

Last Yarn.

Impact Report

2022



In collaboration with Middlesex University, Singer Sewing Machine and The House of a Thousand Fabrics

Contents



4	Introduction
5	LY Academy
7	Middlesex University x Singer Sewing Machine
8/9	Social Media Campaign
10/11	Collection 1: Kieran Pruett
12/13	Collection 2: Olubunmi Obayo
14/15	Collection 3: Georgia Rose
16/17	Collection 4: Daryll Wong
18	Conclusion
19	Acknowledgments



Class of 2022

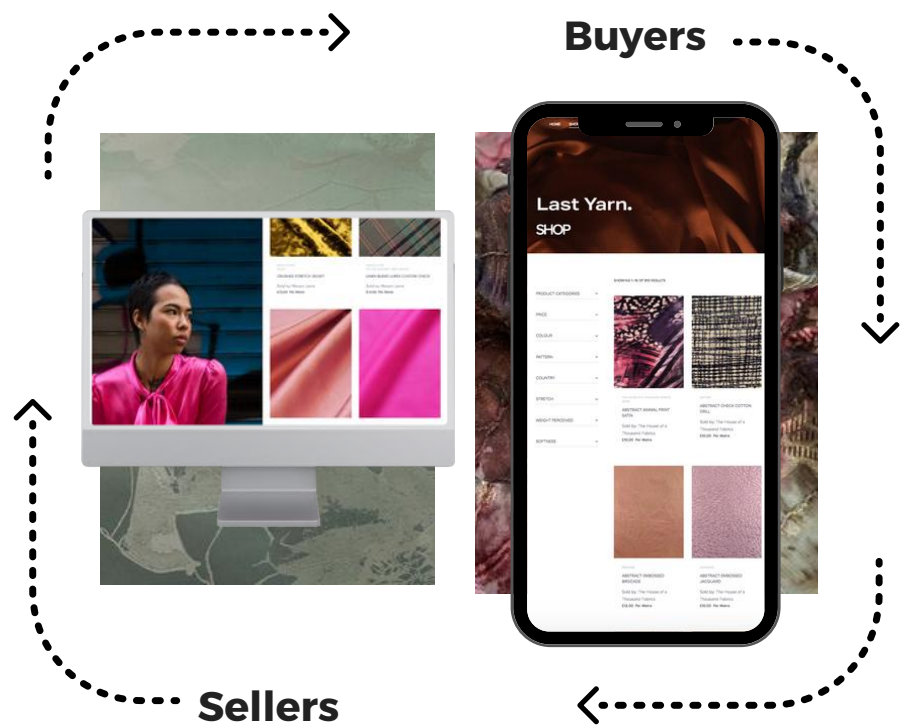


Introduction



The Last Yarn online marketplace connects designers and creatives with mills, manufacturers and studios to circulate the surplus textiles that would otherwise go to waste.

We source the finest rescued fabrics and collaborate with designers and innovators to become an intermediary between design, production and technology. Via our social initiative LY Academy, we partner with school's, uni's and charities to circulate textiles.



LY Academy



In contributing to a new textile economy, we launched LY Academy, supporting inspiring young talents, working in partnerships with schools and colleges to promote localisation, collaboration and innovation. We see education as a cornerstone of the change sweeping the industry and an opportunity to source the best talent from its routes. With more than 4,800 people studying textiles at university each year on courses including textile design, textile technology and textile engineering (UKFT), LY Academy provides hugely reduced and gifted fabrics for students, charities and non-profit organisations.

In January 2022, we collaborated with Middlesex University, to provide four students with a Sustainability Scholarship in partnership with Singer Sewing Machine. As part of their scholarship the students were asked to create a garment as part of their final year collection using only surplus textiles that would otherwise have been sent to landfill.

Matthew Needham, Fashion Designer and Lecturer has played a valuable part in this process, and we loved working alongside him. He says, "I am thrilled for the students who are receiving sponsorship from Last Yarn and Singer. As their tutor, I am grateful for the support from both companies and have been eager to see how the students repurpose this deadstock fabric within their collections."

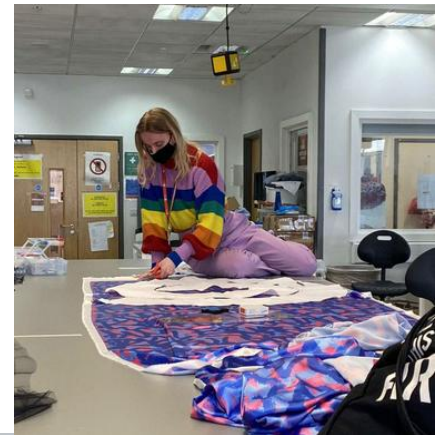




Middlesex University x Singer Sewing

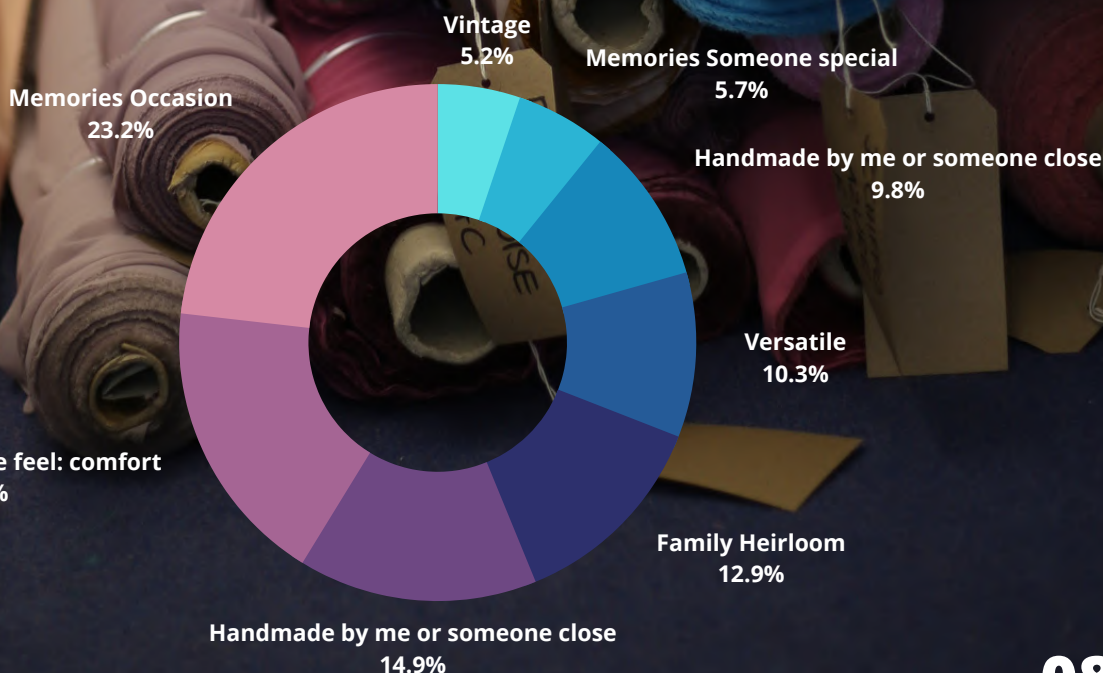
The four students selected for the Sustainability Scholarship were Daryll Wong, Georgia Rose, Kieran Pruett and Olubunmi Obayo. Each student was invited to our fabric warehouse to select surplus textiles for their final year project, before displaying their garment at a special photoshoot funded by Last Yarn at The Chocolate Factory in North London before showcasing their collection at their graduate show, "Radical Creativity" on campus.

Singer Sewing Machine gifted each of the four students with brand new sewing machines to complete their final showcase pieces, and to keep. Singer also provided a sewing machine for us to giveaway to a member of our community via Instagram.



Giveaway Partnership with Singer Sewing Machine

LY Academy worked in partnership with Singer Sewing Machine to gift 4 students with a singer sewing machine. We also asked our community to tell us what the last item they would giveaway from their wardrobe would be and why. Based on 280 responses, we found that these were some of the reasons people formed close bonds with their favourite piece of clothing: answers show that the top reason (23%) were items that are sentimental to them and are associated with a special occasion, comfort came second (18%), items that were comfortable were more likely to be kept and cherished. Other popular reasons included an item handmade by themselves (15%), or feeling attached to a family heirloom (13%) or a timeless and versatile piece (10.3%).



In June 2022, the social media giveaway campaign generated

505+

Instagram comments on a single post

1.2k

Instagram followers

16.3k

Instagram Accounts reached

3

Major partnerships

LY Academy's first campaign in partnership with Singer Sewing Machine was a huge success. With over 500 comments on a single post (50% engagement rate) and 280 responses for our question, we're thrilled to have had such a positive response from our community.



gemsadventuresinchi The last item I would give away is a fuzzy faux fur coat the my friends all clubbed together and bought me for my 21st birthday (I am 40 now!) so many memories 🥰🥰



jul_delourdes @lastyarn generous giveaway 🙌❤️ keeping my fingers tightly crossed 🙌 especially for my lovely Mama.
The last item from my wardrobe I'd giveaway is my Baby girls first sleep suit I put on when she was born in 2021 ❤️🙌 still smells beautiful. @erwinpereira21



sparklyknights My Wedding Dress, which is over thirty years old, maybe my daughter @xtwinkleberry would like to wear it one day 🤔🏰



astridsews The last thing I'd give away is the prom dress my mum made me - too precious!!



sterlingcarat The last item in my wardrobe that I'd give away is my first fashion collection that I made for my college course and I'd never give it away as it shows how far I've come ❤️❤️



mycrazylifeisboring My new scarf, because I made it & it's the first one I crocheted! @irene.jackson.7545

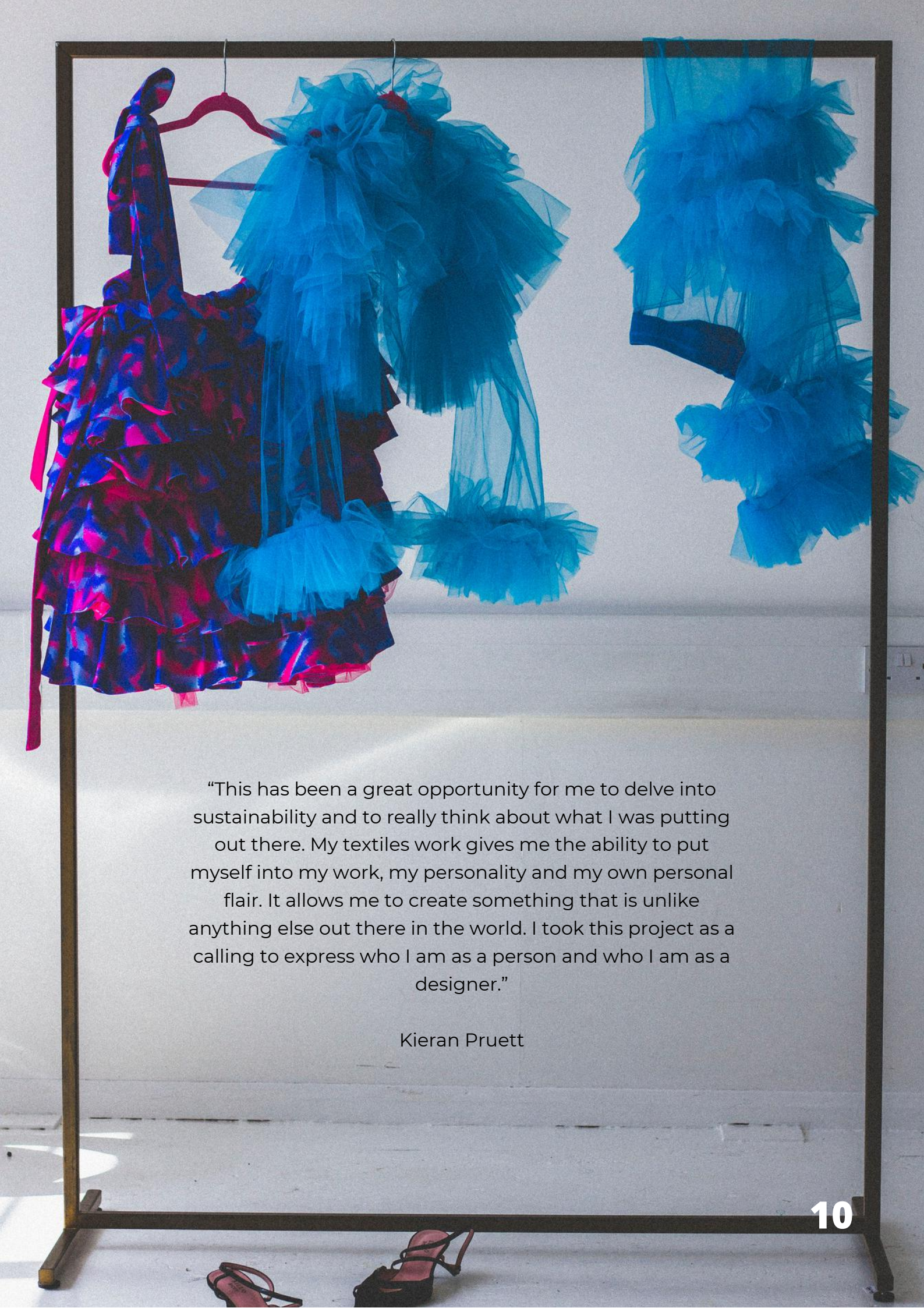


ashley.mama.of.three Last item in my wardrobe I'd giveaway would probably be my mum Chinese traditional dress which has been handed down through generations and I will be handing it down to my daughter when she's 18.



_catnapz Last item I'd give away is this amazing Stella McCartney slip dress I snagged up second hand for a fraction of the price! I've only worn it out once since it's quite fancy but felt incredible in it 💕💕





"This has been a great opportunity for me to delve into sustainability and to really think about what I was putting out there. My textiles work gives me the ability to put myself into my work, my personality and my own personal flair. It allows me to create something that is unlike anything else out there in the world. I took this project as a calling to express who I am as a person and who I am as a designer."

Kieran Pruett

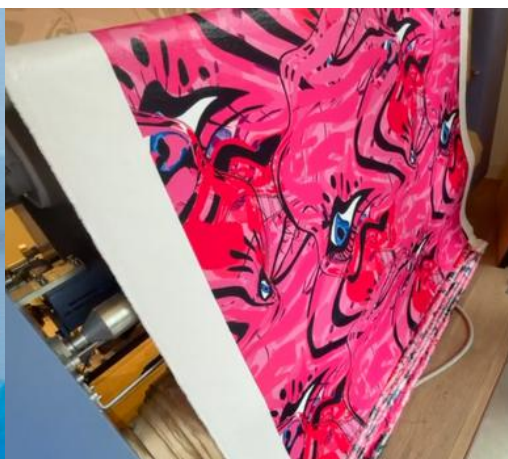
Kieran Pruett

Kieran's graduation collection was called Deformed Beauty.

Kieran starts "with this collection, I wished to change the narrative of how I feel about myself by romanticising my pain regarding my deformity and my transness. For me, my biggest desire for these garments was to create something that is joyful to wear. After spending my adolescence loathing my identity, I took my Final Year as a chance to reprogram the ways in which I viewed myself and therefore create garments that make me feel euphoric. In essence, I want to make clothes that make people feel like their most unapologetic and flamboyant selves.

Furthermore, this collection is a love letter to my younger self, my community and to anyone else out there who has ever felt alienated or rejected by society."

A majority of garments from Kieran's collection were screen printed using the Devore Technique "As a printer, I use a lot of synthetic fibres such as polyester satin and mesh."





"For me, it's all about sustainability. Most of my designs are sustainable and I always recycle and upcycle what I can get from charity shops for my projects."

Olubunmi Obayo

Olubunmi Obayo

Olubunmi's final year project was inspired by her Nigerian heritage, taking inspiration from her roots and traditional clothing, including memories of getting dressed with her mother. Olubunmi also paired her final collection with vintage and charity shop finds alongside second-hand accessories.



In response to this, Olubunmi says, "My strongest point is up-cycling and recycling, and Last Yarn is on the sustainability trail too, hence why I was keen to join. I had a great deal of help with getting the right fabrics."



"This reflects my values as a designer. I've tried to use waste from companies, such as mills from Scotland, to create something that is beautiful but is also from what some may see as rubbish. It's been great to work with people who are trying to encourage this use of dead stock and to show there is nothing wrong with reusing something."

Georgia Rose



Georgia Rose

Georgia Rose's collection is called 'Midden' which by definition refers to anything that is a mess, a muddle, or chaos. Georgia merges her Scottish heritage and love for alternative, hyper pop music to rebel against society's expectations and explore a darker and more chaotic side of femininity.

"Responding to the female gaze, I plan to create an intimidating energy to present how powerful feminine presence can be and allow the wearers of my work to feel unstoppable."

Georgia explains. Georgia used woven deadstock and waste yarn from mills and hand woven businesses located across Scotland. Midden balances heavy, woollen, textured material with contrasting bright, lightweight silks and tulle from Last Yarn.

"One of my biggest inspirations is Simone Rocha and I love how the layering and difference in material texture creates such dynamic and visual looks."





"It's been great to work with textiles and fabrics and to learn to work with what you have. I've enjoyed learning about how in-depth it is to produce a single piece of plain weave textile. It gives you a much greater appreciation for just simple fabric. This scholarship has helped me learn to work with what you have and how to incorporate it into your design work."

Daryll Wong

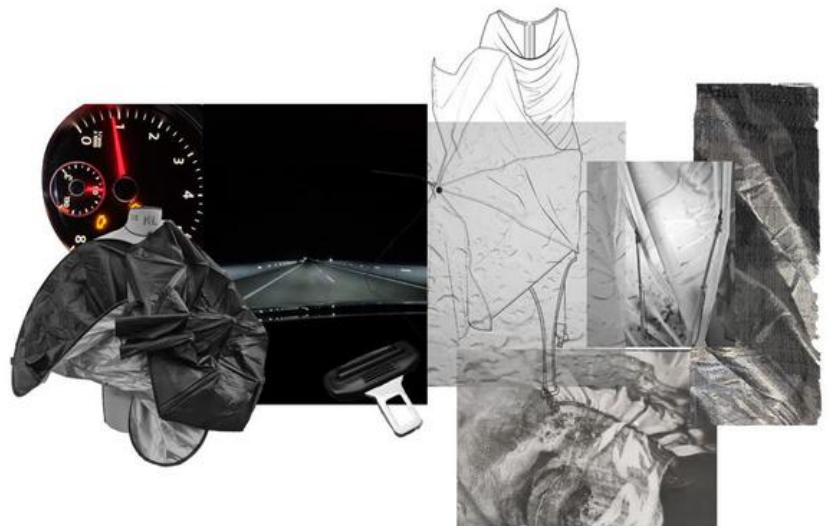
Daryll Wong

Daryll says, "A lot of my inspiration has been taken from my personal life back home in Malaysia."

Daryll's collection embeds recognisable items such as umbrella's, car seat belts and buckles onto garments made from surplus fabrics and creating his own textiles by weaving jacquard using a loom.

"I use whatever I have seen and then put them straight into a garment. Like what you see with the umbrella garment (pictured below), I have taken an umbrella and put it straight onto a garment. It's quite literal."

"My collection is inspired by a time frame back in my home country where it's usually drizzling coming back from work and I wanted to capture that in the moment."



Conclusion

The future of fashion is collaborative. LY Academy aims to partner with exciting and innovative brands, groups and organisations to unify the fashion and textile industries and provide opportunities for emerging talent that tighten the gap between education and industry. Our founders hosted a panel discussion during the Colèchi Clean Fashion Summit at Somerset House, London, in early 2022, which brought together students, lecturers, researchers and educators to discuss the major pivot fashion education must take post-pandemic. Emerging creatives demand that sustainability be at the forefront of learning and that students have access to experiences that reflect a realistic career in the fashion and textile industry. We look forward to working with more learners, creatives and industry professional to create a brighter future.





Acknowledgments

A huge thank you to our friends and partners that made this project happen.

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James Ellis and Regine Ellis

Orsola de Castro

Diego Lago, Photographer

Louise Lerego, MUA

Last Yarn.



Work with us

hello@lastyarn.com

www.lastyarn.com