

POCKETS

Group 3 - Accessible Pockets



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Men's
Fashion

VS

Women's
Fashion



Friend: 'I love your dress!'

Me: 'Oh, thanks! It's got POCKETS'

Women globally: *shriek with excitement*

If there is one thing women can communally agree on, it's that we love pockets. We cannot get enough of them. Literally. We can't, and don't, get enough of them.

It's not news to any of us that still, in 2017, women's clothing either completely lacks the potential for a pouch or, even worse, has COUNTERFEIT POCKETS that inspire a millisecond of hope before crushing your dreams when you realise it only has a depth of two centimetres.

In a piece on *Racked*, journalist Chelsea Summers puts it most simply when she writes, "the less women could carry, the less freedom they had".

OPINIONS ON POCKETS

"Take away pockets happily hidden under garments," writes Summers, "and you limit women's ability to navigate public spaces, to carry seditious (or merely amorous) writing, or to travel unaccompanied".

Problem Statement :

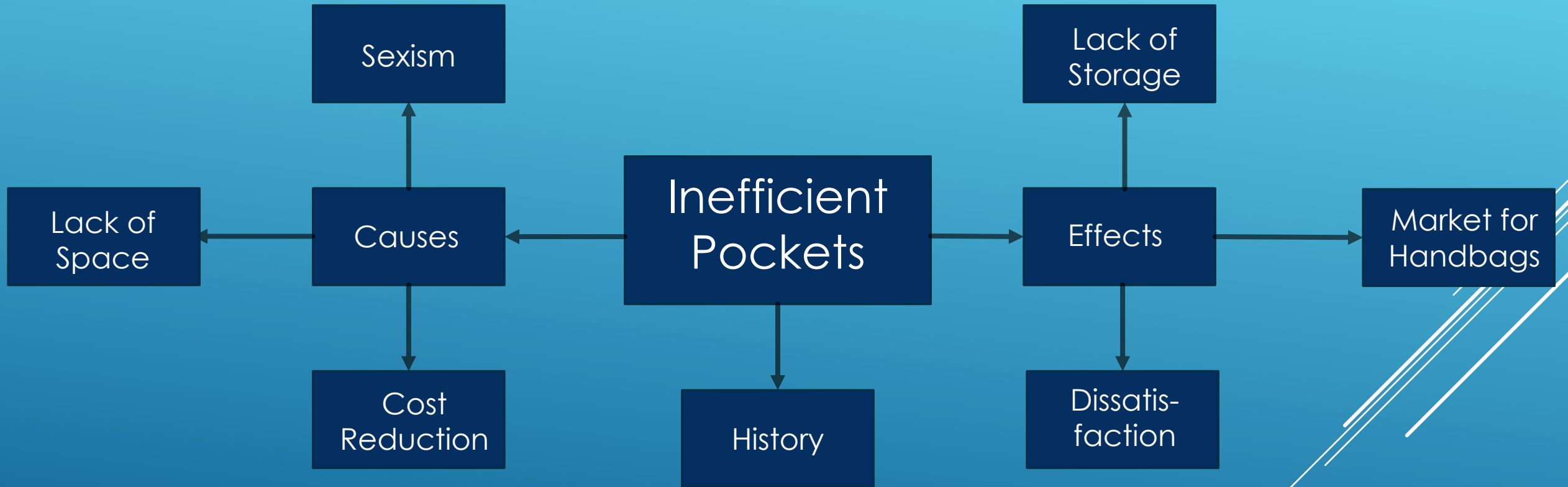
Lack of sizeable, convenient and easily accessible pockets in women's fashion.

Several thin, parallel white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

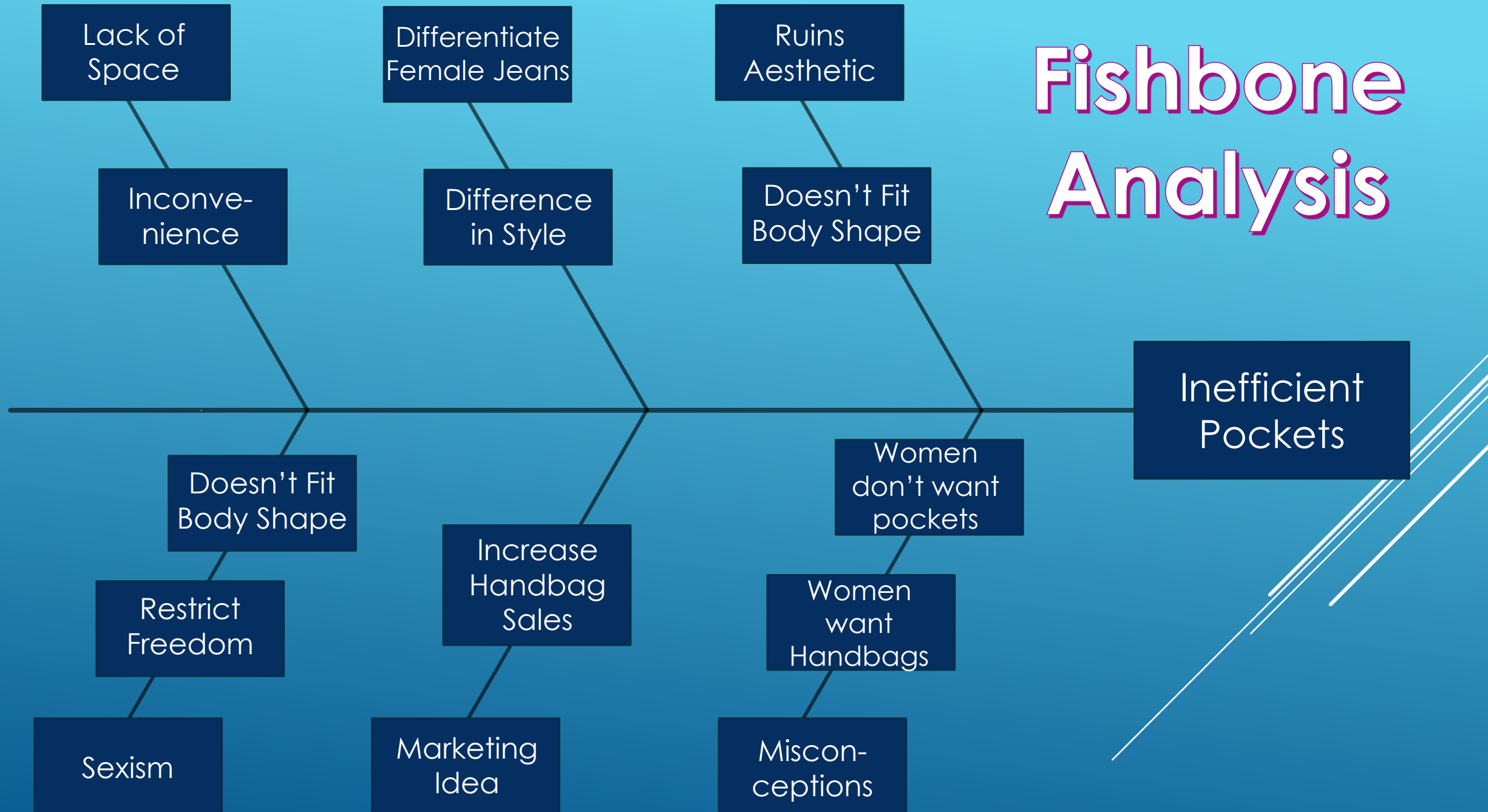
PROBLEM ANALYSIS

Three parallel white lines of increasing length, slanted upwards from left to right, located in the bottom right corner of the image.

Mind-Mapping



Fishbone Analysis



SIX HAT ANALYSIS



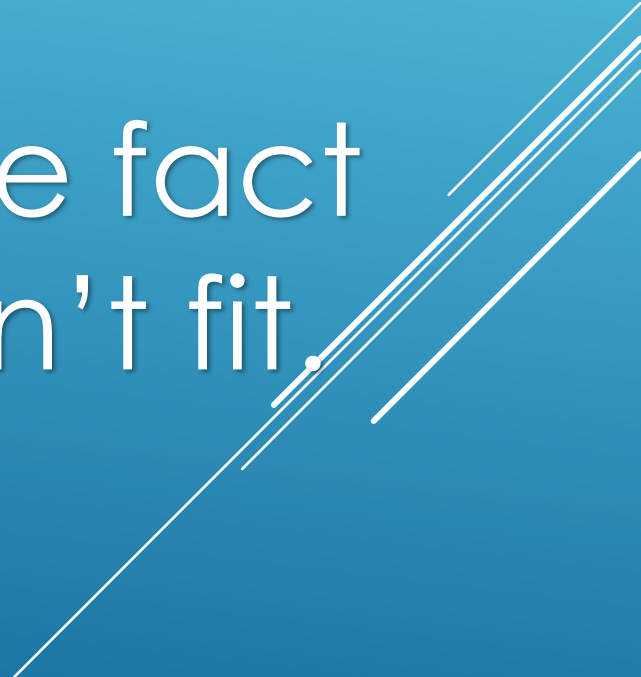
Blue Hat

- We cannot alter or add to existing fashion designs
 - Interact and get opinion of those having the problem
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.

White Hat

- Pockets are tiny or nonexistent
- Jeans are made to fit the body shape
- Most women like handbags, but would also like pockets
- Prominent people in fashion industry are male who are concerned with form over function

Red Hat

- Why bother including useless pockets?
 - Annoyance caused by the fact that wallets & phones don't fit.
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, extending from the right edge towards the bottom.


Black Hat

- Handbags are prevalent and fashionable and as such, pockets are considered unnecessary
- Ruins the aesthetics of female jeans

Yellow Hat

- Women want pocket because they are convenient to carry wallets, keys and phones.

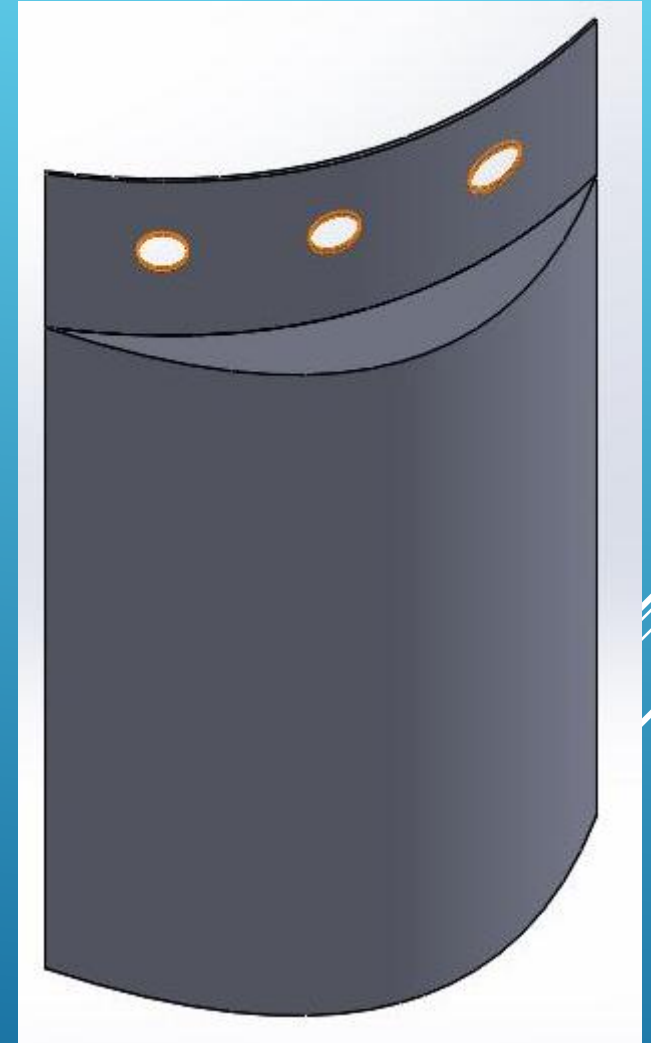
Green Hat


- Detachable pockets
 - Small attachable purses /clutches
 - Manually extending pockets
- 
- A series of three parallel white diagonal lines extending from the bottom right corner towards the center of the slide.

POSSIBLE SOLUTION :


Detachable Pockets :

Which can be attached and detached as needed with ease



- Pockets that can be attached and held using clips, hooks or belts
 - Can be used as a new type of accessory, similar to handbags or clutches
 - One pocket can be attached and detached for use with multiple pants, jeans or leggings etc.
- 
- A series of white lines of varying lengths and thicknesses, arranged in a diagonal pattern from the bottom right towards the top right of the slide.

Other Advantages :

- Also usable by men
 - Can be useful for those requiring additional pockets, such as police, military, electricians, architects, carpenters engineers etc.
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a modern, abstract graphic element.

THANK YOU!

