

WEARABLES

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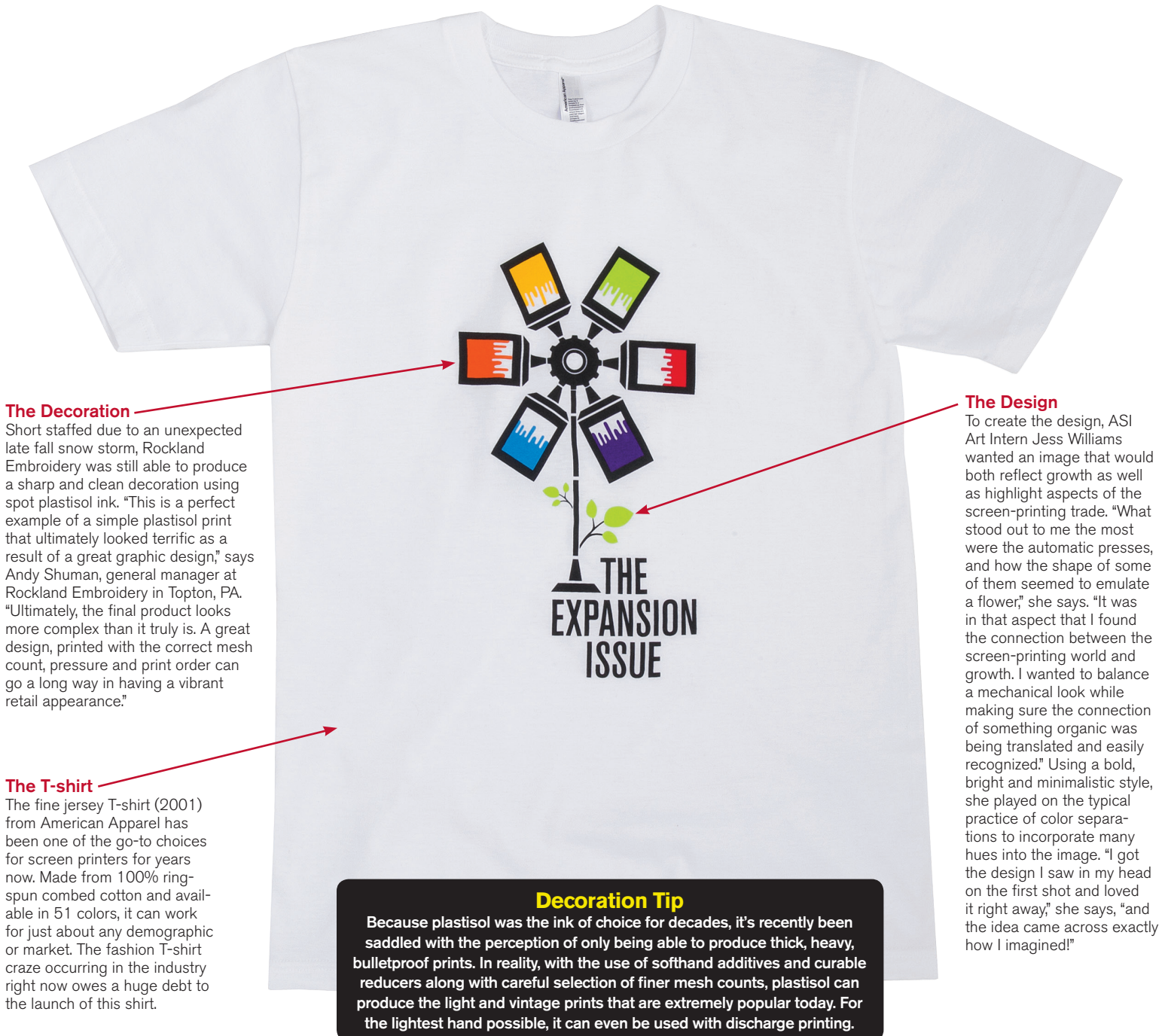
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Flower Power

The January issue of *Wearables* is all about growth and expansion. To reflect that ambition for screen printers, we had a T-shirt screen printed with an original design. The shirt was provided by American Apparel (asi/35297; circle 161 on Free Info Card); the decoration

was screen printed by Rockland Embroidery (circle 162 on Free Info Card); and the design was created by ASI Art Director Hillary Haught and Art Intern Jess Williams. Here's a look into creating the cover.



The Decoration

Short staffed due to an unexpected late fall snow storm, Rockland Embroidery was still able to produce a sharp and clean decoration using spot plastisol ink. "This is a perfect example of a simple plastisol print that ultimately looked terrific as a result of a great graphic design," says Andy Shuman, general manager at Rockland Embroidery in Topton, PA. "Ultimately, the final product looks more complex than it truly is. A great design, printed with the correct mesh count, pressure and print order can go a long way in having a vibrant retail appearance."

The T-shirt

The fine jersey T-shirt (2001) from American Apparel has been one of the go-to choices for screen printers for years now. Made from 100% ring-spun combed cotton and available in 51 colors, it can work for just about any demographic or market. The fashion T-shirt craze occurring in the industry right now owes a huge debt to the launch of this shirt.

The Design

To create the design, ASI Art Intern Jess Williams wanted an image that would both reflect growth as well as highlight aspects of the screen-printing trade. "What stood out to me the most were the automatic presses, and how the shape of some of them seemed to emulate a flower," she says. "It was in that aspect that I found the connection between the screen-printing world and growth. I wanted to balance a mechanical look while making sure the connection of something organic was being translated and easily recognized." Using a bold, bright and minimalistic style, she played on the typical practice of color separations to incorporate many hues into the image. "I got the design I saw in my head on the first shot and loved it right away," she says, "and the idea came across exactly how I imagined!"

Decoration Tip

Because plastisol was the ink of choice for decades, it's recently been saddled with the perception of only being able to produce thick, heavy, bulletproof prints. In reality, with the use of softhand additives and curable reducers along with careful selection of finer mesh counts, plastisol can produce the light and vintage prints that are extremely popular today. For the lightest hand possible, it can even be used with discharge printing.