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# TURNING THE SPOTLIGHT ONTO TODAY'S FASHION

## Ulrike André suggests creating runway designs with heat printing

What fashion looks are on the runway for 2012? Exotic, romantic, urban, elitist, casual, elegant, glamorous, futuristic – the list of this season's trends is diverse. Layered, vintage and distressed is one look that really stands out. You know that worn out look, the favorite pair of jeans that your parents tried to get rid of, that T-shirt that reminded us of a special event ... well, that look is back with a vengeance!

Now is the time for the reprisal of these long lost old friends, so let mom and dad know that you were right all these years for holding on to those t-shirts and jeans. The big names in the fashion industry are asking big money for their interpretation of this retro renaissance.

How can you take advantage of these trends without spending a lot of money? How can you make everything new look old again? The good news—it's easier than ever to create this season's hottest looks with a little help from your heat press.

### MAKE IT STAND OUT – THE POWER OF MIX AND MATCH

It all starts with the logo, but even the plainest, most simple logos will look amazing when done utilising the right media. How does it feel when you touch it? Is it 'wearable', comfortable? Texture is incredibly important, not just in retro looks but for any garment. Pairing the right decoration material with the right textile is an important key to success. A thick felt material on a t-shirt material is simply not wearer-friendly. There are a lot of heat printing options when it comes to creating vintage looks. Here are a few to consider:



This metallic layer is raised due to a puff layer underneath it, creating a 3D effect



Mixing a digital media with scraps of holographic vinyl achieves a 'green' effect



### THE LOOK OF SEWN WITHOUT SEWING

Vintage sewn twill is a classic retro look, but since not everybody owns an embroidery machine to sew down materials such as twill or felt, you can use a different heat seal material to 'seal' the edges and hold the twill to the garment. A polyester twill material with its beautiful sheen looks great with sealed with a flock or a reflective material. Letting the materials overlap ensures a strong bond of the two materials onto the textile and makes a bold fashion statement.

### VISUAL TREATS – RAISING THE DESIGN!

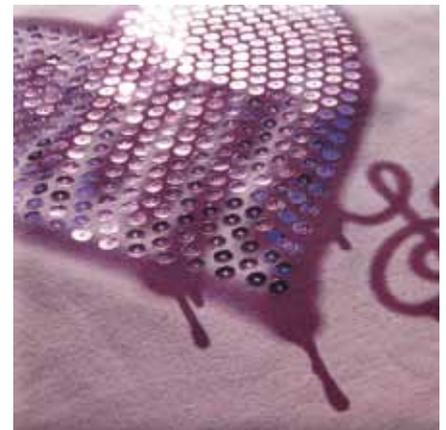
Various puff or raised texture materials are available that can be applied with a heat press and combined with screen printing and other CAD-CUT or digital media. Puff materials are designed to expand and rise when heat is applied, creating an instant 3D effect that looks great with many retro designs.



Utilising transfer paper, flock and glitter heat transfer material on a burn out T-shirt creates a tattoo effect

### MAKE YOUR DESIGN SPARKLE AND SHINE

Is bling retro? If you lived through the 80s you know that's a rhetorical question. There is an abundance of glitz, shine, glitter, hologram, sparkle, and prism heat transfer materials out there begging to be used. The rhinestone look is still going very strong after all these years. But, unless you invest in a fairly expensive rhinestone placing machine or are willing to lay out each rhinestone individually, here is a suggestion to create a similar look at a fraction of the cost. Recreate the look out of a cuttable heat transfer film. Simply choose any material that is glittery or shiny. Feed the roll into your cutter and cut small circles/dots (these are your rhinestones) that make up your design. Weed the excess material and what is left is your own rhinestone creation. If you want to add even more pizzazz use your transfers, use a direct-to-garment printer to create a graffiti-like outline. You will be able to play with layers and textures in a myriad of combinations to create any look you want.



Combining a direct-to-garment outline and a holographic heat transfer material to mimic a rhinestone effect

### WHO SAID BURN-OUT WAS A BAD THING?

Burn-out fabrics are more popular than ever. They are soft to the touch and they make a bold statement on their own. Butterflies, hearts and tattoos are just as popular as burn-out fabric so why not combine the two, three or four? Transfer papers are a perfect match for a thin fabric such as burnout; the wearer will hardly feel either one. Add some sparkle by outlining a butterfly and you have a unique design that harmonises and balances beautifully.

### DARE TO QUESTION THE MIGHTY APPLICATION INSTRUCTION

Bending the rules can bring great results. Some heat transfer materials can create great effects when not following the application instructions. For example, a polyurethane heat transfer material, CAD-CUT Super Film, takes on the appearance of a screen-print when the pressure, temperature and time are altered. Add some flock to it that gets torn off just as it cools down and throw in some reflective material that hints an outline and you have created a very unique looking design.

There are quite a few materials available waiting to be tested and tried, mixed and matched, begging you to push them to their limits to create new looks. The results can be exciting and completely unique.



Sealing the twill material by applying an outline neon effect

### DON'T TRASH THE LEFTOVERS – CREATE AMAZING EFFECTS

Why not recycle left over scrap materials? Sometimes the outline that we would weed away and throw in the trash would make a fun new design. Or, if the outline was needed the interior of the design can be heat applied and turned into a great piece.

Mixing some patterned or textured vinyl that was left over with some print and cut digital media, transfer or the like can make a strong statement too and aide in making the design have a stronger impact. Just try it!

Offer your customers choices. When they place an order for plain old heat transfer vinyl, let them know that you can quickly and easily make their design a lot more original. And you



A transfer paper base with torn off flock outlined with reflective material

will be able to charge more and profit more! Make up samples featuring your most creative work and let the word out that you are mixing various textures and heat printing techniques. Try out different things with the materials you own (altering time, temperature, pressure). Circles and squares along with stripes? Why not? Heat printing makes anything possible! ■

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