

# THE MATERIAL JOURNAL

July, 2019

## STORY OF THE MONTH

### Sustainable Beauty



#### FASHION

Couture is defined by the hand-work that it takes to produce it, and each garment has an obligation to be constructed by hand from start to finish.



#### FASHION

For menswear this season, the fashion houses showed us life through rose-tinted spectacles as the boys blushed their way down the runway, making pink officially punk again!

## Featured Materials



#### TUBULAIRE NYLON

Process family: Woven / Braided  
Composition: Nylon / Cotton  
Format: Roll  
Size : -  
Thickness: 6,5 mm  
Color: Multicolor

[VISIT OUR SITE](#)



#### LATTE ROSE

Process family: Coated/Projected  
Composition: PU/PES/Cotton  
Format: Roll  
Size: 137 cm width  
Thickness: 0,50 mm  
Color: Silver

[VISIT OUR SITE](#)

# THE MATERIAL JOURNAL

July, 2019  
Page 2

## Sustainable Beauty

### STORY OF THE MONTH

*“Don’t tell me the moon is shining; show me the glint of light on broken glass.”*

- Anton Chekhov



Terrazzo was the world’s first example of sustainable flooring, commonly attributed to Venetian workers, who salvaged marble fragments from their construction jobs and mixed them with clay to create the flooring in their private homes. Though, historically, we can see evidence of types of terrazzo as flooring in Turkey that dates back almost 10,000 years! It has been a staple of the coolest interior designers in recent years, after the resurgence of appreciation for the work of the Memphis Group founded by Ettore Sottsass in the 80s.



Our **Terr-Glazzo** is a contemporary agglomerate interpretation, using modern waste including recycled glass and porcelain, quartz, granite dust, and unusable broken glass mosaic tiles to create a new iteration of this classic material. Much like it’s iconic sustainable ancestor, **Terr-Glazzo** is 60 – 70% recycled, using a minimum of PE Resin and pigments to bind and color it.

It is available in polished or matt surface finishes that are suitable for both commercial and domestic use and certified food-grade so that it can be used for the preparation of wet foods. The sheets come in various dimensions and can be cut and machined like any other ceramic tile.



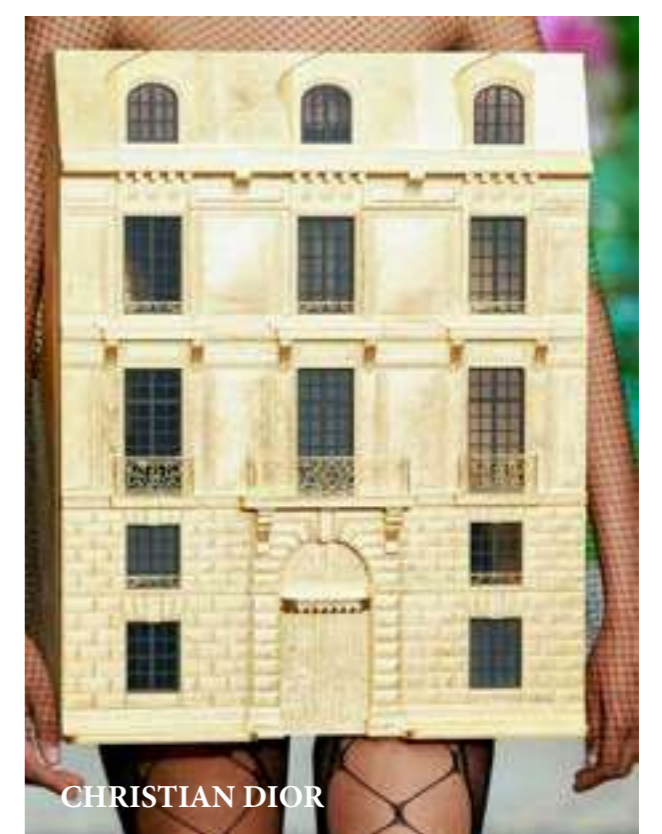
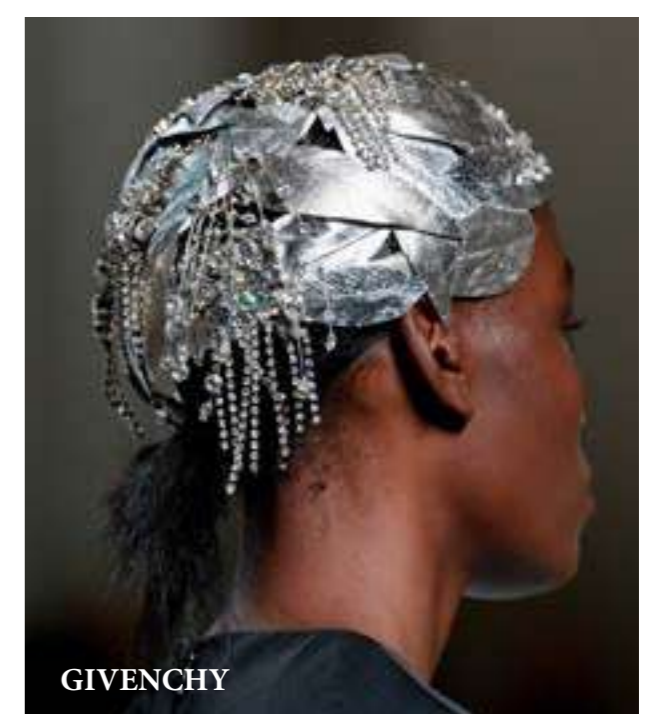
# THE MATERIAL JOURNAL

July, 2019  
Page 3

### FASHION

## It’s All In The Details

Couture is defined by the hand-work that it takes to produce it, and each garment has an obligation to be constructed by hand from start to finish. Couture houses have to abide by the following strict rules to qualify as couture: design made-to-order garments for private clients with fittings, maintain a workshop in Paris that employs at least 15 full-time staff members, employ 20 full-time technical people in at least one atelier every season and, finally, present a collection of at least 50 original designs to the public, both day and evening garments, in January and July of each year. At American Supply we celebrate the artisanal act of handicraft, working in-house by hand and with expert artisans on many creative projects, so we always look to the Haute Couture collections for artisanal inspiration at this time of year! Here are some of our favorites from the recent Autumn/Winter 2019 Haute Couture shows.



# THE MATERIAL JOURNAL

July, 2019

Page 4

FASHION

## Think Pink!



*“Think pink! think pink! when you shop for summer clothes. Think pink! think pink! if you want that quel-que chose.”*

Funny Face soundtrack, 1957

For menswear this season, the fashion houses showed us life through rose-tinted spectacles as the boys blushed their way down the runway, making pink officially punk again. In this gender aware day and age, yellow is the conscious color of choice for a child’s bedroom so as not to lead them towards the more commonly gender associative blue or pink. For women, pink is so perfunctory that it has little impact unless it is – Schiaparelli style – *Shocking Pink!* Though, for men, it still keeps its deliciously bad boy spirit, which was in high demand for Summer 2020 – expect to see men in rosy tones, from dusky to shocking next season – bring on La Vie En Rose!

