

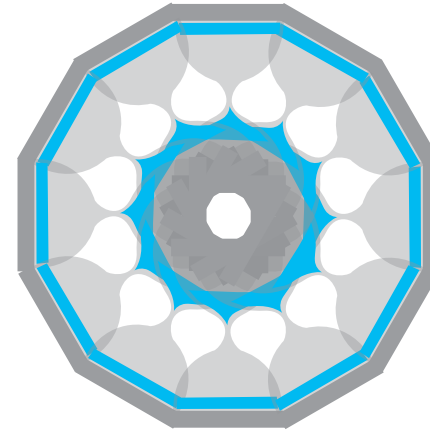
## 3rd Project

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**Task** »Create a Complete Package System!«

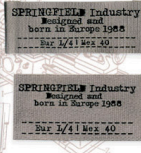
→ Jeans Labeling System

→ In a former research project I found out that older people cannot buy clothes in big stores. I analyzed also reasons why. In this project I try to design a whole shop system, which should be work more intuitive for every target group. This diversity was also one of the reasons why I chose the company C&A.

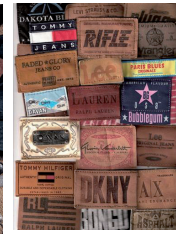


# A Research Board

## Research Jeans Labels



- Jeans
- > temporary important cloth
  - > old tradition
  - > Different materials
  - > different cuts
  - > Different way to suspend clothes





# A Research Board

## Research Jeans



### Bell Bottoms

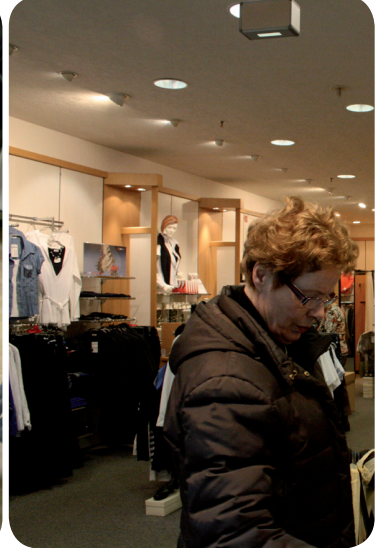


boot cut, strait leg, skinny, flared, wide leg, low rise, high rise, cropped



# A Former Research

## Research Store vs. Boutique



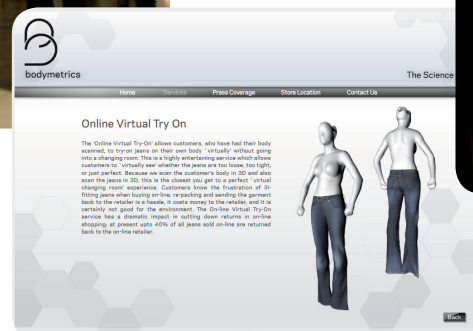
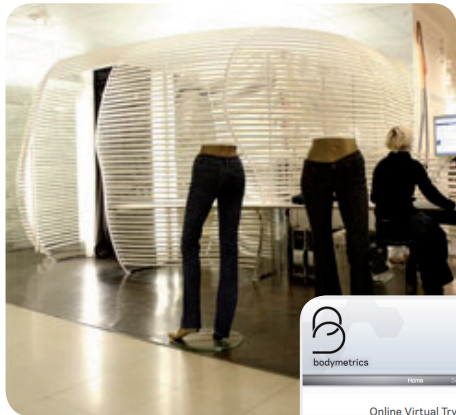


## A Research

### My Label System

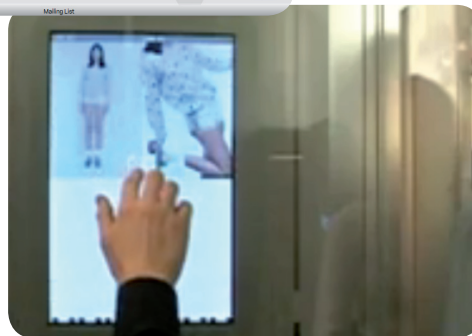
> Research: bodymetrics mass customization

> customized mass production



Shops:

- > Levi's
- > International Herald Tribune (London)
- > Prada Store
- > Computer to see the cloth on your body
- > [http://www.youtube.com/watch?v=3pXNYciHCLc&feature=player\\_embedded#](http://www.youtube.com/watch?v=3pXNYciHCLc&feature=player_embedded#)
- > Customer Card



»In eight seconds, data from 200,000 points all over my body have been converted into a “point cloud” of my shape from neck to ankle. By the time I dress and join the consultant to order a made-to-measure pair of Bodymetrics Bespoke jeans, she is already rotating my likeness around on her monitor. Two hundred personal dimensions have been calculated, making the conventional size system of waist and inseam sound about as precise as rounding your apartment’s floor space to the nearest mile.«

Producer:  
Bodymetric’s founder  
Suran Goonatilake,

Prices start around £250, or \$482, per pair and are made in the Far East or North America in special factories that manufacture garments one by one and can do finishings by hand.

## B Selection of Company

# Jeans



### **TARGET GROUP:**

#### **research about target group 50+**

- > difficult handling to see the clothes or to find the size
- > difficult structure/system of the shop (not intuitive)
- > no good wayfinding system

### **Company: C&A**

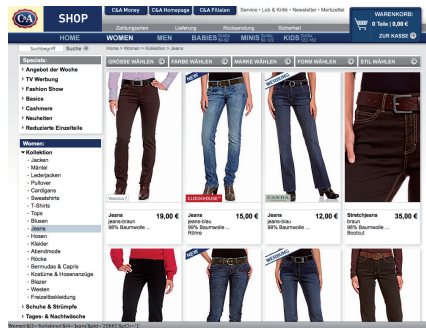
- > big chain with cheap clothes
- > big, confusing stores
- > with too tighty thoroughfares/transists
- > changing room is too small
- > stumbling block/trip hazard from the suspenders

»What is good for the target group 50+,  
is adaptable and more easy for everybody!«

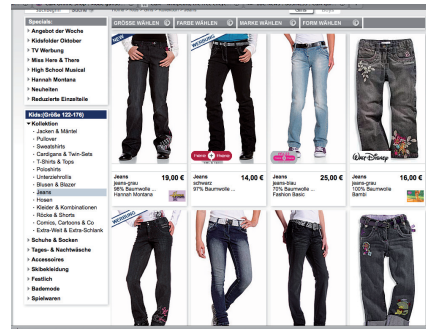


## B Product Line C&A

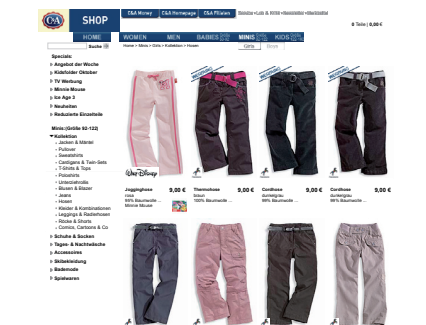
### Jeans Product Line C&A Fall 2009/ website



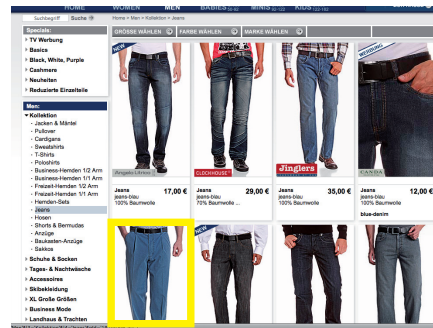
woman



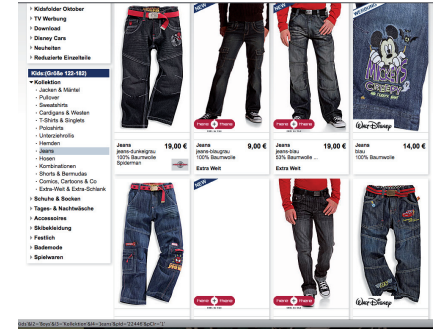
girls



minis female



men



boys



minis male



babies female/  
male



## C My Label System

### My Label System

- > is positioned on the clothes
- > free accessible
- > clear/ simple to read
- > unique position of elements (where stands what – for all the different kind of clothes the same)

- > It only differs between the colors (every kind of clothes has the same color)
- > you find your age and sex by the system of the shop
- > shapes of jeans are presented as simple illustrations



trousers



jackets



t-shirts



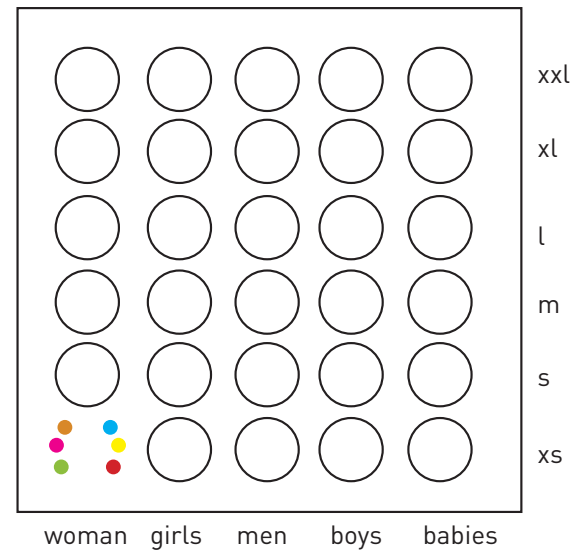
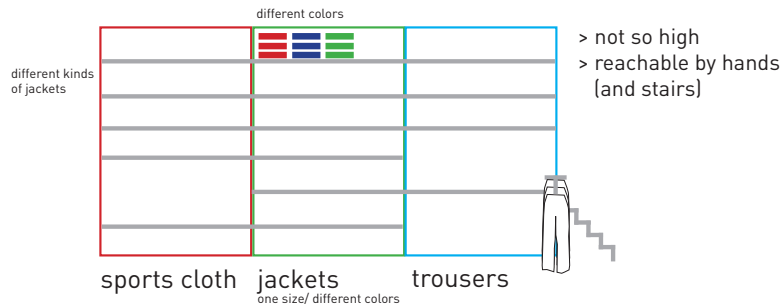
pullovers



underware



sport



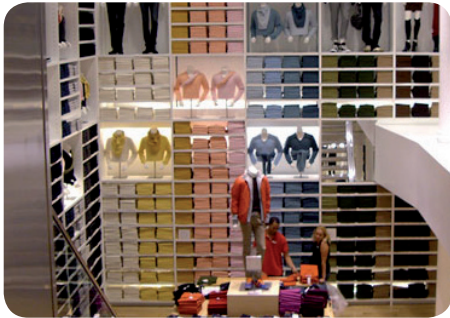


## C My Label System

### My Label System

> Research: position, shapes and material of the labelings

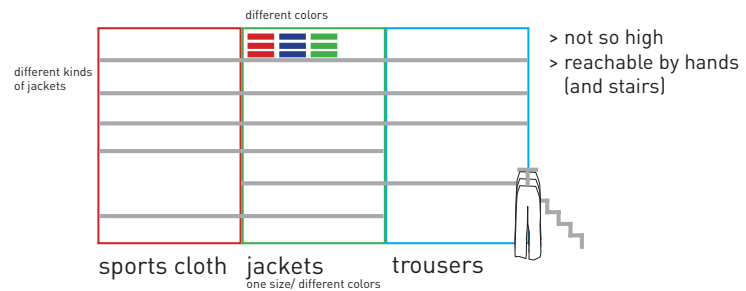
UNIQLO:



> clothes separated by colors and kinds of cloth  
>



> trousers labeling:  
bandage sticker for folded trousers  
and for hanging a label to  
(this can be used also for lying trousers)



## C My Label System

The diagram illustrates a clothing label system with the following components:

- Label Application:** A transparent label is shown being applied to a pair of trousers. The label is blue and contains a white outline of the trousers.
- Label Information:** The label displays the following information:
  - size price  
42 \$29,95
  - Materials:
    - 75% cotton
    - 15% synthetic
    - 10% nylon
  - Shape: [A ruler graphic]
  - C&A logo and a barcode.
- Color Coding:** Two color-coded boxes are shown:
  - Blue box labeled "trousers"
  - Green box labeled "woman"
- Hanger Label:** A white hanger with a price tag that reads "S \$ 29,95".
- Category Label:** A white label with the text "XL JACKETS".



## C My Label System

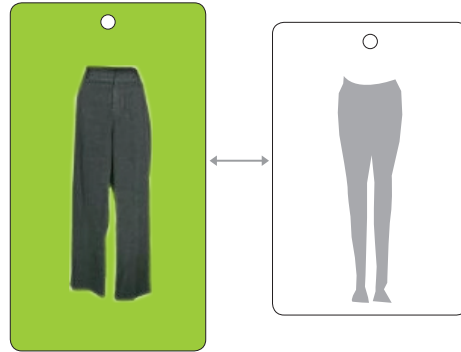
> Process



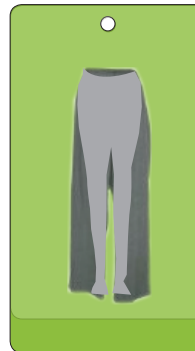
## C My Label System (Version B)

### My Label System > Process

①



②



→ The customer sees whether the trouser fits or not and how tight/wide it is.

③

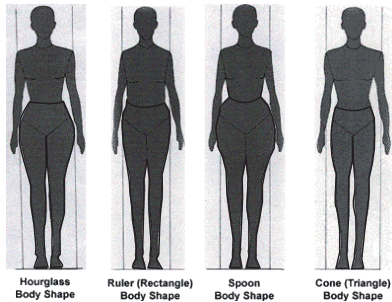


She can try the trouser on.

# C My Label System

## My Label System

> Woman Body shapes



pic/Silhouette of trouser shape darunter halten

### C&A Dressing Service

#### 1st Aid Station for Woman Trousers

> Choose your **body shape**, take the corresponding **label** (hanging below) or keep your **logo** in mind


> printed on transparent paper

Woman can choose between different shapes (or symbols) or can let analyze the computer the individual shape of her body and let print it out

> Then she can hold the print under the foil of the trouser and she how it fits (if the trouser is tight or not)

> Regarding the money there could be a very standardized shape model

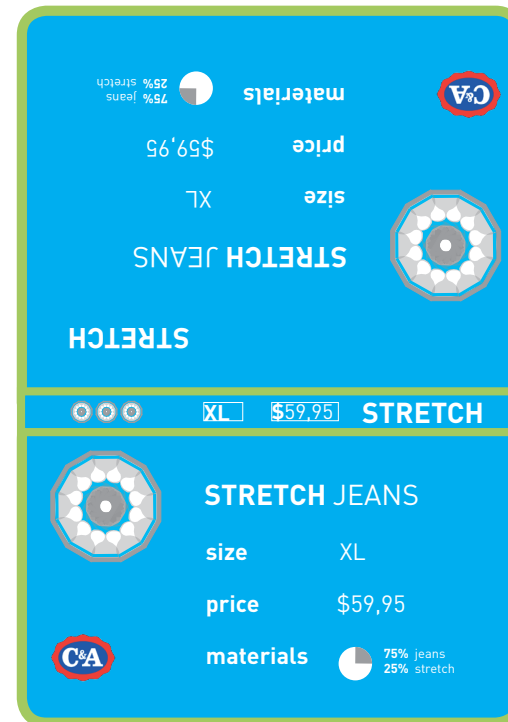
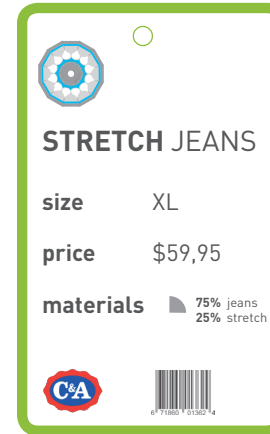
> If the technology of bodymetrics mass customization will get cheaper this would be more effective. But until there point of development, there is these cheap standardized system



## C My Label System

### My Label System

- > Research: position, shapes and material of the labelings
- > actually the price is not necessary, because in the whole shelf is only one size
- > price, shape and material is essential
- > despite big, clear font (DIN) and big size
- > different XL scale (1-5), if the jeans is more big/small relating to company or material



## D Pictures of Comps

