Een concept voor RAINS om met behulp van een Growing Design Long Jacket de Conscious Millennial aan te spreken, én hun huidige consument meer bewust te laten worden van de sustainability van RAINS.
DRIP, DRIP, GROW.
KELLY ZWART
Het beeld dat men heeft van schimmels veranderen door de vooroordelen te voeden om deze vervolgens te ontbinden.

Drip, drip, grow.
Mycelium has water repellent and water absorbing properties. Grow just the right amount of needed material, eliminating every potential leftover/waste during the making process. This textile needs very little water for growing and chemicals are unnecessary. Once disposed of, the jacket will transform into nutrients for new life.

Please handle me with care, considering I'm continuously evolving.

Mycelium Sample, Caroline de Roy
“It’s not like we are dancing a rain dance all day long, we just hope to put more positive associations to rainy weather, and be a part of the experience of getting out in the rain.”

Daniel Brix Hesselager, Founder of RAINS
“Nature is becoming a recognised part of the design process. Objects are increasingly ‘grown’ rather than ‘made’, using bacteria and other natural processes.”

*Lisa White, WGSN Forecaster; ‘The Vision 17/18’*