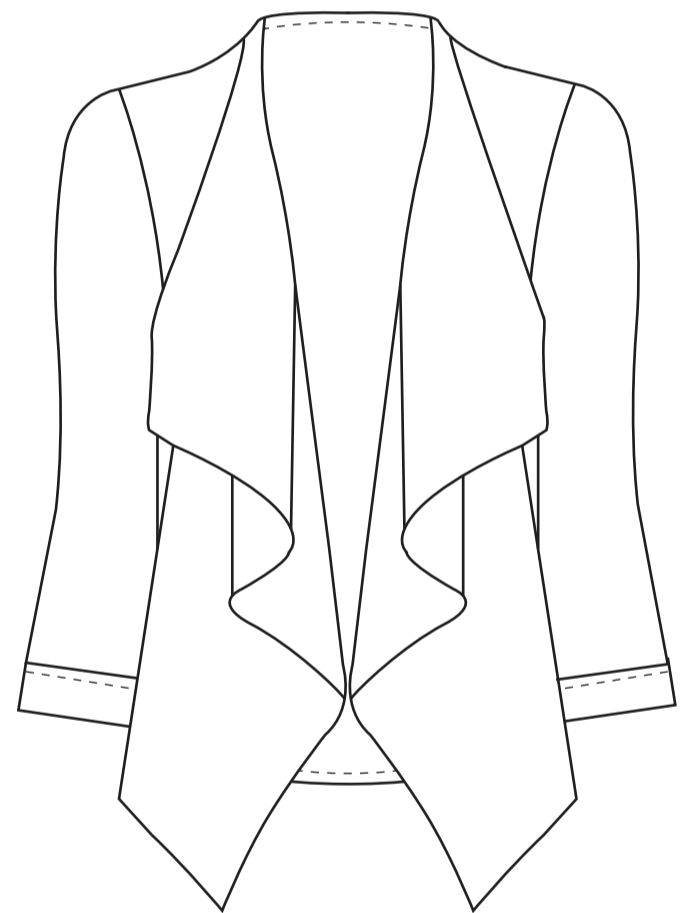


I'm keeping the main shape of the jacket; the main development is adding the ability to close and fasten the jacket. This makes the jacket more adaptable and easier for the wearer to individualise, it also makes the jacket more practical as outerwear as it'll work in more temperatures. I'm also going to add a shawl style collar rather than just a grow on collar, this will create extra volume and cause the waterfall collar to have a more fluid drape.



The sleeves will also be changed to create a rucked-up appearance, it'll look like full sleeves pushed up to three quarter. This will cause it to have a more casual appearance rather than formal which is very popular within the market now. I'm also going to flatten the bottom hem removing the twin peaks to create a smoother appearance. I'm going to include pockets into the side seam of the jacket as well, this is in response to the survey and focus groups who both mentioned pockets when asked design features they prefer in garments.

