

DEVELOPING A FUNCTIONAL AND AESTHETIC SNOW BOARDING HOODIE FOR THE MULTI-USE CONSUMER

91%

OF SNOW SPORT
APPAREL
CONSUMERS WANT
MULTI-USE SNOW
SPORT AND CASUAL
CLOTHING

'BOARD CLOTHING'
IDENTIFY A GAP IN THE
MARKET FOR A HOODIE
WITH THE CASUAL
AESTHETIC SNOW
BOARDERS CRAVE, AND
THE FUNCTIONAL
ELEMENTS THEY NEED

75%

OF CONSUMERS
STATE COMFORT
AS A BARRIER TO
MULTI-USE SNOW
SPORT CLOTHING

MEETING CONSUMER NEEDS

TRADITIONAL HOODIE
COMFORT & AESTHETIC



SPECIALIST
FUNCTIONAL ELEMENTS

6.86/10

PERCEIVED IMPORTANCE
OF FASHIONABILITY

8.11/10

PERCEIVED IMPORTANCE
OF WATER REPELLENT
FABRICS

8.52/10

PERCEIVED IMPORTANCE
OF FUNCTIONAL
POCKETS

NON-FLUORINATED DWR FABRIC COATING



WATER REPELLENT



BIODEGRADABLE



SOFT AND FLEXIBLE

FUNCTIONAL DESIGN

ZIPPED
KANGAROO
POCKET

VENTILE
LINED HOOD

ZIPPED
LIFT PASS
POCKET

DETACHABLE
VENTILE SNOW-
SKIRT

HIDDEN
WATERPROOF
MEDIA POCKET

