

textiles

A local retailer has commissioned you to design and make a nightwear set for their women's wear departments, which promote their use of environmentally friendly processes. The nightwear must be aimed toward their teenager customers and be a developed version of the traditional nightwear sets.

1. What have you been asked to do?

I have been asked to make a pyjama set that is promoted towards the teenage age range. The night wear must be made in an environmentally friendly way, so maybe using recycled materials such as cotton. It also must be appropriate to be sold at department shops.

2. Why is the product needed?

The product is needed so that the customers having something to wear while they sleep. To make you look fashionable but also allow you to be comfortable so that you are able to sleep. The clothes need to allow you to move around without it falling off or breaking. To promote environmentally friendly ways of producing clothes

3. How are you going to achieve this design brief?

I am going to create a fashionable design for the PJs and then have to create the product making it comfortable but also productive so that it could be worn without a problem, such as the waist being too big.

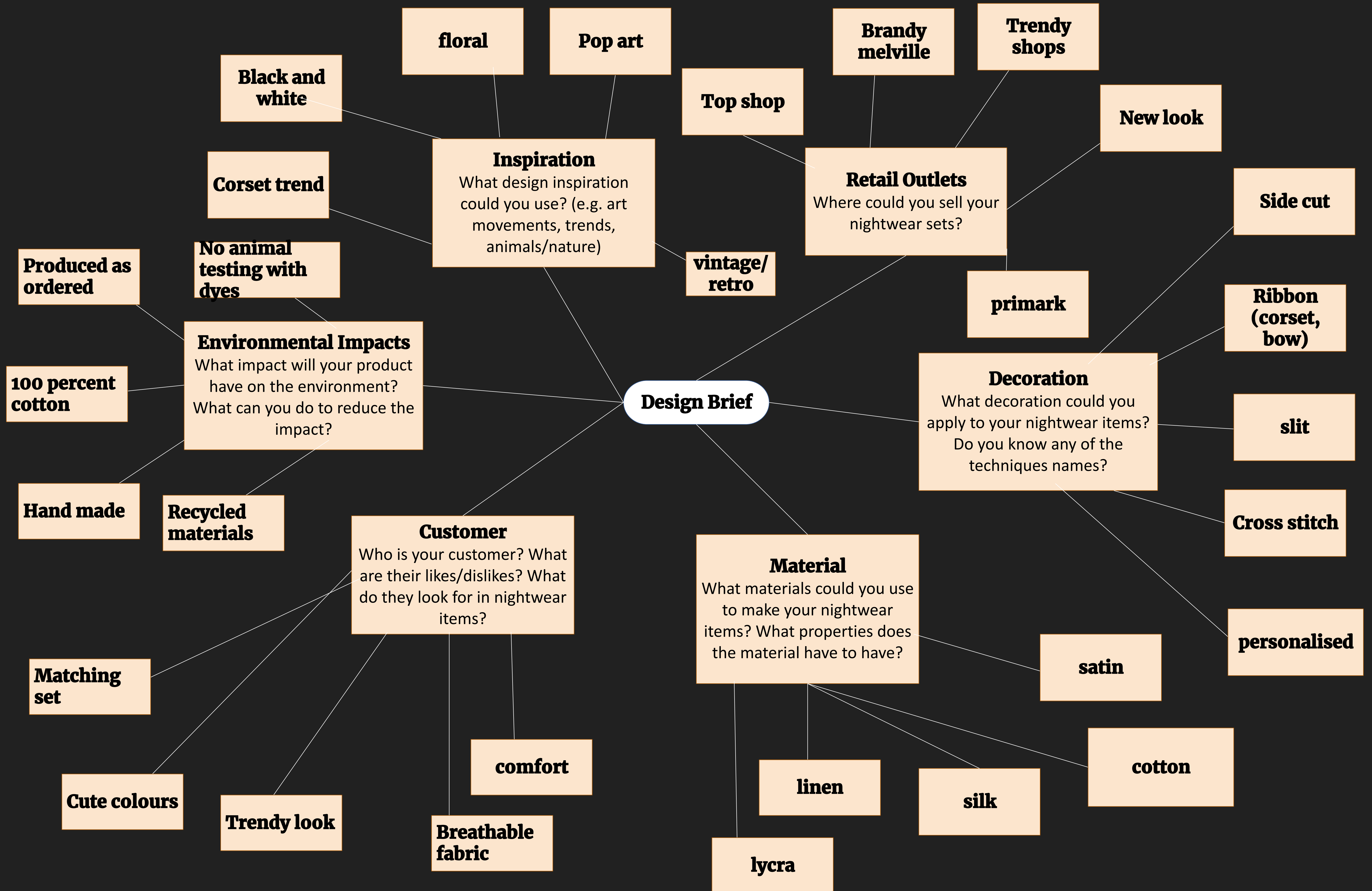
4. Who is the product going to be for?

I am going to create the product for me, however the product that I am going to design could be used for in anyone in the teenage age group.

5. What information do you need to gather to support you meeting the design brief?; what research do you need to collect?

I need to gather the following information:

- Sizing
- Trends that are happening at the moment
- Price range that is appropriate
- Colours that are in trend
- Most popular designs
- Shops that I may need to promote my product at
- The environmentally friendly process
- The materials I would need to use
- Age group styles



Interview With customer

General Information

Name: Olivia

Gender: Girl

Age: 13

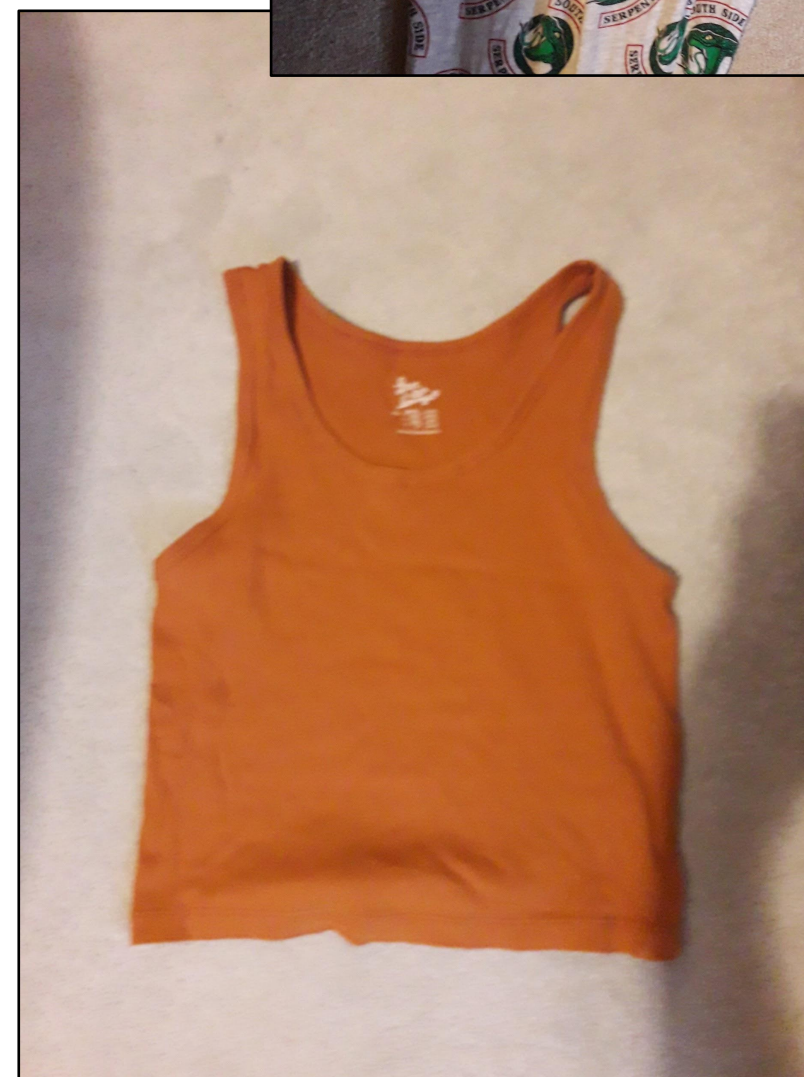
What colours and styles do you like?

- Nude colour palette
- Pastels
- British colours (red, blue, white)
- Flared
- Slit
- Shorts

What kind of products do you own?

- PJ shorts
- Pj shorts with side slits
- Oversized T-shirts
- Flared PJ trousers
- Matching sets
- Christmas checkered design
- White and Black PJs
- Silk sleep mask
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Images of products you own



Likes?

- Shorts
- Oversized items:
- Oversized t-shirts
- Oversized jumpers
- Comfortable items of clothing
- Matching sets such as black flared trousers and cropped PJ shirt
- Nude colour palette

Dislikes?

- Straight trousers
- Fluffy
- Fake fur pjs
- Animal prints
- Pinks
- Purples
- bows

Stretch and challenge: Write other details about your customer

- Allergic to alot of fabrics (not cotton though)
- Wears a lot of checkered designs
- Average height
- Wears a lot of V neck T-shirts