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3D contoured fabrics: proposing a new product and story for New Zealand wool

A thesis presented in fulfilment of the requirements for the
Master of Design
in
Textiles
at Massey University, Wellington, New Zealand

Theresé Hollingsworth
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ABSTRACT

The 90s saw significant changes in the way New Zealand wool fibre was marketed to maintain a position in an increasingly competitive global market. This research has suggested that New Zealand textile design has been under-utilised as a means of adding value to this commodity and set out to investigate how design in conjunction with technology and marketing could create a new product idea and propose a new story.

Investigations into design, technology and marketing were carried out within a generic product design framework for a defined textile interior product. Research ceased at the point at which a product story could be proposed.

Woven prototypes developed through studio practice explored a 3D contoured aesthetic for New Zealand wool fabrics incorporating specialist yarn technology, and manufacturing capabilities were assessed to determine whether New Zealand industry could feasibly produce the resultant fabrics.

Approaches to the marketing of New Zealand wool were investigated through case studies of businesses involved with the manufacture and marketing of wool fibre/product.
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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>iii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>iv</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>viii</td>
</tr>
<tr>
<td><strong>1 INTRODUCTION</strong></td>
<td>1</td>
</tr>
<tr>
<td>RESEARCH AIM</td>
<td>4</td>
</tr>
<tr>
<td>QUESTIONS</td>
<td>4</td>
</tr>
<tr>
<td>OVERVIEW</td>
<td>5</td>
</tr>
<tr>
<td><strong>2 LITERATURE REVIEW</strong></td>
<td>7</td>
</tr>
<tr>
<td>PRODUCT DESIGN MODEL</td>
<td>7</td>
</tr>
<tr>
<td>DESIGN AND TECHNOLOGY</td>
<td>9</td>
</tr>
<tr>
<td>MARKETING</td>
<td>15</td>
</tr>
<tr>
<td><strong>3 METHODOLOGY</strong></td>
<td>18</td>
</tr>
<tr>
<td>PRODUCT DESIGN MODEL</td>
<td>19</td>
</tr>
<tr>
<td>DESIGN AND TECHNOLOGY</td>
<td>20</td>
</tr>
<tr>
<td>AESTHETIC</td>
<td>21</td>
</tr>
<tr>
<td>FIBRE, YARN AND TWIST</td>
<td>22</td>
</tr>
<tr>
<td>WEAVE STRUCTURE AND SETT</td>
<td>23</td>
</tr>
<tr>
<td>FINISHING</td>
<td>23</td>
</tr>
<tr>
<td>MANUFACTURING ASSESSMENT</td>
<td>25</td>
</tr>
<tr>
<td>MARKETING</td>
<td>26</td>
</tr>
<tr>
<td>PRODUCT DESIGN MODEL</td>
<td>26</td>
</tr>
<tr>
<td>Participants</td>
<td>28</td>
</tr>
<tr>
<td>BUSINESS CASE STUDIES</td>
<td>31</td>
</tr>
</tbody>
</table>
IDEATION TO GATE 2
DESIGN AND TECHNOLOGY MARKETING

IDEATION
GATE 1: First Screen
STAGE 1: Preliminary Investigation
GATE 2: Second Screen

STAGE 2
DESIGN AND TECHNOLOGY

RESULT

AESTHETIC/TECHNICAL ANALYSIS
AESTHETIC
Design
Handle
Texture
Drape

FIBRE, YARN AND TWIST
Innovation in Yarn Production - LinCLITE

WEAVE STRUCTURE AND SETT
FINISHING
SUMMARY

MANUFACTURING ASSESSMENT
WRONZ
Suggested Finishing of Prototypes
Yarn and Fabric Production

INTER-WEAVE
Fabric Production

ALLIANCE TEXTILES (NZ) LIMITED
Fabric Production

SUMMARY
8 PRODUCT STORY

EXTERNAL ENVIRONMENTAL FORCES 116
MARKET SHARE PRINCIPLES 117
MARKETING MIX 120

9 CONCLUSION

THE ROLE OF TEXTILE DESIGNER WITHIN THE PRODUCT DESIGN MODEL 122
COOPER'S MODEL FOR TEXTILE PRODUCT 125
COMMONALITIES/DIFFERENCES IN DESIGN, MARKETING AND TECHNOLOGY 126
THE CONTRIBUTION OF DESIGN, TECHNOLOGY AND MARKETING TO THE PRODUCT STORY 126
3D CONTOURED FABRICS 127

GLOSSARY 129
REFERENCES 133
APPENDICES
LIST OF FIGURES

Figure 1.1 [periodical] Postic, J. "Cumulus" by Larsen. 2
Figure 1.2 [model] The Author. Research Overview. 3
Figure 1.3 [model] The Author. Content Overview. 6

Figure 2.1 [periodical] Donnelly, F. Organic Forms within symmetrical arrangement in 2D and 3D Product. 10
Figure 2.2 [table] The Author. Table of NZ Sheep Characteristics. 12
Figure 2.3 [book] Von Bergen. Extract from von Bergen’s table of ‘Single Yarn Twist of Woolen [sic] Yarns’. 14
Figure 2.4 [report] New Zealand Wool Board. New Zealand imagery used to promote product internationally. 16

Figure 3.1 [model] The Author. Methodology Overview. 18
Figure 3.2 [model] Cooper, R. G. A Generic Stage-Gate New Product Process. 20
Figure 3.3 [diagram] The Author. Double weave draft worked on point paper. 21
Figure 3.4 [diagram] The Author. Example of weave draft created in Scot-Weave Dobby Design programme. 22
Figure 3.5 [diagram] The Author. Method for calculation of warp shrinkage. 24
Figure 3.6 [model] The Author. Marketing Principles and Processes. 26
Figure 3.7 [table] The Author. Discussion points with retailers concerning prototypes. 28
Figure 3.8 [periodicals] Various periodicals. Style Categories. 30

Figure 4.1 [periodical] Cohen, L. Blankets/Throw-rugs Magazine Feature. 33
Figure 4.2 [sketch] The Author. Initial sketches for organic forms. 33
Figure 4.3 [periodical] JAB Anstoetz. "Carré' Crashed Throw". 35
Figure 4.4 [book] Grosicki. Watson’s example of Cloqué fabric. 35

Figure 5.1 [model] The Author. Stage 2: Design and Technology Overview. 37
Figure 5.2 [fabric] The Author. Effects of yarn on design forms. 39
Figure 5.3 [fabric] The Author. Contouring comparison of face and back.

Figure 5.4 [fabric] The Author. Example of fancy loop yarn used for textural effects.

Figure 5.5 [fabric] The Author. Texture achieved through colour and yarn.

Figure 5.6 [fabric] The Author. Lyre weft inserted every 4" pick.

Figure 5.7 [fabric] The Author. Comparative effects of high twist yarns.

Figure 5.8 [fabric] The Author. Effects of frequency of high twist yarn on weft contraction.

Figure 5.9 [fabric] The Author. High twist weft inserted every 4" pick.

Figure 5.10 [fabric] The Author. First sample to exhibit significant contouring using linCLITE.

Figure 5.11 [fabric] The Author. Effects of juxtaposed weaves and yarns.

Figure 5.12 [fabric] The Author. Effect of plain weave/sateen weave conjunction.

Figure 5.13 [fabric] The Author. Effects of additional plain weave picks.

Figure 5.14 [fabric] The Author. Corrugations formed through Double Weave stitching.

Figure 5.15 [fabric] The Author. Effect of sett imbalance.

Figure 5.16 [fabric] The Author. Irregularity of contours caused by open sett.

Figure 5.17 [fabric] The Author. Effects of shrinkage caused through dyeing.

Figure 5.18 [fabric] The Author. Sample 27, Selected Prototype.

Figure 5.19 [diagram] The Author. Weave Draft "double o ribs - 3 Mar i".

Figure 5.20 [fabric] The Author. Sample 28, Selected Prototype.

Figure 5.21 [diagram] The Author. Weave Draft "double o ribs - 3 Mar ii".

Figure 5.22 [fabric] The Author. Sample 39, Selected Prototype.

Figure 5.23 [fabric] The Author. Sample 40, Selected Prototype.

Figure 5.24 [fabric] The Author. Sample 45, Selected Prototype.

Figure 5.25 [diagram] The Author. Weave Draft "double o ribs - 1 May ii".

Figure 6.1 [fabric] The Author. Stage 2 Marketing Overview.

Figure 6.2 [model] The Author. Selected woven prototypes presented to retailers for response.
Figure 6.3 [table] The Author. Retail Analysis. 66-67
Figure 6.4 [table] The Author. Response regarding suitability of product for outlet. 70
Figure 6.5 [table] The Author. Response regarding customer pricing expectations. 74
Figure 6.6 [table] The Author. Response regarding importance of NZ made/natural fibre. 75

Figure 7.1 [model] The Author. Overview of Business Case Studies. 78
Figure 7.2 [promotion] CB Collections. 2001 Product Swing-tag. 83
Figure 7.3 [web page] CB Collections. Home Page showing the designer's Endorsement. 83
Figure 7.4 [periodical] Next. CB Collections magazine promotion. 84
Figure 7.5 [periodical] ProDesign. Article in which "Key Suppliers", including Dilana are listed. 87
Figure 7.6 [newspaper] Gregg. Sunday Star-Times "At Home" Feature on John Robertson. 88
Figure 7.7 [web page] Dilana. "Gallery" 4 featuring rugs of artist Martin Poppelwall. 89
Figure 7.8 [catalogue] Icebreaker. Double page spread from 2000 Catalogue. 91
Figure 7.9 [catalogue] Icebreaker. Icebreaker nostalgic soft adventure. 92
Figure 7.10 [catalogue] Icebreaker. Page layout variations from 2000 catalogue. 93
Figure 7.11 [catalogue] Icebreaker. Wool as technical fibre. 93
Figure 7.12 [web page] Untouched World. Untouched World "kite" trademark/logo from website. 96
Figure 7.13 [newspaper] Export News. Untouched World flagship store, Christchurch. 97
Figure 7.14 [web page] Untouched World. Web page featuring U.S. President Clinton at page top. 99
Figure 7.15 [brochure] Today & Tonight. Tourist information booklet containing Untouched World advertisement. 100
Figure 7.16 [table] The Author. Comparative Table of Market Share Principles. 101
Figure 7.17 [promotion] Icebreaker and Untouched World. Promotional material aimed at differing psychographic groups. 102
Figure 7.18 [table] The Author. Marketing Mix analysis. 105
Figure 7.19 [table]  The Author.  *Product Values analysis.*  106

Figure 7.20 [table]  The Author.  *Branding analysis.*  108

Figure 7.21 [table]  The Author.  *Price, Place/Distribution and Promotion analysis.*  110

Figure 7.22 [table]  Icebreaker.  *Advertisement in QT Magazine*  
*Visitor Information.*  112

Figure 7.23 [promotion]  Untouched World.  *Advertisement in Today & Tonight*  
*Christchurch & Canterbury.*  113