



URBAN WALK TOP

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A team of three clothing design students and three retail merchandising students collaborated on developing this design. The team selected the user group of women 30 to 45 years who walk outdoors as their regular means of exercise. The team used several research methods to gather data about the user group and the market including a questionnaire and interviews conducted at a local park. Observation was used to determine what this group is currently wearing. Competing products were evaluated through surveying merchandise in stores and catalogs and on the Internet. An ideation process was used to generate ideas. Prototype garments were developed, fit, and wear tested. The final design provides warmth for early spring and late fall. The jacket features a diagonal zip opening to add aesthetic interest. Research indicated the need for specialized storage pockets, so designers included a pocket for a Walkman and a sleeve pocket for storage of sunglasses, along with other storage areas for keys, sun-block, and tissues. A back pleat with mesh and an easy open collar provide ventilation. The hood can be folded into the collar. Adjustable tabs at the waist can be used to provide a loose or snug fit.