

Customer Board





## Customer Board



What is more important? Warmth, movement or comfort? **COMFORT**

Do you prefer your coat fitted or oversized? **OVERSIZED**

Do you think being waterproof is an essential? **YES**

What length do you prefer your coat? Waist, knee or thigh length? **THIGH LENGTH**

Do you prefer your coat having many pockets? **YES**

Do you like pockets on the inside on outside of your coat? **YES**

What do you carry to a football game with you? **WALLET, SEASON TICKET, CHANGE, PHONE, KEYS, PROGRAMME.**

### Project- OUTERWEAR

My outcome of this brief was to make an outerwear jacket for a football fan that can protect, be waterproof, provide comfort, ease of movement, warmth and storage solutions.

I undertook interviews with football fans to find out their needs and requirements when choosing an outerwear garment to be worn to a football match.

I considered all customer needs by choosing waterproof fabric, fleece lining for warmth, waterproof-taped seams and adjustable straps to be worn in different styles for comfort. I looked into waterproof pockets and ticket holder pockets on the inside of the coat.



**Development Board**



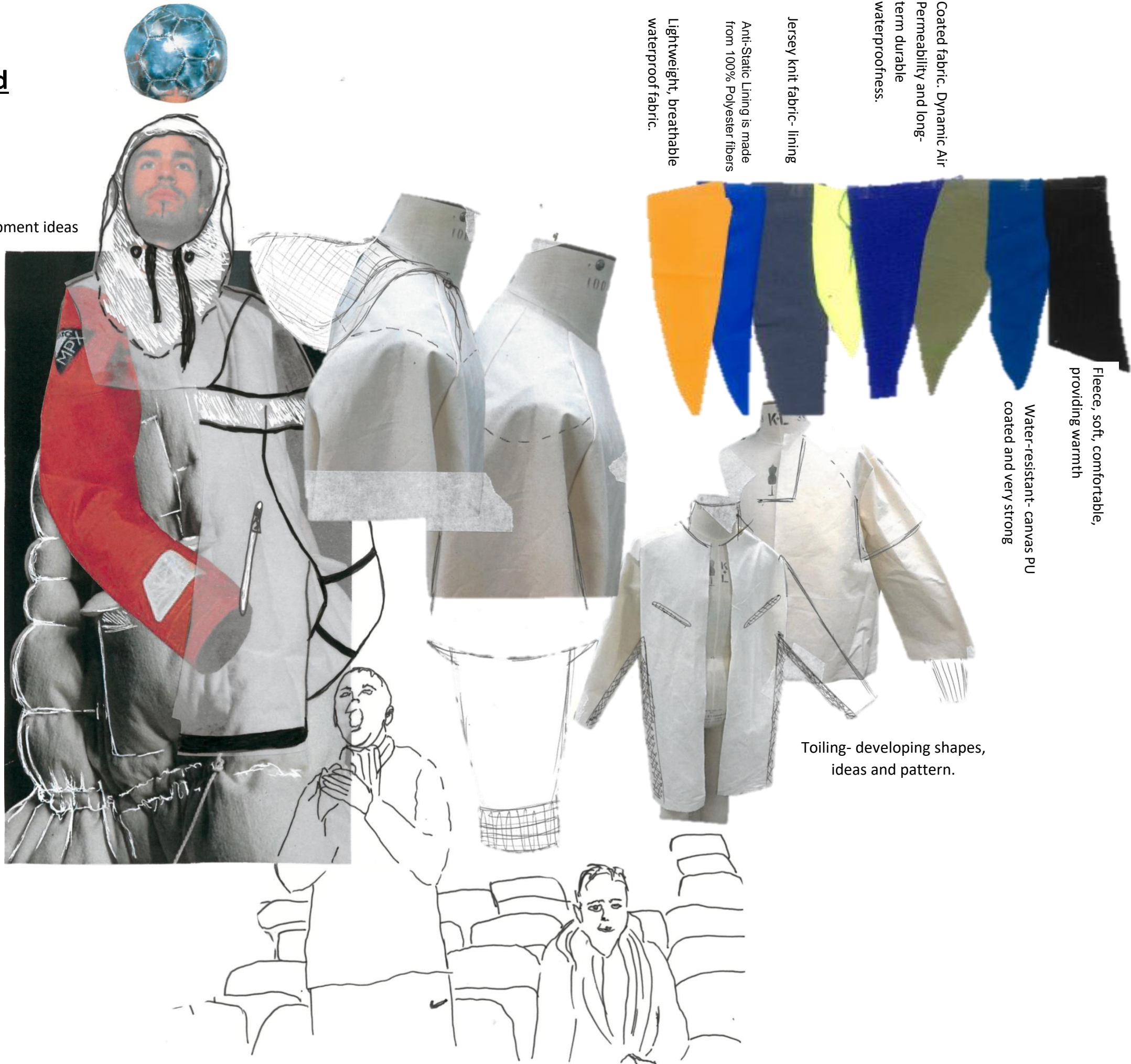
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# Fabrication Board

Research Development ideas



Coated fabric. Dynamic Air  
Permeability and long-  
term durable  
waterproofness.

Jersey knit fabric- lining

Anti-Static Lining is made  
from 100% Polyester fibers

Lightweight, breathable  
waterproof fabric.

Fleece, soft, comfortable,  
providing warmth

Water-resistant- canvas PU  
coated and very strong

Toiling- developing shapes,  
ideas and pattern.



# Colour and Sampling Board



Quilted wadding sample- providing comfort and warmth. Stitch can be shaped to provide pattern and design features.



PVC POCKET- Made using the ultra-sonic welding machine. Stitched onto fleece for inside of coat.

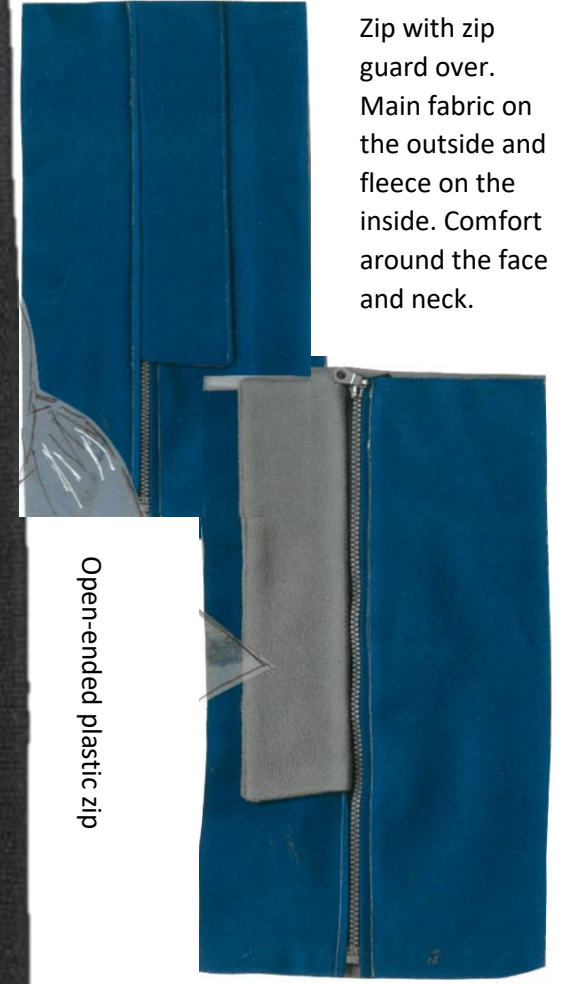


Waterproof tape- can be added over seams to provided extra strength and protection from rain.

Waterproof pocket- waterproof zip constructed with no sew glued seams. Providing care for belongings.



Zip with zip guard over. Main fabric on the outside and fleece on the inside. Comfort around the face and neck.

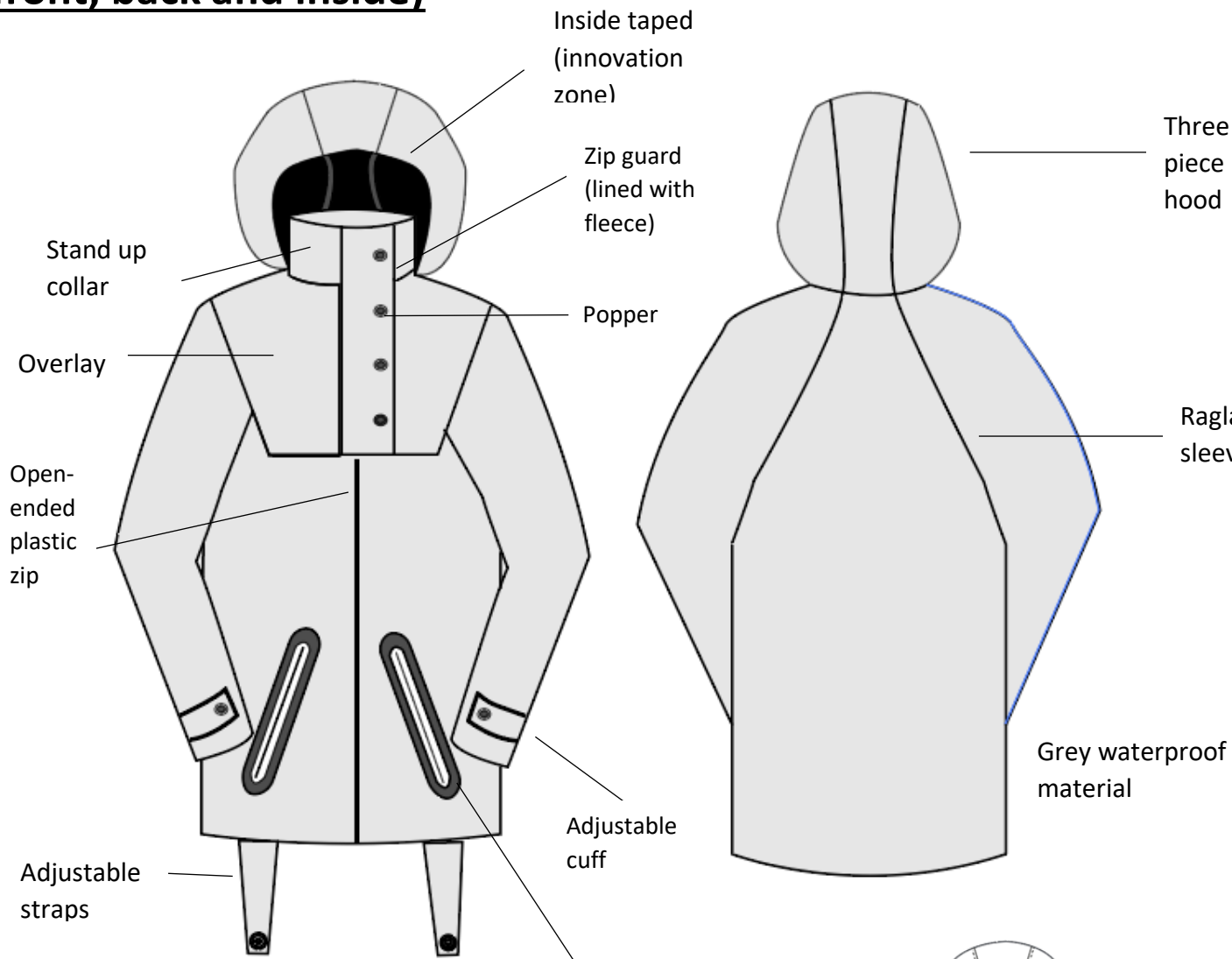


Open-ended plastic zip



# Technical Drawing (front, back and inside)

**GARMENT DESCRIPTION- GREY LONG OVERSIZED UNISEX WATERPROOF COAT, FEATURING ADJUSTABLE STAPS TO CHANGE THE LENGTH AND ADJUSTABLE CUFFS TO ADJUST THE FIT AROUND THE WRIST. HOOD, STAND UP COLLAR AND WATERPROOF ZIPS.**

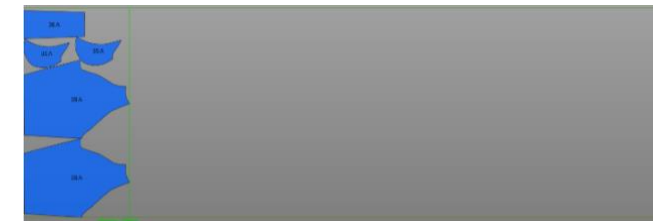


Digital Patterns and layout plans created on Gerber system.

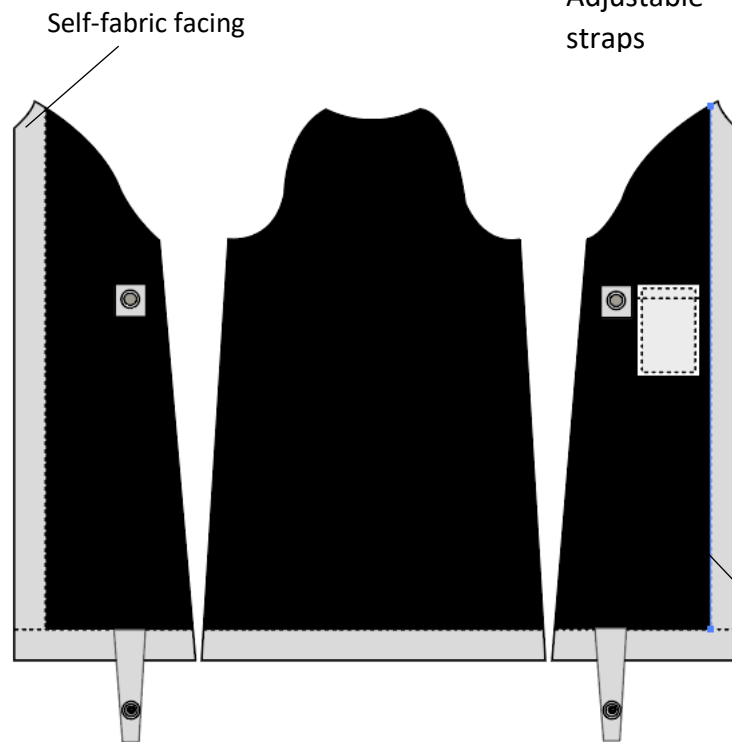
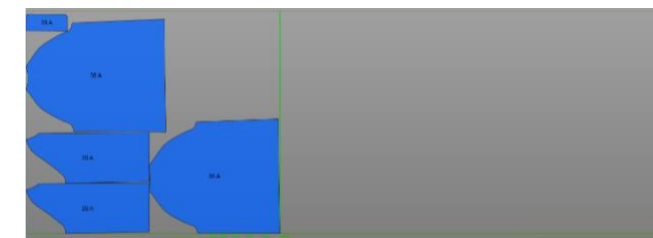
Main Fabric (WIDTH 150CM)



Silk Lining (WIDTH 140CM)



Fleece Lining (WIDTH 150CM)

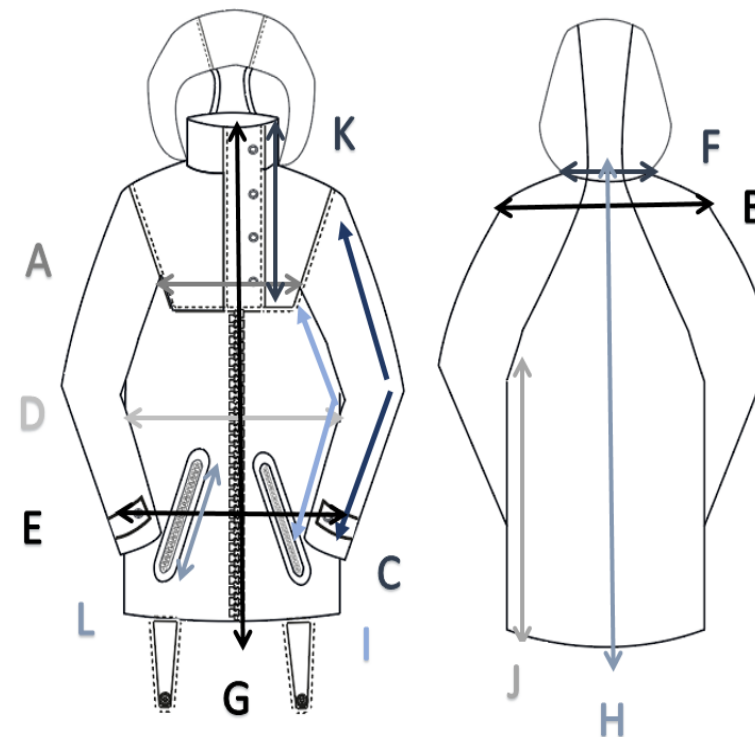


**GARMENT DESCRIPTION- BLACK FLEECE LINING, BLACK SATIN SLEEVES. ATTACHMENT OF ADJUSTABLE STRAPS SHOWN WITH PRESS STUDS. CLEAR PVC POCKET, FOR TICKET.**

Stitch Lines  
Stitch Lines

Assembling Patch Pocket-

Prepare pocket shape first using sonic welding machine in the innovation zone. Using sewing machine stitch patch pocket in place. Stitch each vertical side and along the bottom.



A= CHEST B=SHOULDER C=SLEEVE LENGTH D= WAIST E=HIPS F=NECKLINE  
G=CENTRE FRONT H=CENTRE BACK I=UNDERARM J=SIDE SEAM  
K=LENGTH OF ZIP GUARD L= LENTH OF WATERPROOF ZIP

Size Chart for Final Garment

SIZE	CODE	POSITION	MEASURMENT
38'	A	CHEST	60CM
38'	B	SHOULDER	42CM
38'	C	SLEEVE LENGTH	82.5CM
38'	D	WAIST	68CM
38'	E	HIPS	69.5CM
38'	F	NECKLINE	56CM
38'	G	CENTRE FRONT	97CM
38'	H	CENTRE BACK	97CM
38'	I	UNDERARM	46CM
38'	J	SIDSEAM	66.5CM
38'	K	LENGH OF ZIP GUARD	29CM
38'	L	LENGH OF WATERPROOF ZIP	22CM