



Design Brief

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.

Analyse Design Brief

We have been asked to create an environmentally friendly nightwear set aimed at teenage girls to go in a women's nightwear department.

The product is needed so teenagers can sleep in comfortable nightwear that promotes the use of environmentally friendly processes.

I am going to achieve this nightwear by adapting traditional nightwear sets that include current trends as well as using suitable and sustainable materials

The product is aimed at teenage girls

I need to find materials that are absorbent, sustainable and comfortable. I also need to analyse current trends to see what one I want to do on my nightwear.

Initial Ideas

Inspiration

I could use current trends such as unique and different clothing styles or nature, patterns and animals

Retail Outlets

I could sell the nightwear in places such as Primark, New Look, H&M as well as Boohoo

Decoration

I could apply pockets to the pajama short/joggers or a lettuce edge on the shorts

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Customer

My customers are teenage girls who presumably like comfortable clothes that don't feel restricted while sleeping- so fitted pajamas would be a no

Environmental Impacts

Cotton would be good because it is sustainable, biodegradable and renewable which means it would be a good environmentally friendly source

Material

Lightweight cotton would be good because it is breathable making sleeping in warmer temperatures more comfortable

Customer Profile

General Information

Name: Poppy Hunt
Gender: Female
Age: 13

What colours and styles do you like?

Very basic colours like blacks, whites, greys, greens, pinks, blues. I like simplistic designs and styles that can relate to me

What kind of products do you own?

I own various jumpers as well as oversized t-shirts. I like to wear sleeveless tops in the summer of different styles. I own baggy jeans too and lots of comfortable joggers.

Images of products you own



Likes?

I like clothes that i feel comfortable and confident in. I don't like really restricted clothes, especially when sleeping, which is why i have a lot of jumpers. I also like cropped tops as they go with pretty much anything - the same for oversized tops. I also really like mech tops. Above everything, I like simplistic designs but not completely plain and boring.

Dislikes?

What i dislike is restricted and overly-tight clothes, extremely bright colours and too elaborate patterns. I don't really like stuff with loads of slogans on it because it looks tacky (in my opinion.)

Stretch and challenge: Write other details about your customer

- Usually won't go outside comfort zone unless they feel confident with it
- Likes outfits to coordinate
- No colour clashing