

MOOD BOARD : “HISTORY OF POLYESTER”

S/S 2019

W.H. Carothers first discovered that alcohols and carboxylic acids could be mixed together to create synthetic fibers in 1926. However, because Carothers was working for DuPont at the time, he had discovered nylon and polyester was not presented to the public.

polyester became famous because whether you wash it, fold it, or tug at it – it retains its shape without wrinkles.

it is also quick, cheap, and easy to make.

polyester was introduced to the American textile market in 1951. It was known as the fabric that could retain its shape in a presentable form even if worn for 68 days straight.

As synthetic fibers advanced, polyester grew to become almost indistinguishable from expensive fibers such as silk, cotton, and wool to the American public.

By 1958, the polyester market boomed. Because it is inexpensive and durable, small textile factories began emerging all over the United States.

polyester's popularity became less and less popular in the 80's and 90's, but experienced a huge resurgence in modern 21st century ready-to-wear due to the creation of luxury polyester microfibers.

polyester's texture can be manipulated in many ways when exposed to heat and can take on many forms, which is why it became a popular material within runway fashion. polyester became an iconic textile because of its ability to create set structures and dramatic volume in a garment.

