

## WHO WE ARE

CounterCouture is a Minneapolis-based upcycling fashion brand that fuses design, ecology, social responsibility, style and sense. What is upcycling? It is the process of converting waste materials into new materials or products of better quality or a higher environmental value. Through this process we encourage the evolution of design and production techniques as well as partnerships to create a sustainable business model for the future of eco-fashion.



### REUSE

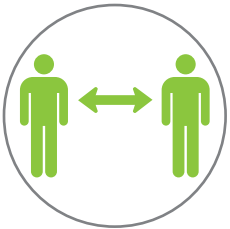
Addressing the fact that 95% of clothing is able to be recycled, but not, we help divert clothing that doesn't naturally break down in the environment from landfills. Our specialty is converting formal gown that typically have a short shelf life already. We also aim to be zero waste, using "unworthy" fabrics for test pieces and reusing notions, zippers, and any usable parts of an existing dress.



### RETHINK

Creativity is key. A lot of designers know what they want to make then find the materials for it. We reverse engineer. Our design is always led by the raw materials rather than design for design's sake. This demands us to always innovate, whether in business or design development.

What does this mean to the fashion industry? It means there doesn't have to be a stigma around things that are sustainably made. Something made from something else can be just as beautiful as something made from huge bolts of fabric (often made under poor labor conditions and harvested in an environmentally threatening way). It means upcycling can be an industry through the creation of key partnerships as well as understanding and support of the consumer.



### RELATE

As stated, the utilization of partnerships is a crucial part of a sustainable business model, not just added leverage. Sourcing fabrics through collaboration with producers, charity organizations, and consumer donations allows us to maintain the structure of our production process. We also believe that information sharing is the platform for continuing the movement, therefore we strive to provide the industry-leading resources for those seeking to incorporate sustainable practices into their own brands.



### PRECISION

Because we work from a finite piece of fabric, we tackle mathematical challenges presented by no-waste pattern making with every piece. So with no room for error, precision is everything. This process aids in the creation of collections not necessarily dictated by passing trends, instead concentrating on the solidity of the design through classic silhouettes and quality production.



### CUSTOM

Everything is reused from something existing. This means we pick every fabric by hand, ensuring that it fits with the creative direction of our line. It also means that although we have the ability to create multiple runs of a design, each piece differs slightly. Our pieces are all one of a kind, remade with love and incredible attention to detail.

CounterCouture represents an evolution in fashion, an education in sustainability, a shift in buying behavior, and problem solving in a very sexy package. Because fashion, too, must evolve.