



LOVE
HERO

SECOND LAYER



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The LOVE HERO 'Second Layer' Collection was inspired by the relationship artists have with the canvas they paint on. The first layer of material acts as a foundation to allow an artist to create their piece. This material can be used once or used several times with the layering process, together, these mediums play a role to allow the artist to create their masterpieces.

Our process involved up-cycling items from our first collection 'Nature's Echo' and evolving as many styles as we could into new stand-alone pieces. These methods were creative, but also commercially viable ready to be implemented with an on demand production method. This allowed the garments to have a second life in a forward-thinking circular approach to design and manufacturing.

The redesign process involved looking at garments that could be transformed without creating new waste. Some of the garments have been separated to two new pieces, while trousers were sliced and tonal contrast panels added from leftover fabric to create newness to a garment. To address the issue of waste within this process, the parts of the trousers that had been removed were then made into new styling accessories.

Our renewed tailoring styles on the other hand were printed directly to the garment (DTG) with the KORNIT MAX., zero water waste printing technology.

LOVE HERO continues to push and explore a more conscious approach to design and new ways of making clothes. SECOND LAYER is aimed to inspire and explore new sustainable ways so we can reduce the impact we are having on our environment AKA People & Planet.







ARM ACCESSORIES UP-CYCLED
FROM CUT OF TROUSER LEGS



TROUSERS UP-CYCLED
CONTRAST LEG PANELS IN REPPEVE
PREVIOUS COLLECTION FABRIC



JACKET UP-CYCLED
WATERLESS PRINTING
DIRECT TO GARMENT.



TROUSERS UP-CYCLED

CONTRAST LEG PANELS IN REPURPOSED
PREVIOUS COLLECTION FABRIC

LOVEHERO.CO





JERSEY TROUSERS UP-CYCLED WATERLESS PRINTING DIRECT TO GARMENT.



ORGANIC COTTON T-SHIRT UPCYCLED
TROUSERS UPCYCLED

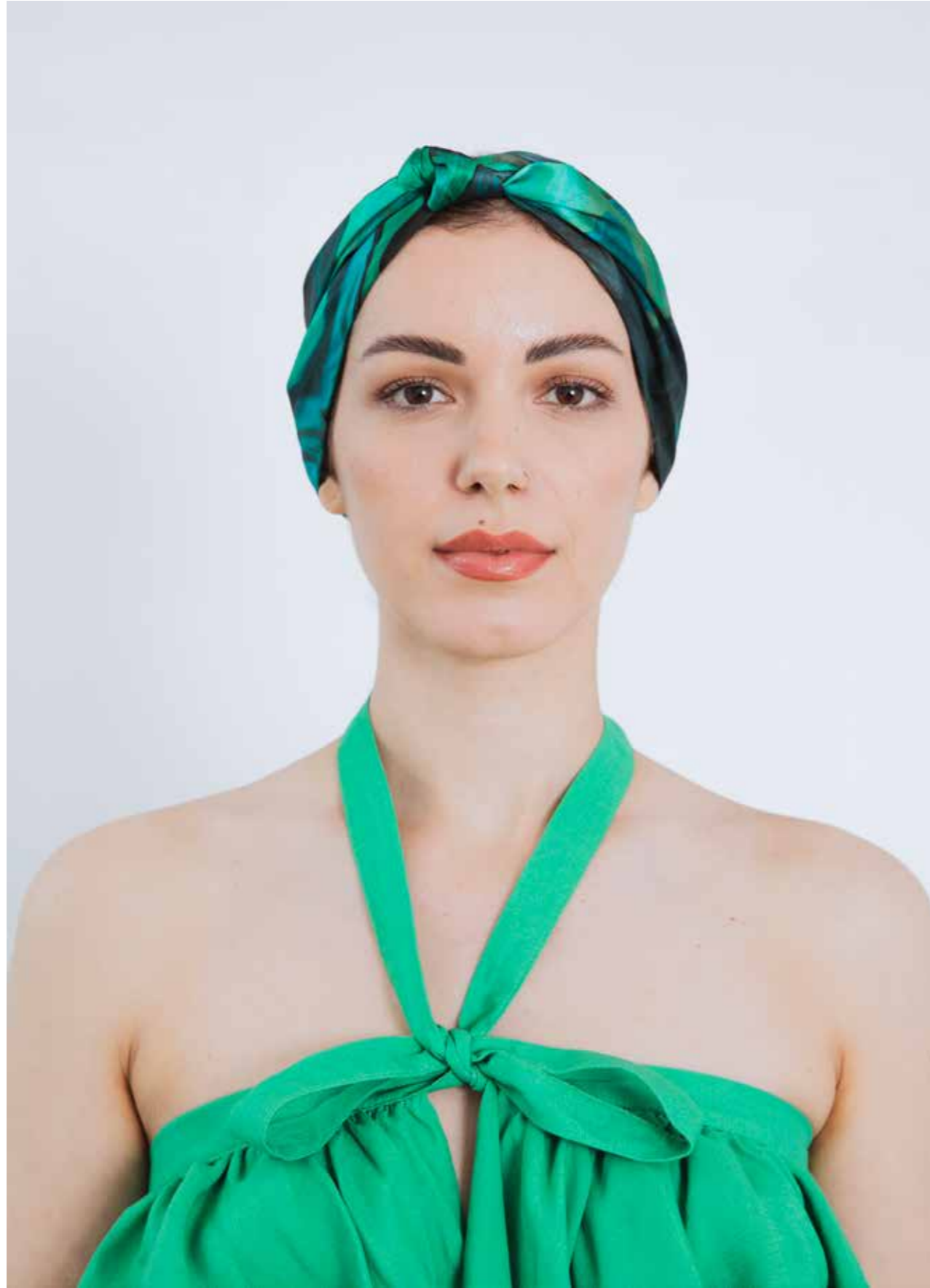


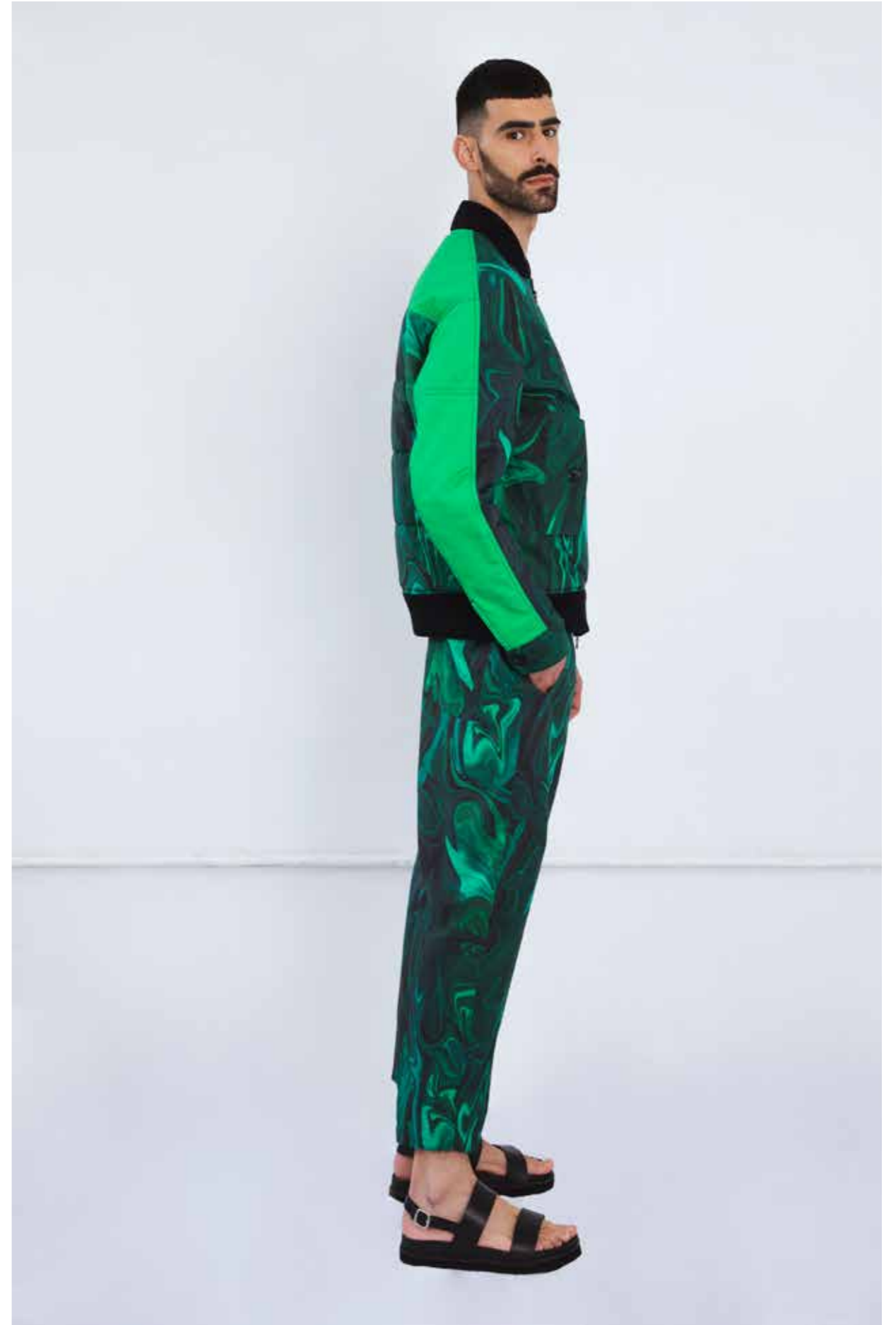
PLAYSUIT UP-CYCLED
JERSEY TOP + SHORTS RECREATED



OVER PRINTED DEADSTOCK SHIRTING FABRIC

COTTON TWILL GREEN PRINTED NOT DYED





WATERLESS PRINTING ON DEAD STOCK FABRIC

BIO DEGRADABLE WADDING PRIMA LOFT



3D PRINTED BANGLES
FULLY CIRCULAR PROCESS









UP CYCLED ORGANIC COTTON JUMPER OVER PRINTED WITH WATERLESS PRINTING

TRACKSUIT UPCYCLED WITH LEG CUT OUTS







OVER PRINTED ON DEAD STOCK SHIRTING FABRIC



OVER PRINTED ON DEAD STOCK SHIRTING FABRIC

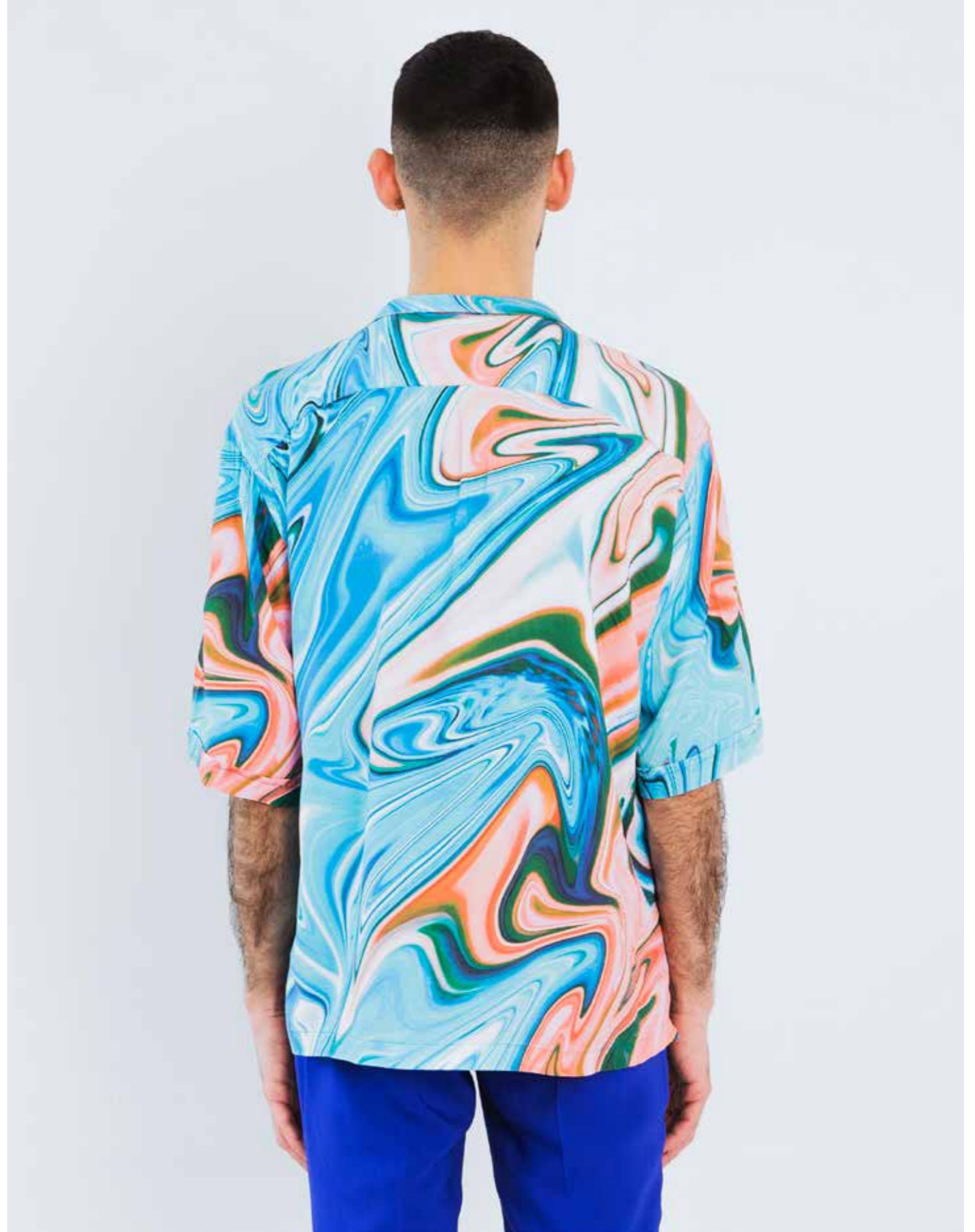


UP CYCLED JACKET OVER PRINTED WITH WATERLESS PRINTING



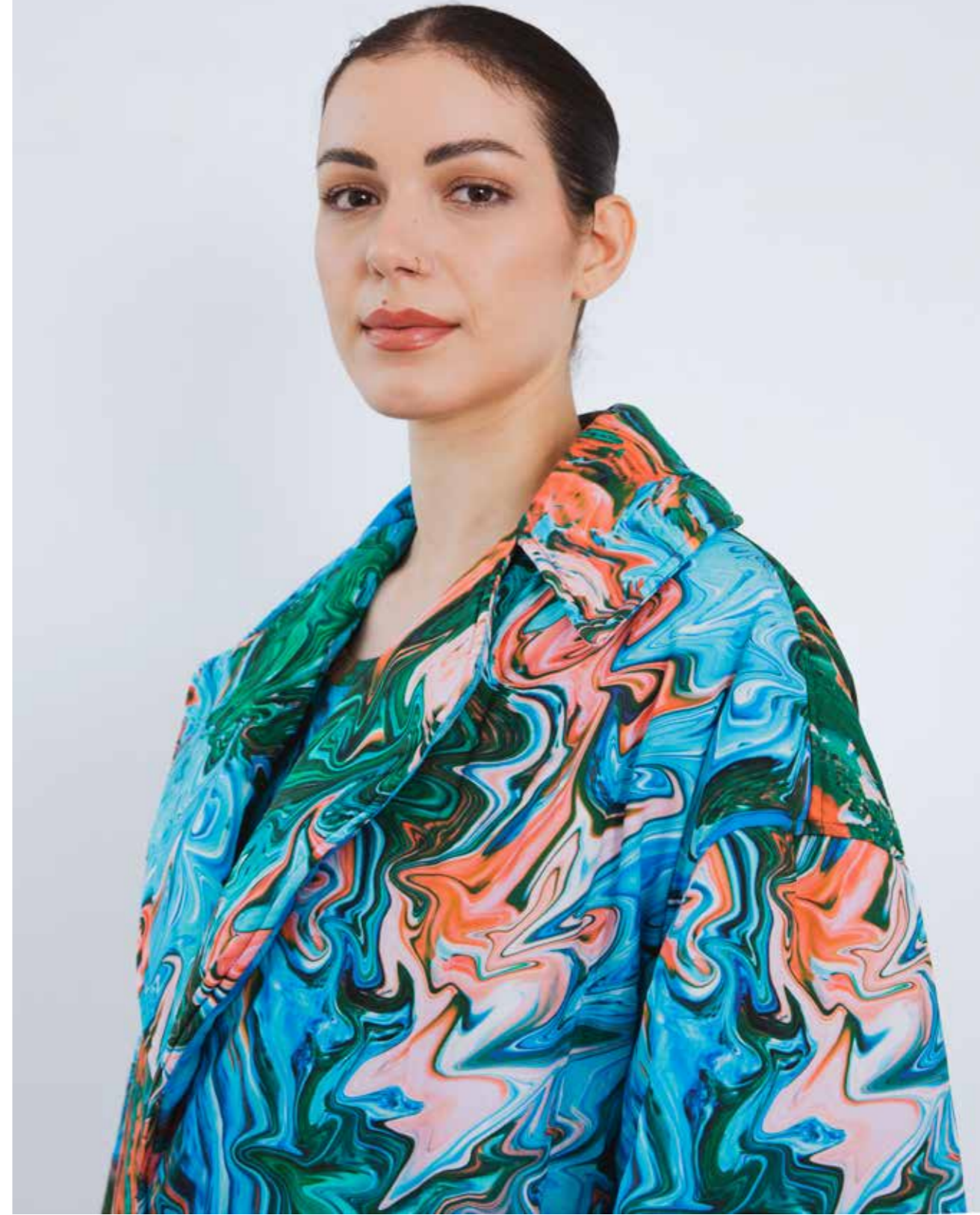












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