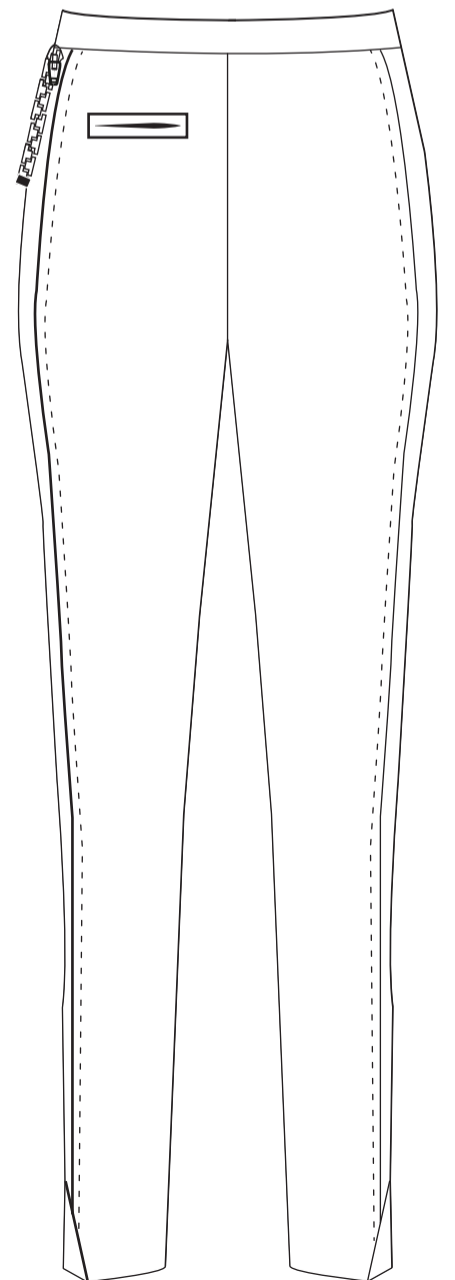
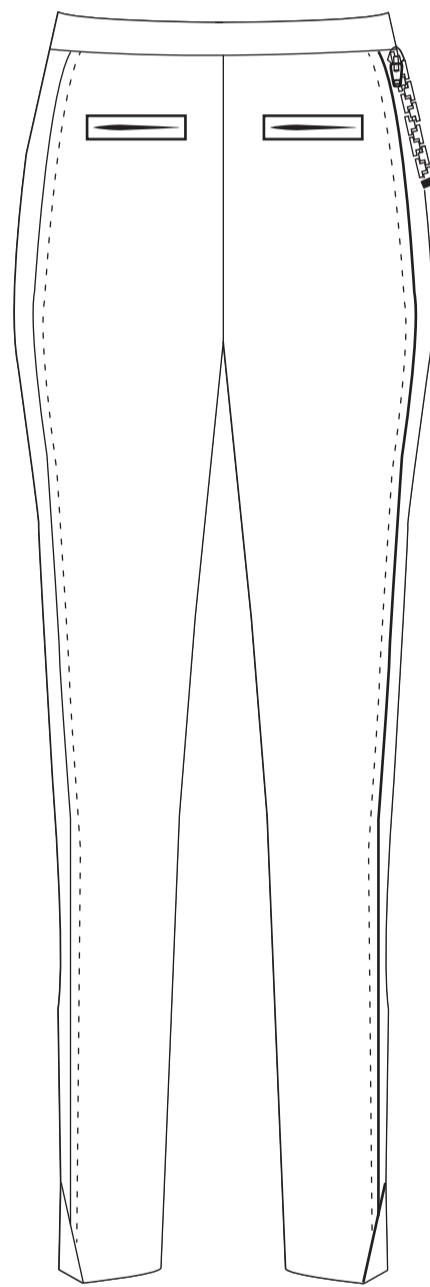




I'm going to change the panels at the side to a slotted seam, I feel this will have a more elegant feel than full panels. I'll also place the textiles on the under panel to create an extra detail and flash of colour to the garment.

I'm going to change both the style and the location of the zip. Due to the inclusion of the slotted seam it will be impossible to have the zip at the side of the trousers. The most obvious position is then the front however, after consulting several members of the target market it was shown that some feel self-conscious about zips adding extra bulk to their stomach. Therefore, I'm going to have the zip at the centre back. I am also going to make it an invisible zip, so it won't interrupt the flow of the garment or draw attention to the wearers rear.

I'm also going to change the triangular panel in the hem at the bottom of the trousers to a cuff with a vent to create the same shape.



I'm going to keep the fitted shape with tapered legs, this style was shown to be preferred in both the online survey and focus group as a preferred style. I may make the waist band wider as high waisted trousers are popular in the market, this will also smooth the top of the trousers into the waist and reduce bulk in the waistline.

I'm also going to keep the inclusion of pockets as this was also mentioned strongly in the focus group with one member even saying it can be the sole reason she chooses to buy a pair of trousers. I am going to change it to only two pockets at the front rather than the two front ones and then one at the back, this is so there is not added bulk to the back that some members of the target market may feel self-conscious about.