a innovative solution to **infuse their materials with vibrant colors**, without the **need of use pigments or additives** to create a distinctive aesthetic.

The desired outcome is a material that not only delights the senses but also meets the highest standards of circularity, being **fully compatible with the entire manufacturing process for soft fashion and home decor products**. Moreover, the material should be designed for recyclability, allowing for seamless reuse and upcycling without requiring any additional processing steps, thereby minimizing waste and promoting a closed-loop system.

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problem

Improve the aesthetic appeal of a material while minimizing its environmental impact, thereby **crafting more desirable products without compromising sustainability**. Also maximizing the utilization of waste and minimizing waste generation

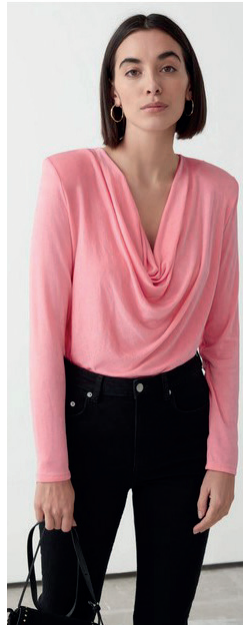
solution requirements

- Obtain colors without the use of pigments or additives
- Develop a palette of 4 distinct material collections, each featuring a unique and on-trend color scheme

colors of the past

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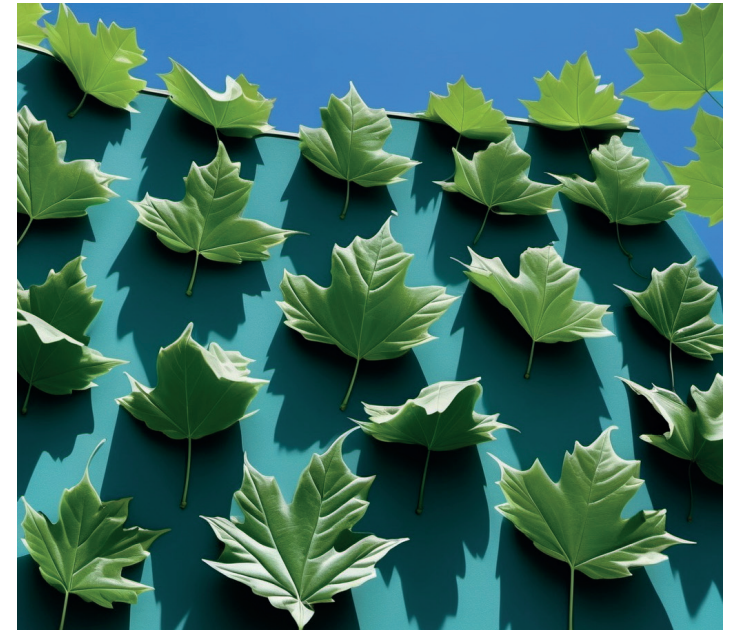
colors of the past trends are the source of the colors for this project.

moodboard. sea & forest

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modern, lustfull, vibrant, deep



AI images which I gerenated with Openart/Stable diffusion

moodboard. sand

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earthy, relax, warm



AI images which I generated with Openart/Stable diffusion

moodboard. emotional

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emotions, fresh, spirituality, richness

AI images which I generated with Openart/Stable diffusion

moodboard. bubble gum

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yummy, young, vibrant, fresh



AI images which I generated with Openart/Stable diffusion

color research and development

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I created a guide of how to mix different tons of clothes to obtain the desired colors.



sea & forest clothing mix guide



bubble gum clothing mix guide



sand clothing mix guide



emotional clothing mix guide

products

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