

Size Inclusive Ski Apparel Line

Branding

Client 1

DESCRIPTION

A size inclusive ski apparel line that gives people high quality, technical and stylish gear.

PROBLEM

It is nearly impossible to come across larger outerwear that is stylish, fits well and is as technical as other brands. When larger sizes are found, they lack the freedom and exhilaration of the sport. There's no fun imagery or colors, breathability or technicalities to them. The intensity, thrill and hardcoreness of the mountain is lost through set limitations. The sport becomes un-inviting and diminishes one's opportunity to express themselves while outside.

Furthermore, existing apparel brands such as Patagonia and The North Face fail to promote body inclusivity.

OBJECTIVE

Bring body inclusivity to the slopes.

Be inclusive and appealing to as many people as possible.

POSITIONING

Size inclusive gear that is both expressive and durable, making you feel like a total shredder. Sizes for ALL bodies.

AUDIENCE

Anyone who loves to ski or snowboard. They have a strong passion for the sport but struggle when it comes time to actually getting dressed and getting out there. They hate searching for larger sizes because they are hard to come by and often times are not large enough. They might have been skiing for years and are in need of new clothing or they are new to the sport and are looking for a first time purchase that will last them a couple seasons.

MEANS

Store Exterior, Store Signage, Bags, Shipping Boxes, Apparel Tags, Apparel Design, Web Presence, Advertisements

Research

Existing Brands / What have they done?

Burton

Extended Sizes

XXS-XXL

“The perfect fit for every (body)”

Patagonia

Extended Size Clothing

XL & Limited XXL options

Plus size shown at bottom of screen

Have to search for extended sizes / no drop down.

North Face

Extended Sizes

XL, XXL, 3X

No plus size models on website

Columbia

Plus Size Clothing

XL, XXL, 1X, 2X, 3X

Plus size models present on website

Still not in action though.

Men — “Big & Tall” Collection

**Why is the phrase “extended sizes” even highlighted / shouldn’t be called that or pointed out.*

**Interesting that when you look up plus size clothing that it is more catered to women and not men.*

Research

Extended Sizes Vs. The Media



Burton // we see people in larger sized clothing but they are just standing around and not actually skiing

Blog vs. Homepage

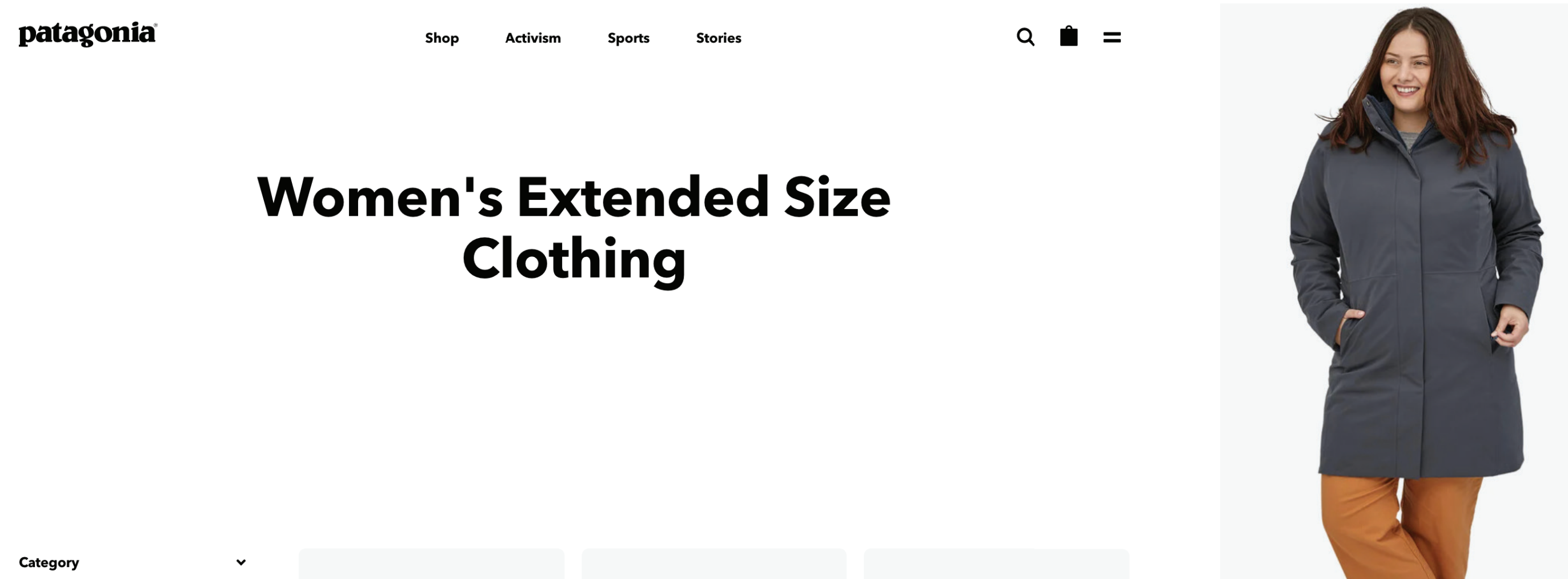


Research

Extended Sizes Vs. The Media



**REI Website*



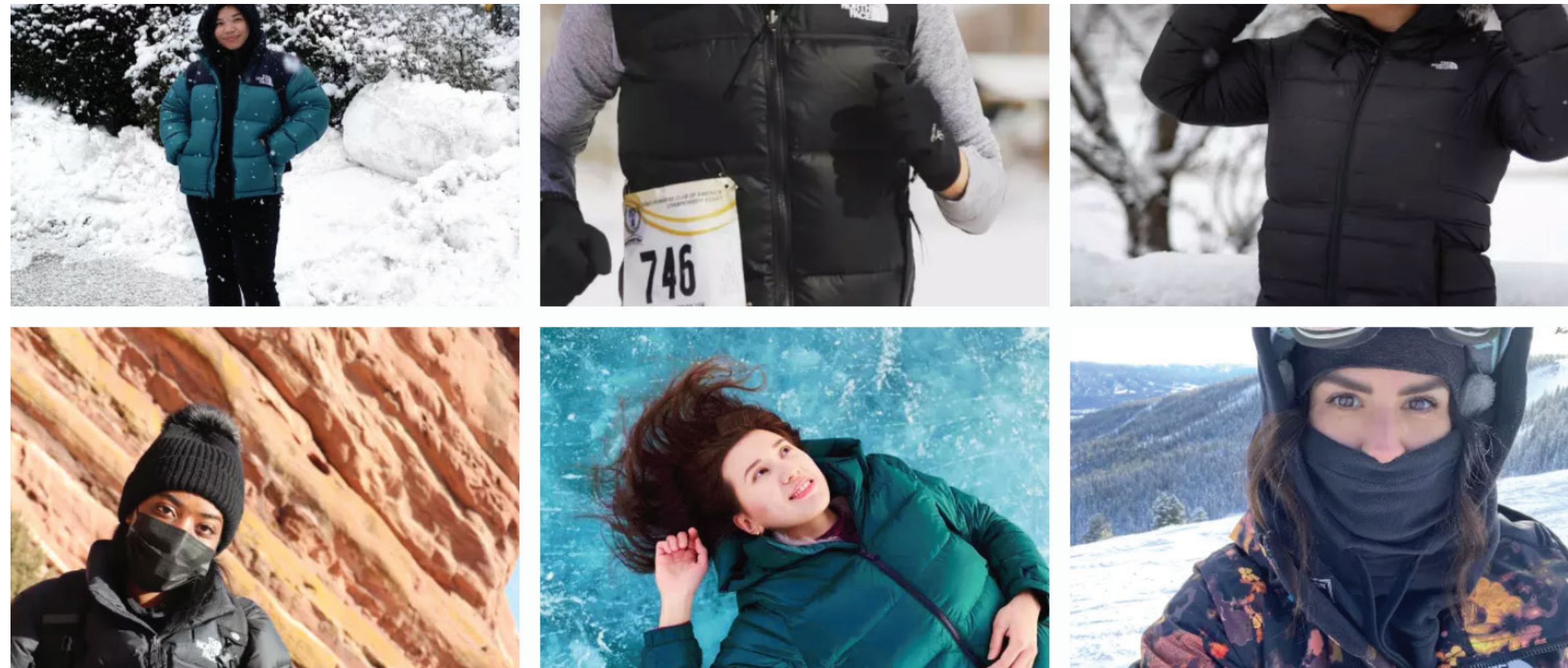
Patagonia // no images of larger sizes on website or any social media. REI = only source.

Google Image Search "Patagonia Plus Sizes"

**hint.. you can't find anything!!*

Research

Extended Sizes Vs. The Media



**REI Website*

The North Face // do not see people in larger sized clothing instead you have to go to a another party to see images pictured on right.

The North Face vs. DSG & REI





**Dick's Sporting Goods Website*

Research

Extended Sizes Vs. The Media




 **columbia1938** • Follow ...

 **columbia1938** "Finding something that fits—that's the bar for a plus-sized person." - @marielle.elizabeth

At @columbia1938 we're committed to expanding sizes and styles to fit as many people as possible. Even after 15 years of making women's plus size products, we're still just getting started.

Head to our Instagram stories for the full article and more insight from advocate @marielle.elizabeth.

8w

 **kassiaj** Marielle is INCREDIBLE. I



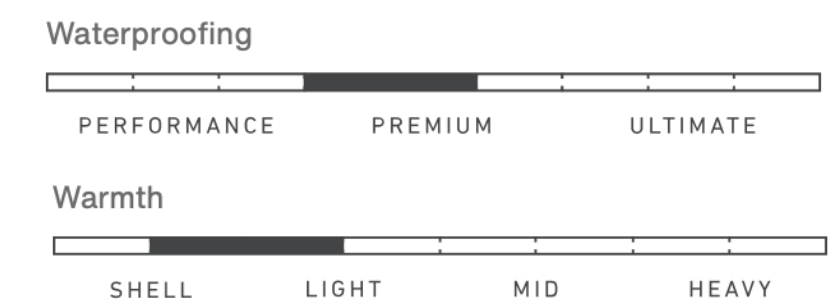
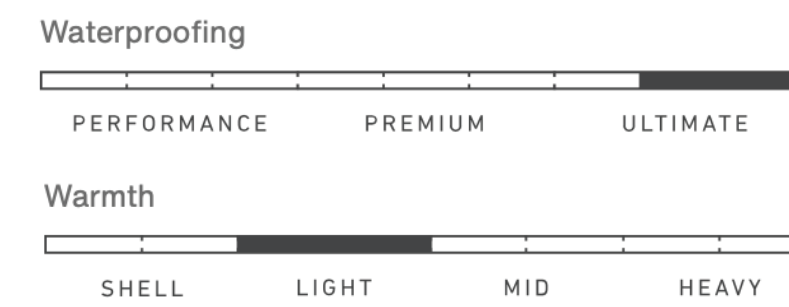
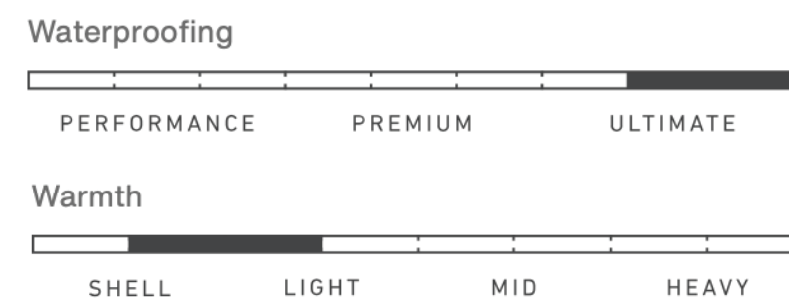
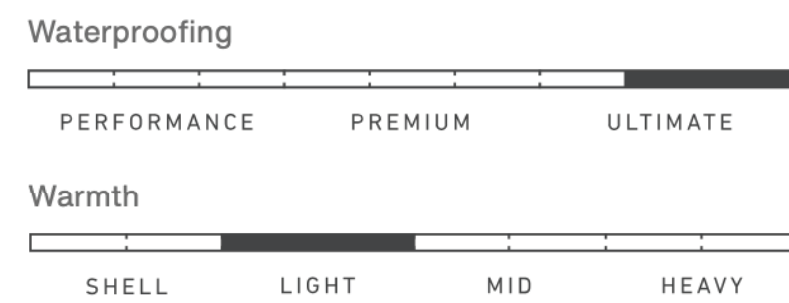
Columbia // larger sizes present on website but in its own category. Only one size inclusive post on socials.

Image to left vs. images to the right

Research

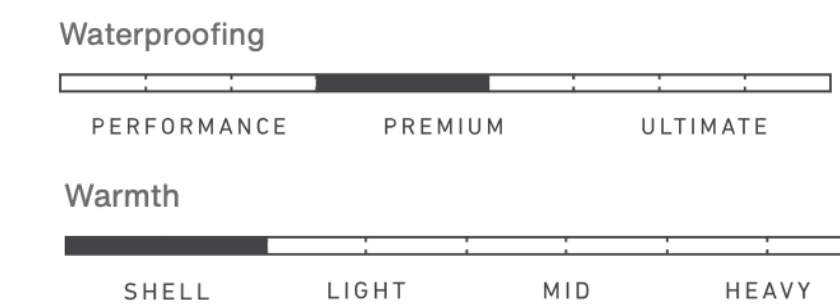
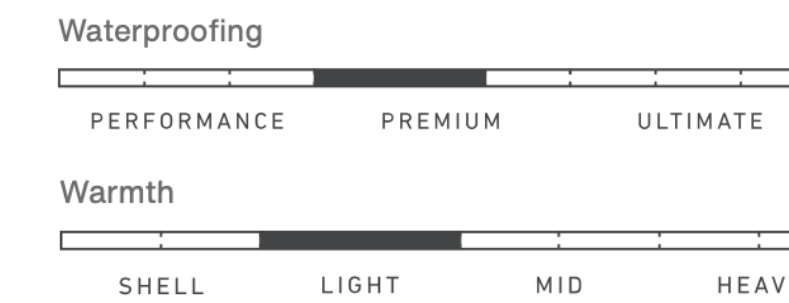
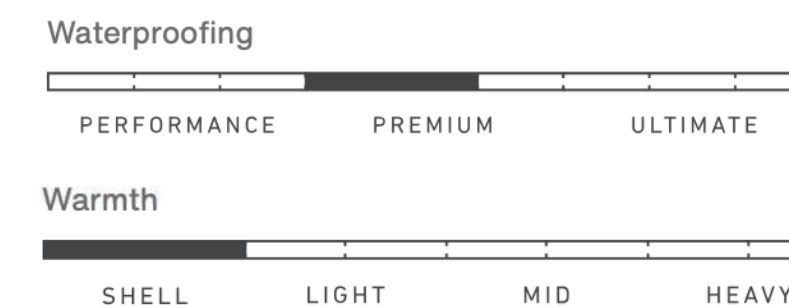
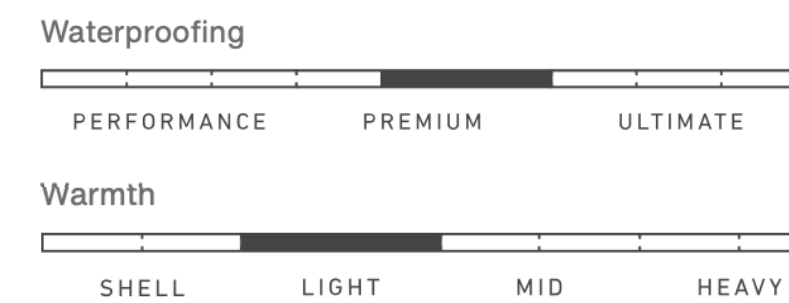
Size vs. Technical

Regular



VS.

Extended



Research

What are people saying?

“Apparently, I’m Too Fat to Ski” //

**Roughly 68 percent of American women wear clothes that are larger than a size 14 (which is accurate, according to a 2018 report). However, most outdoor gear brands stop at an XL or XXL.*

**Patagonia, Arcteryx, North Face, Fjällräven — none of them make a snow pant above an XXL.*

**Brands often neglect to update their size charts to reflect larger sizes.*

**“Clothing is a basic human right, and we are, quite literally, freezing out here.”*

Columbia Sportswear — “The Uphill Climb” //

**The challenges of buying plus-size ski gear extend beyond simply not having a lot of options.*

**Extended-size selections are almost nonexistent in brick-and-mortar stores.*

**Typically only offered online or the choices are limited (rarely try anything on).*

**“Every woman, regardless of size, shape, race, or age, should get to feel like a million bucks.*

The plus-size consumer has been waiting for the apparel industry to see her.” ~Andrea Kelly, Columbia Sportswear

Outside Online //

**A 2016 study published in the International Journal of Fashion Design, Technology, and Education found that the average American woman is between a size 16 and 18. But according to Patagonia’s new fit-finder tool, if you plug in those size parameters, you might just be able to squeeze into an XL.*

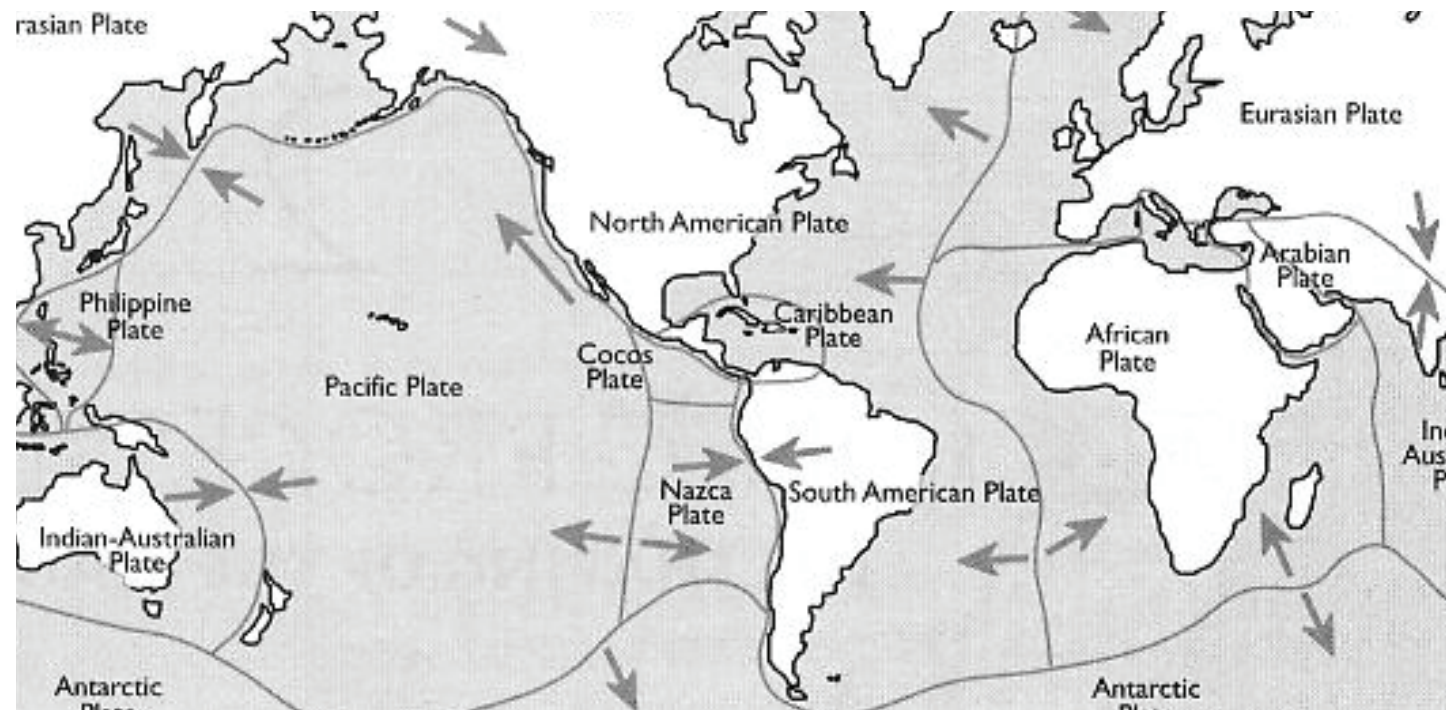
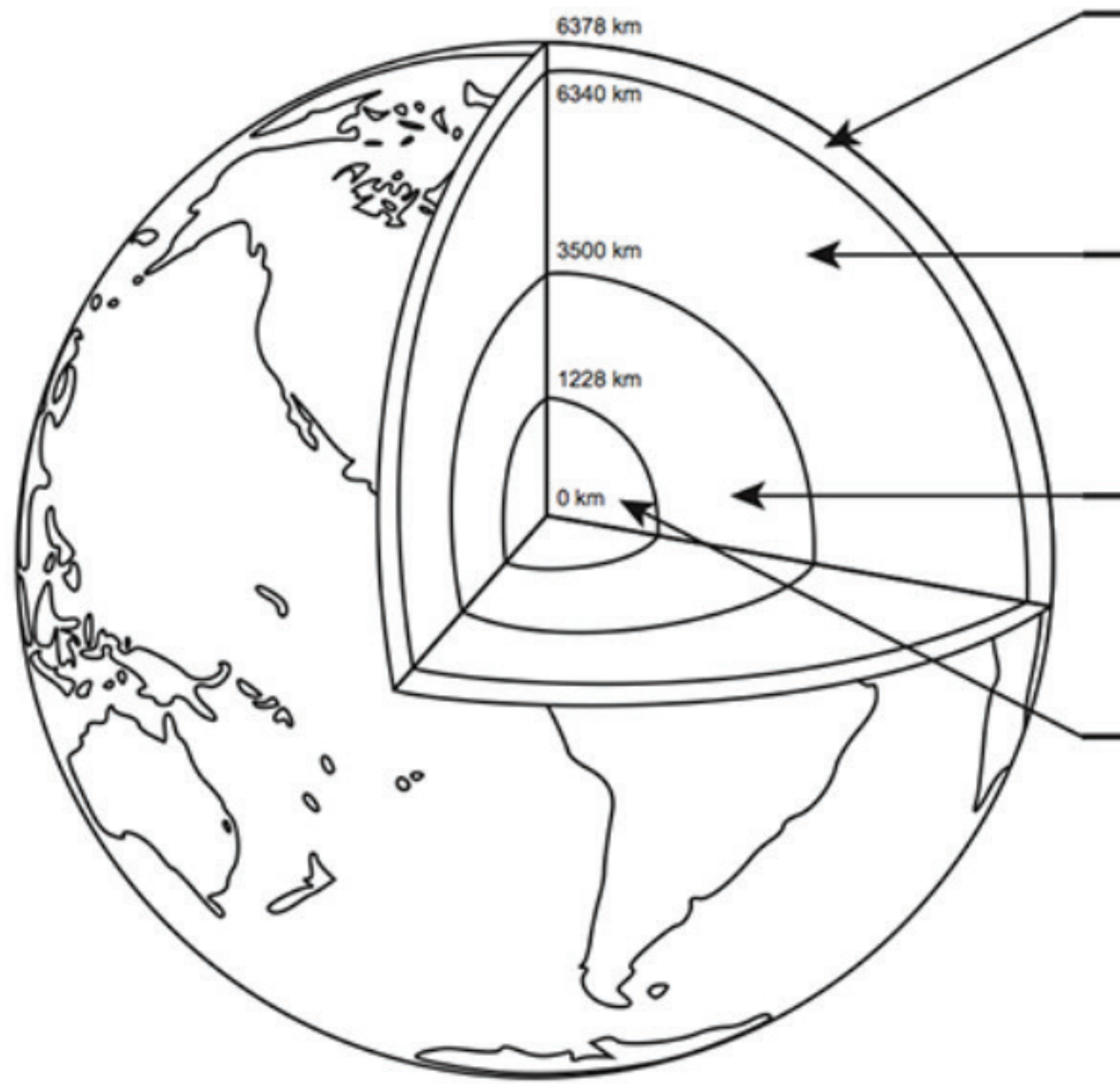
**“If you look at ads and all they feature is straight-sized people, you’re going to assume that’s all they carry. They have to start making plus-size clothes, taking pictures of them, and putting them in their media and saying, ‘Here are people who are out there in our gear.’”*

**Debra Criss, director of apparel design at Columbia Sportswear, which offers ski gear up to 3XL, says that’s not necessarily true. “I wouldn’t say it’s harder [to produce larger sizes]. You need a different fit model.*

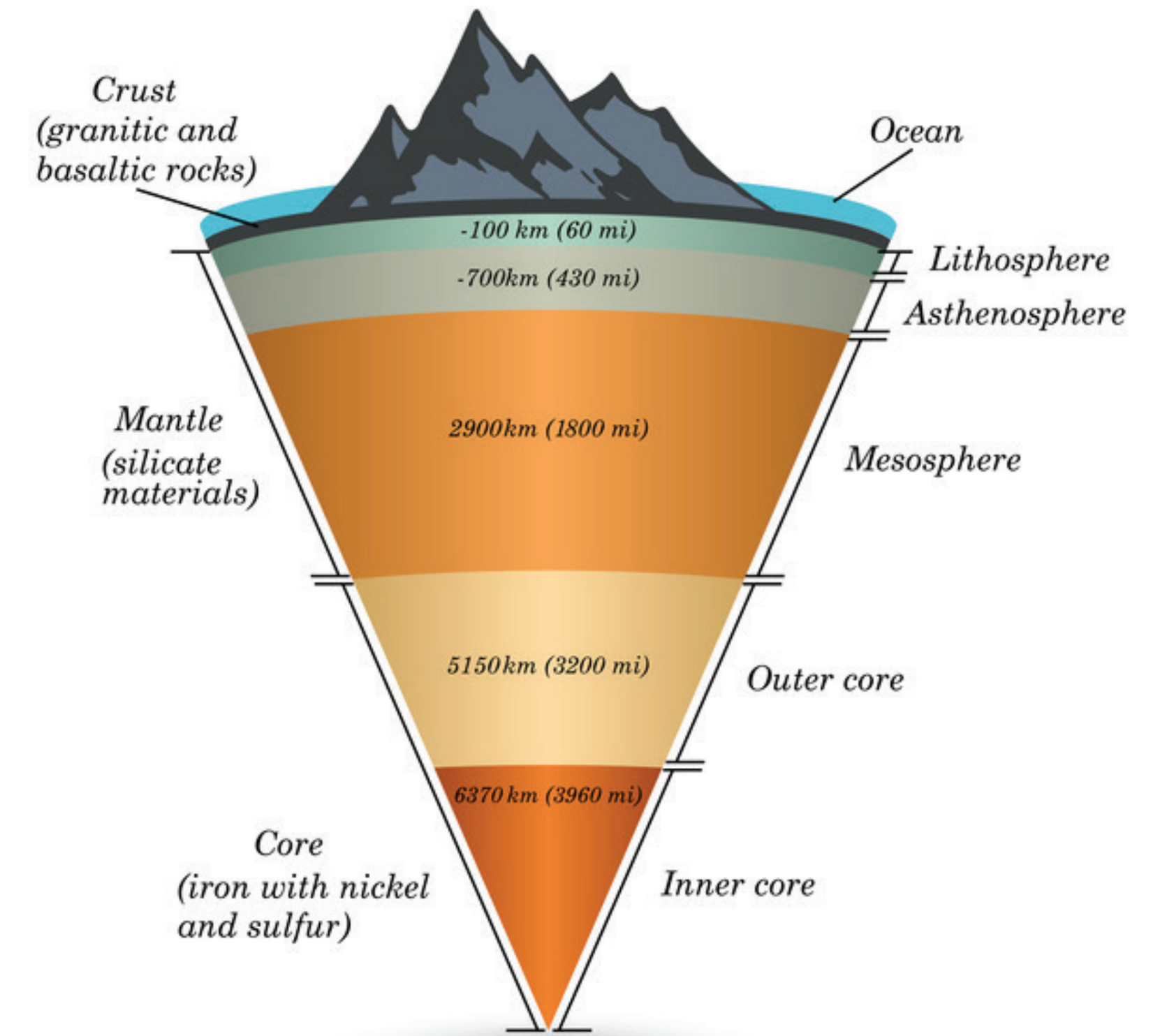
**Brand intent and identity — brands market around elite athletes and not majority of people.*

Inspiration Research

All bodies are connected by the earth



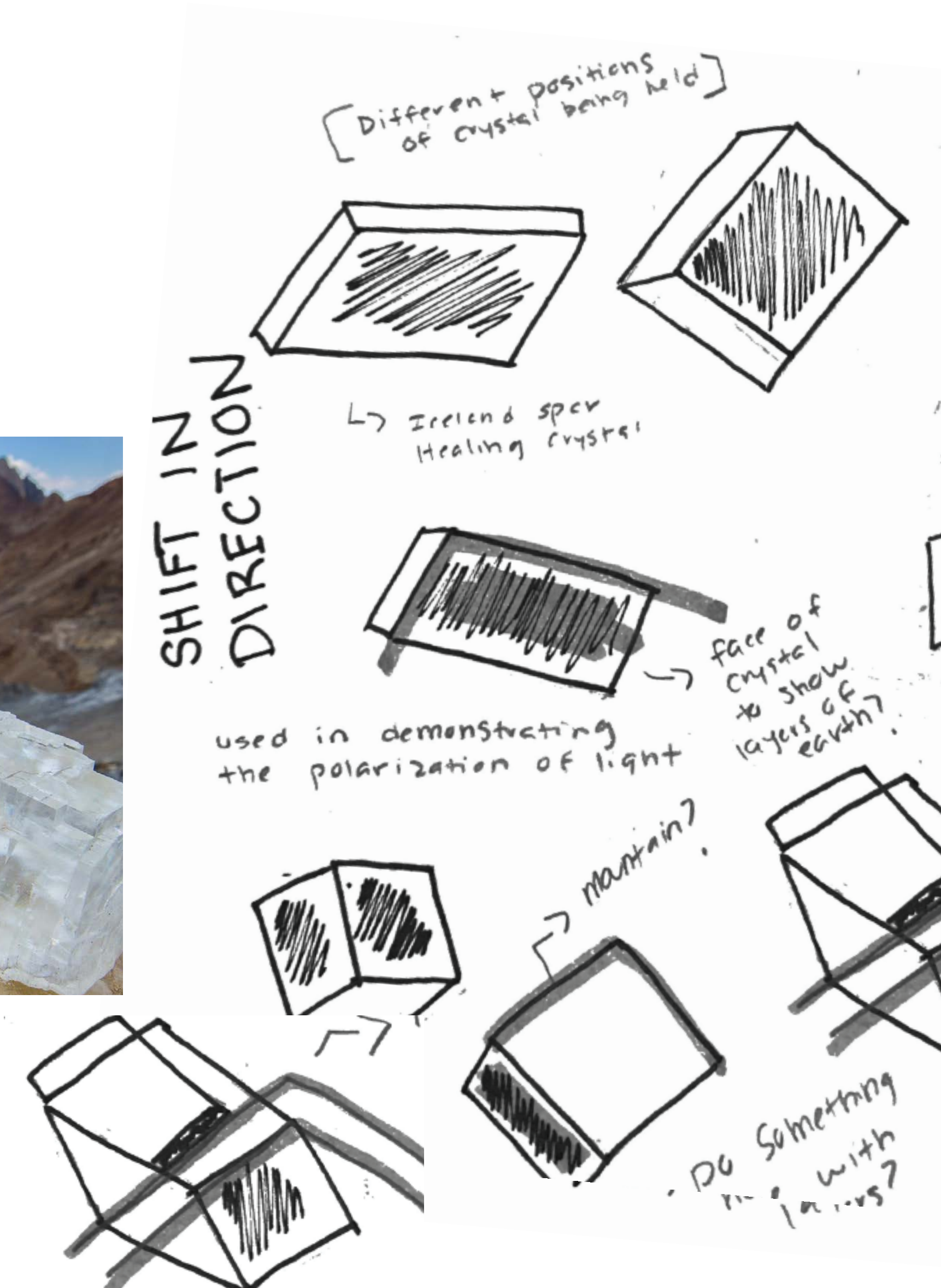
EARTH STRUCTURE



Crystal // Additional Research

Iceland Spar — Clear Calcite — Optical Calcite

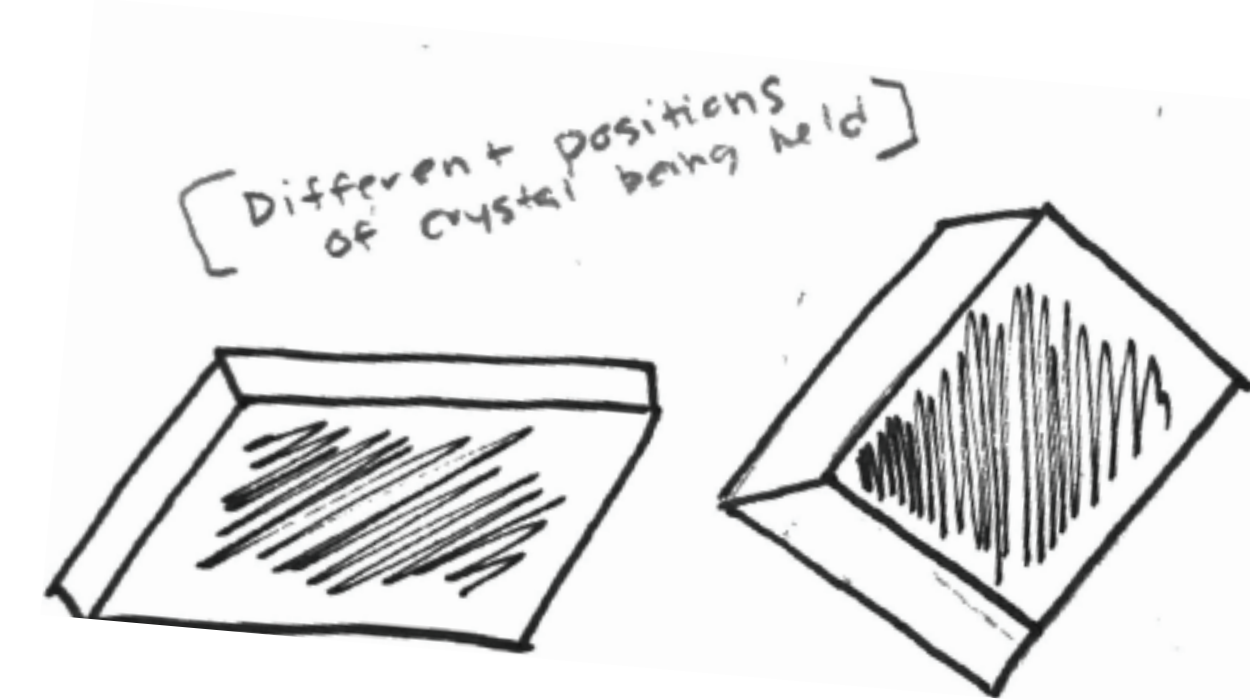
all the same



Crystal // Additional Research

Iceland Spar — Clear Calcite — Optical Calcite

all the same



Usually completely transparent and has endless amounts of rainbow inclusions within.

Acted as a navigator for the vikings b/c of its light polarizing ability, allowing them to always be able to find the sun no matter the weather.

Properties offer clarity, insight, manifestation, enhancement, power, intention programming.

It is a stone for finding solutions as it will aid in seeking the root of the problem and removing it.

This stone pushes one to be the highest version of themselves.

Combo of spar and phenacite work together to offer a "transformative" effect and will push you into a blissful state of happiness and inner peace.

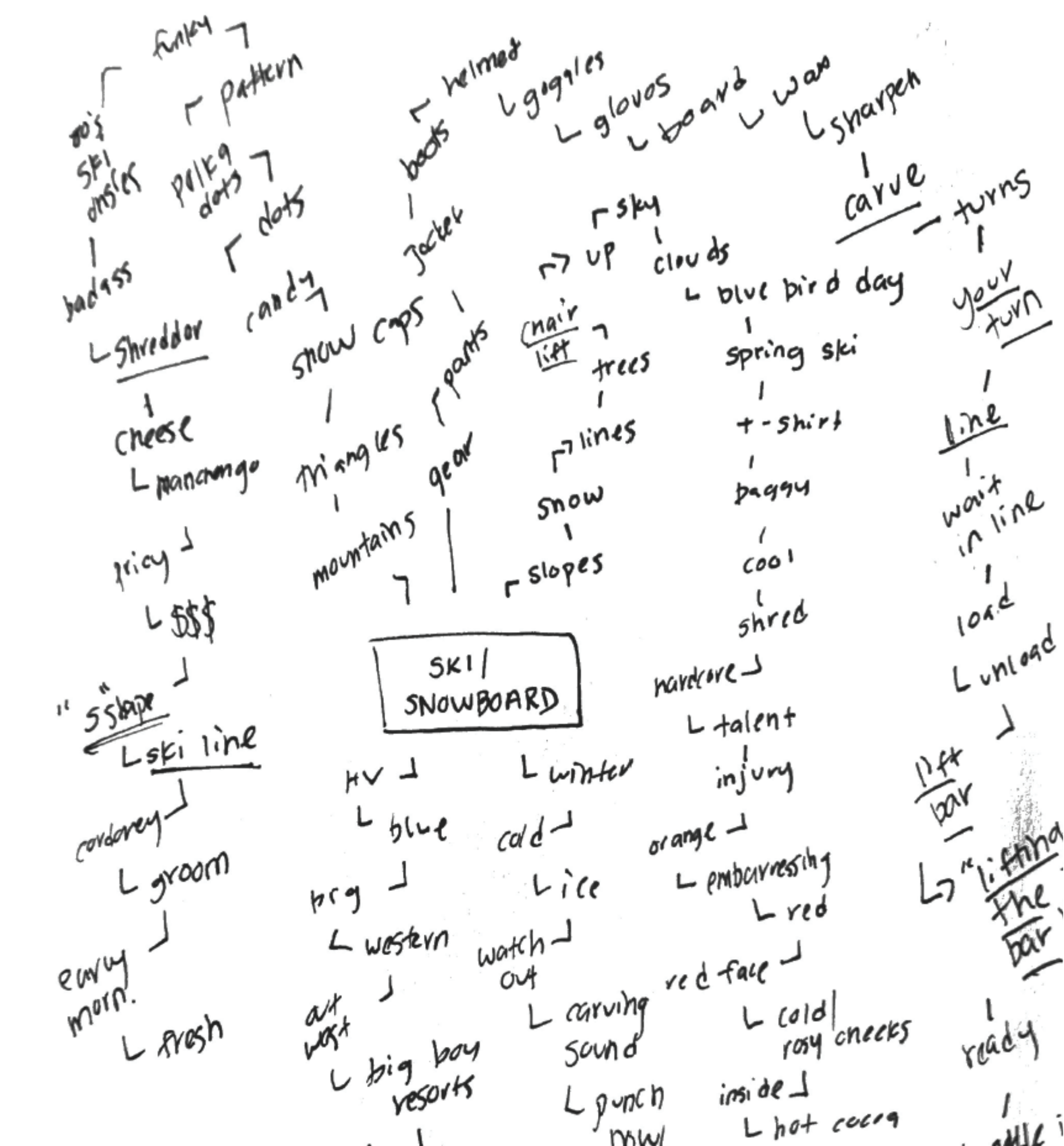
Rough Sketches/Process

Word Bank

powder
snow
gear
equipment
slopes
flexibility
extreme
skewear
outdoor
limits
line
turn
fresh

boundary
borderline
edge
mark
peak
brink
point
triangle
ride
lift
spin
arc
soar

tectonics
mountains
range
layers
core
speedy
cliff
rocky
pole
sharpen
wax
slope



Names & Descriptors

Names

Carve

- *carving the industry
- *carving your line
- *industry taking a turn (for the good)
- *it's your turn to get out there

Brink

- *on the brink
- *on edge of changing the ski industry
- *ability to ski your edges
- *live life on the edge motto
- *change is about to happen

Verge

- *same meaning as above with the word "brink"

Curve

- *shape of human body
- *show how something changes
- *motion when skiing

Spar

- *fight for inclusive gear
- *stand up
- *show other companies what is up

Geo

- *geology
- *changes in the structure of the Earth's surface
- *changes in the ski industry

Litho

- *short for lithosphere
- *coolest and most rigid part of earth
- *mountain formation

Core

- *core of earth
- *expressing inner self
- *stripping those layers down
- *getting to root of problem

Tectonic

- *tectonic plates
- *forming of mountains
- *structure of earth

Descriptors

Ski Apparel
 Outdoor Wear
 Skier & Rider Gear
Ski & Ride Apparel

*how specific should I be here?

Concept 1

No More Hiding //

Clothes shouldn't hold you back. They should be practical and functional. Just because you wear larger sizes doesn't mean your clothing can't be a statement!!

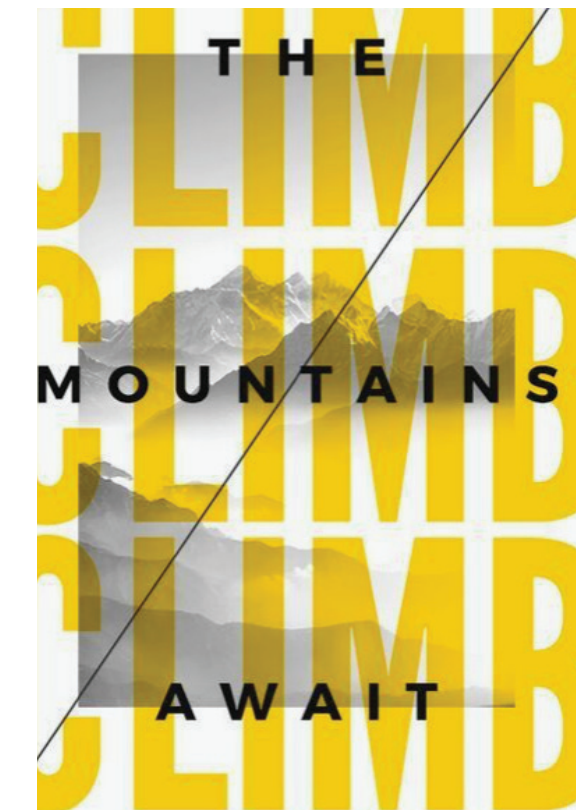
Expressive / Loud / Fun / Bold

Concept 1

No More Hiding //

Clothes shouldn't hold you back. They should be practical and functional. Just because you wear larger sizes doesn't mean your clothing can't be a statement!!

Expressive / Loud / Fun / Bold



Concept 1 Brand Kit

Primary Font

LATEX – TOP

0 1 2 3 4 5 6 7 8 9

AA BB CC DD EE FF GG HH II JJ KK LL MM

NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Secondary Font

Gotham — Light

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

Color Palette



Concept 2

No Time To Waste //

We shouldn't wait another 10 years for ski and snowboard brands to release more sizes. We're going to make this change now so that you can get on that mountain today.

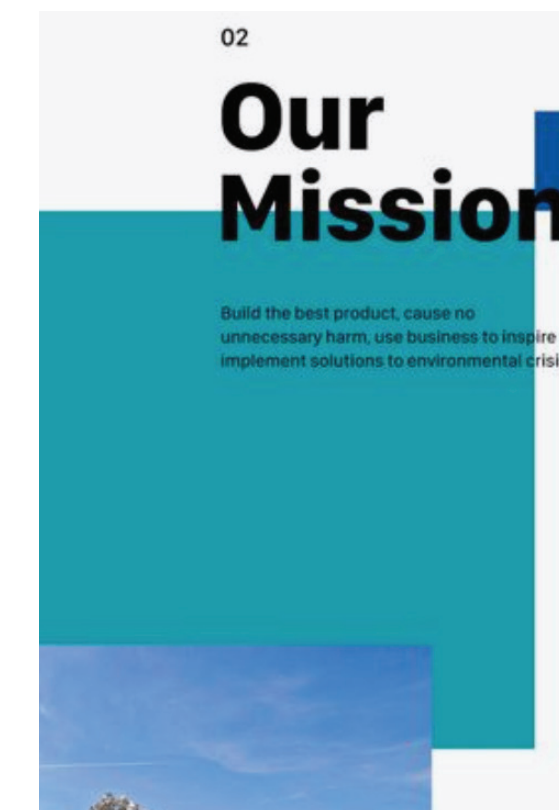
Determined / Progressive / Down To Business

Concept 2

No Time To Waste //

We shouldn't wait another 10 years for ski and snowboard brands to release more sizes. We're going to make this change now so that you can get on that mountain today.

Determined / Progressive / Down To Business



Concept 2 Brand Kit

Primary Font

Futura — Bold

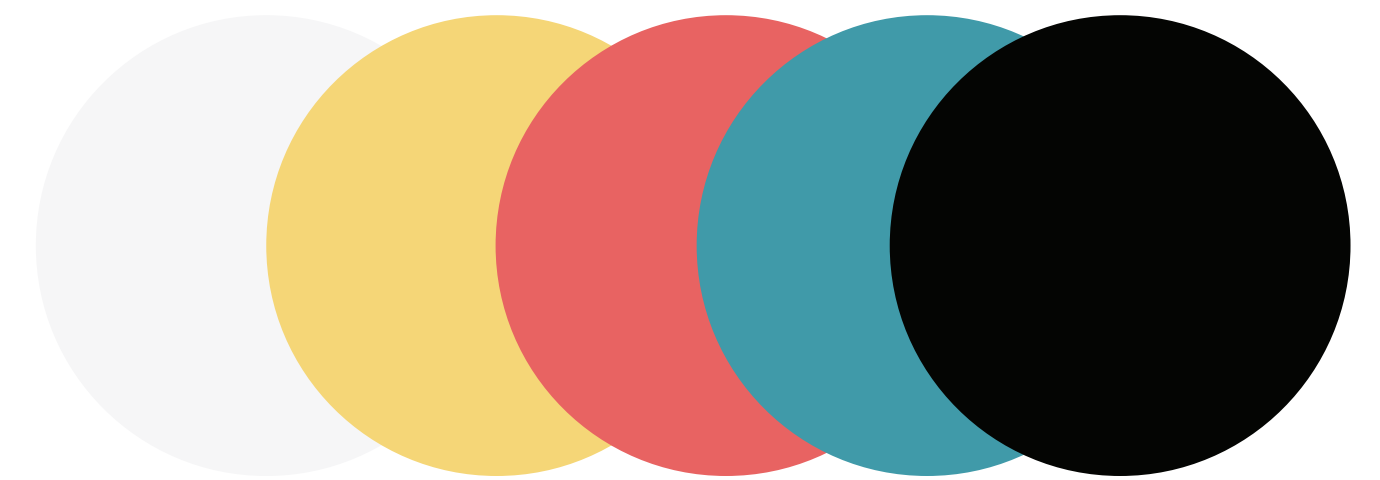
0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Secondary Font

Times — Regular

0 1 2 3 4 5 6 7 8 9
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz

Color Palette



Concept 3

Lifted Pressure //

We're going to help lift that added pressure off of worrying about what you are going to wear while out on the slopes. Putting your body in the right gear.

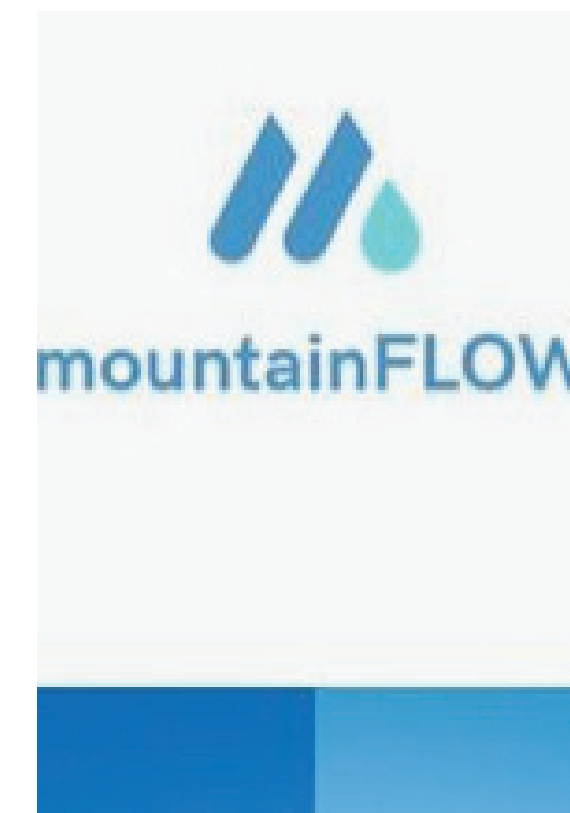
Comforting / Friendly / Optimistic

Concept 3

Lifted Pressure //

We're going to help lift that added pressure off of worrying about what you are going to wear while out on the slopes. Putting your body in the right gear.

Comforting / Friendly / Optimistic



**Intensity / hardcore is lost :(*

Concept 3 Brand Kit

Primary Font

Helvetica Neue

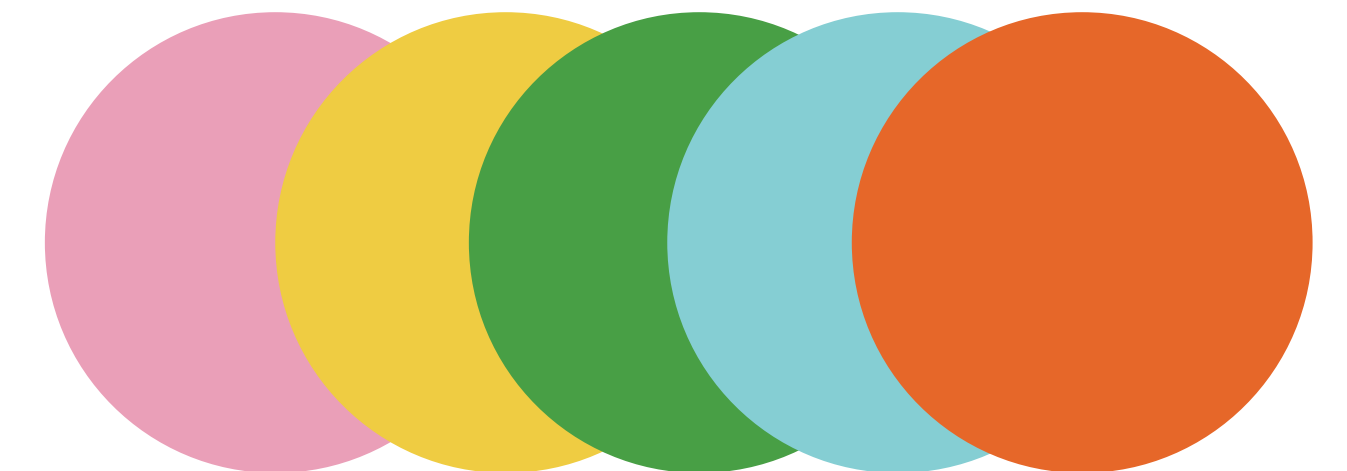
0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Secondary Font

PingFang TC

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Color Palette



Concept

No More Hiding //

*Clothes shouldn't hold you back. They should be practical and functional.
Just because you wear larger sizes does not mean your clothing can't be a statement!!
It's your turn to do what you love and to embrace your inner (core) self.*

Expressive

Powerful

Bold

BRAND KIT

Primary Font

ACIER BAT

0 1 2 3 4 5 6 7 8 9
AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ

More options //

GRAVESEND SANS – BOLD
Dunkelsans v0.7
Totallyglyphic ot – regular
RAILROAD GOTHIC ATF

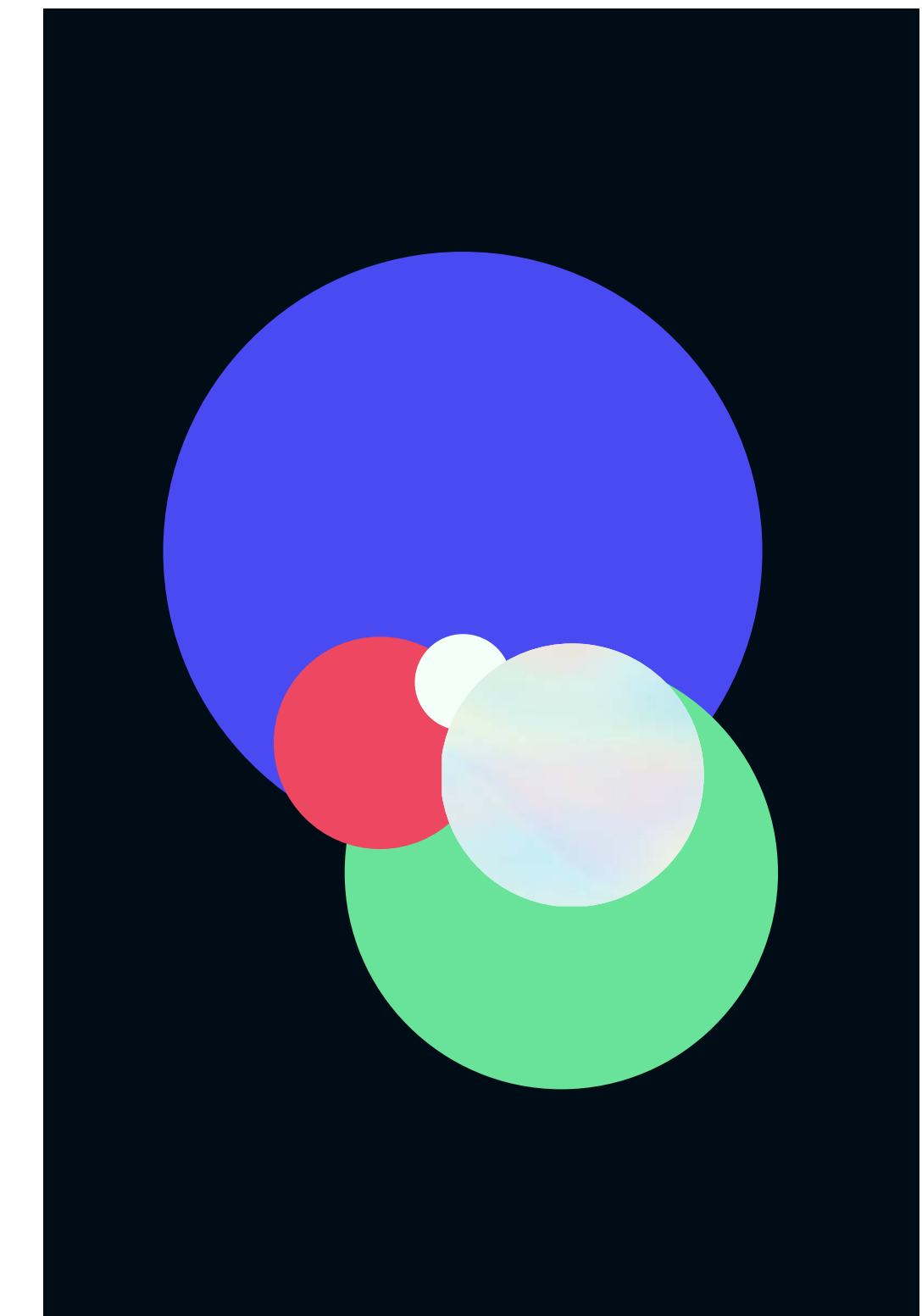
Secondary Font

Stolzl – Light

0 1 2 3 4 5 6 7 8 9
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Stolzl – Regular
Stolzl – Bold

Color Palette



Name & Descriptors

Name

SPAR

- *fight for inclusive gear
- *stand up
- *create a change
- *fighting the elements of nature
- *create a shift in the ski industry
- *rock & crystal

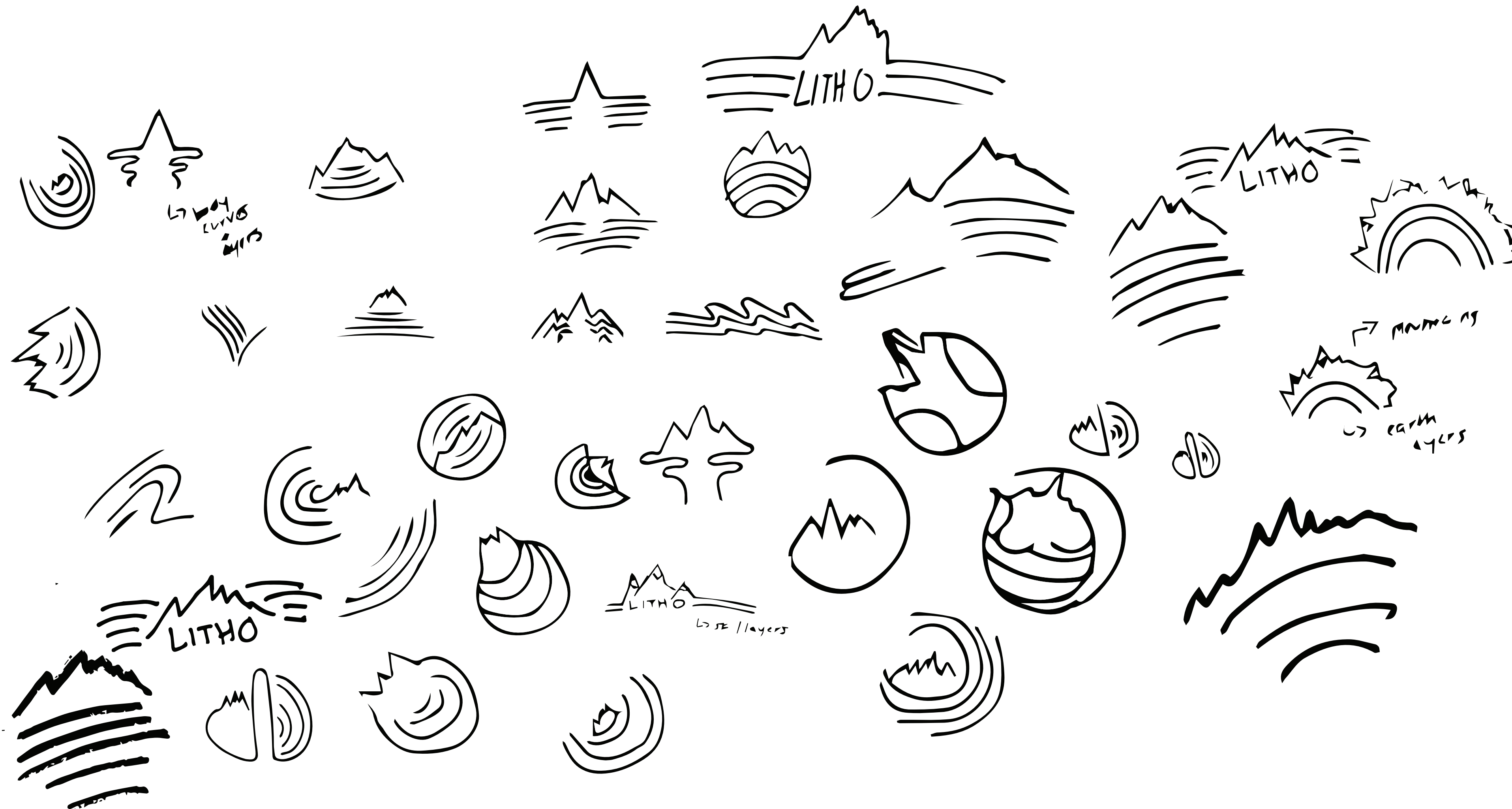
Descriptors

- Ski Apparel
- Outdoor Wear
- Skier & Rider Gear
- Ski & Ride Apparel**
- Ski & Ride Gear
- Mountain Wear
- Ski & Board Wear

- Size Inclusive Ski Gear
- Inclusive Ski Apparel

- *how specific should I be here?
- *want it to be all about size inclusivity without being all about size inclusivity...

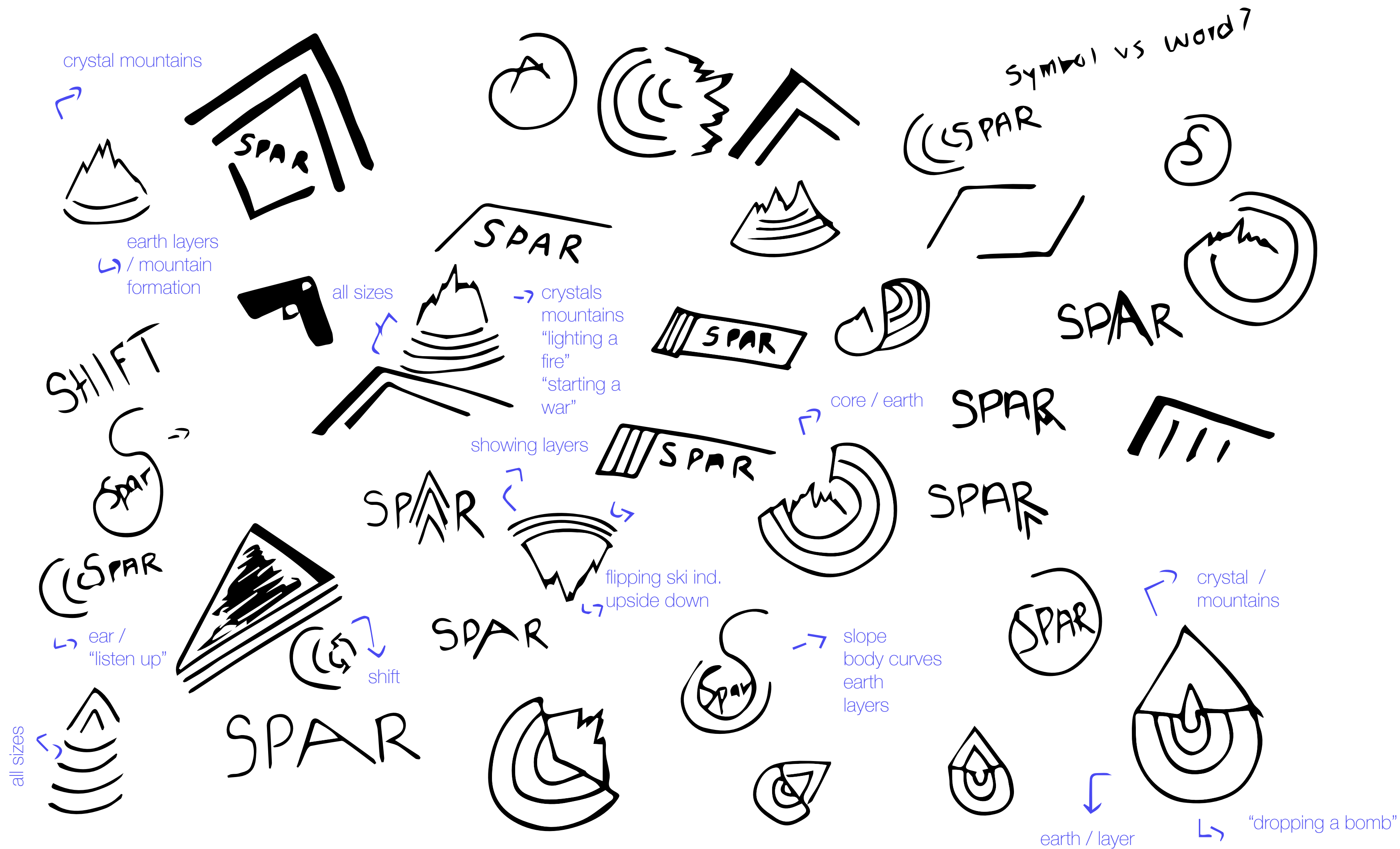
Rough Sketches/Process



Thinking...

- *layers of earth
- *stripping down
- *showing all layers
- *no more hiding
- *embracing all your layers
- *showing curves of slope
- *showing curves of body
- *embrace what is there
- *enhance what is there
- *lifting up / lifting you up

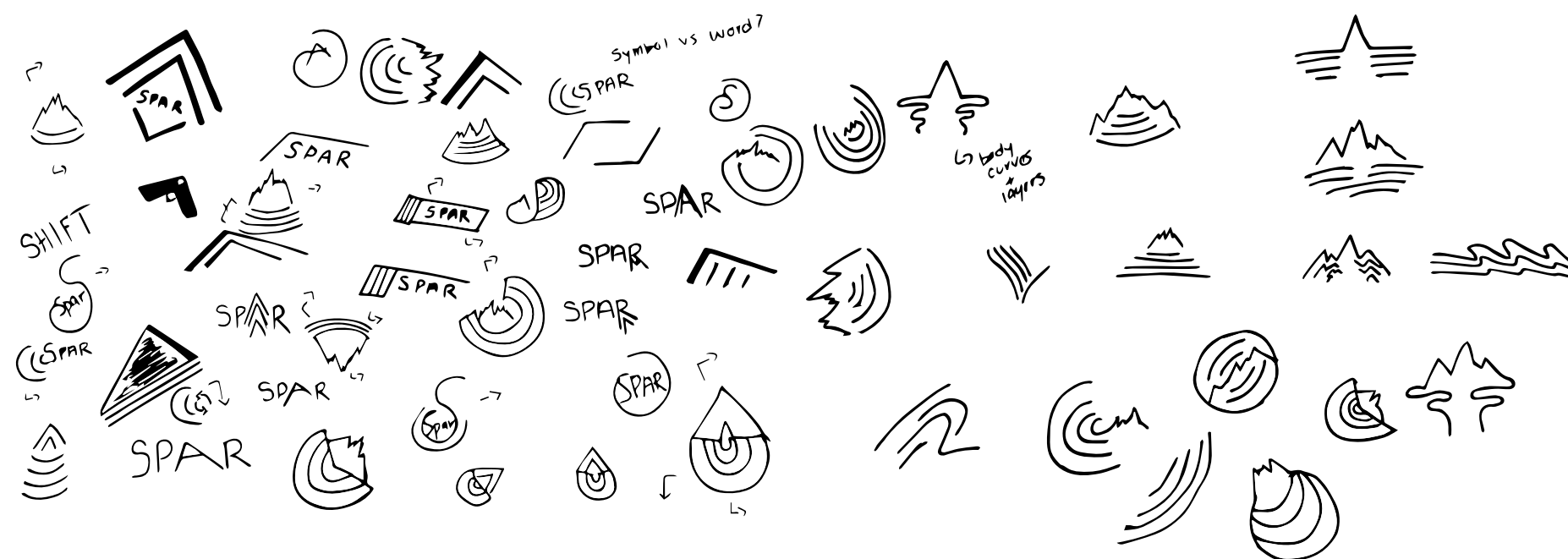
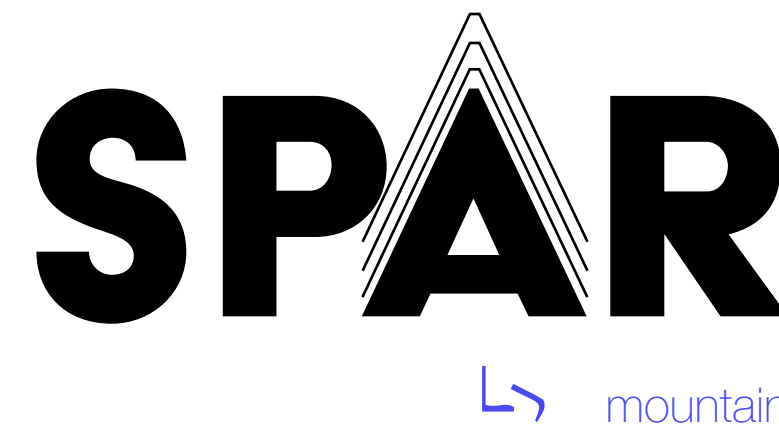
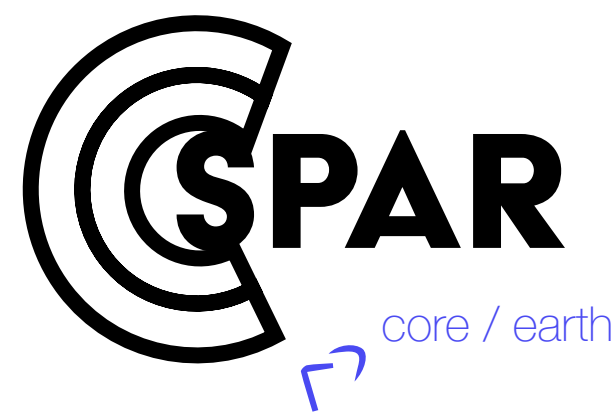
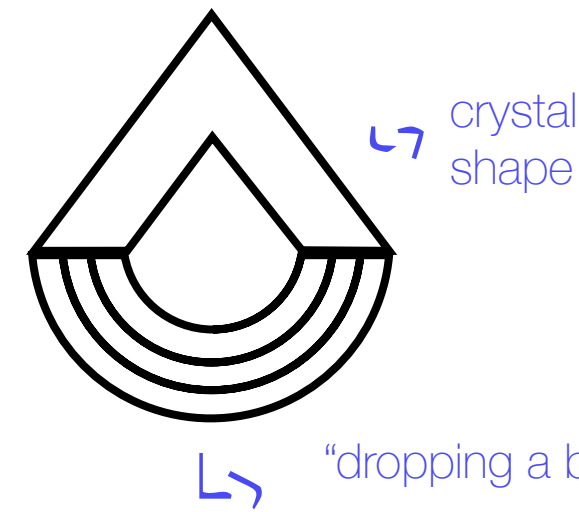
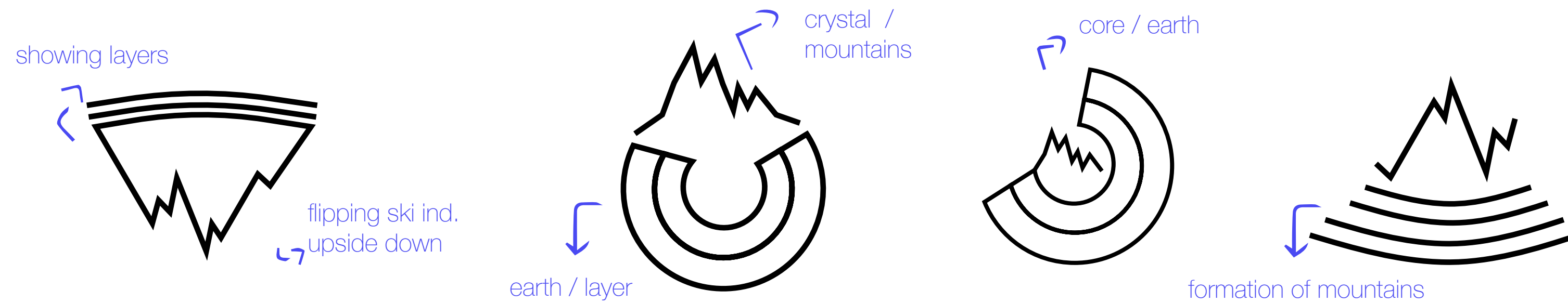
Logo Sketches



Thinking...

- *layers of earth
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- *embracing all your layers
- *showing curves of slope
- *showing curves of body
- *embrace what is there
- *enhance what is there
- *lifting up / lifting you up
- *want these layers to be shown

LOGO



Thinking...

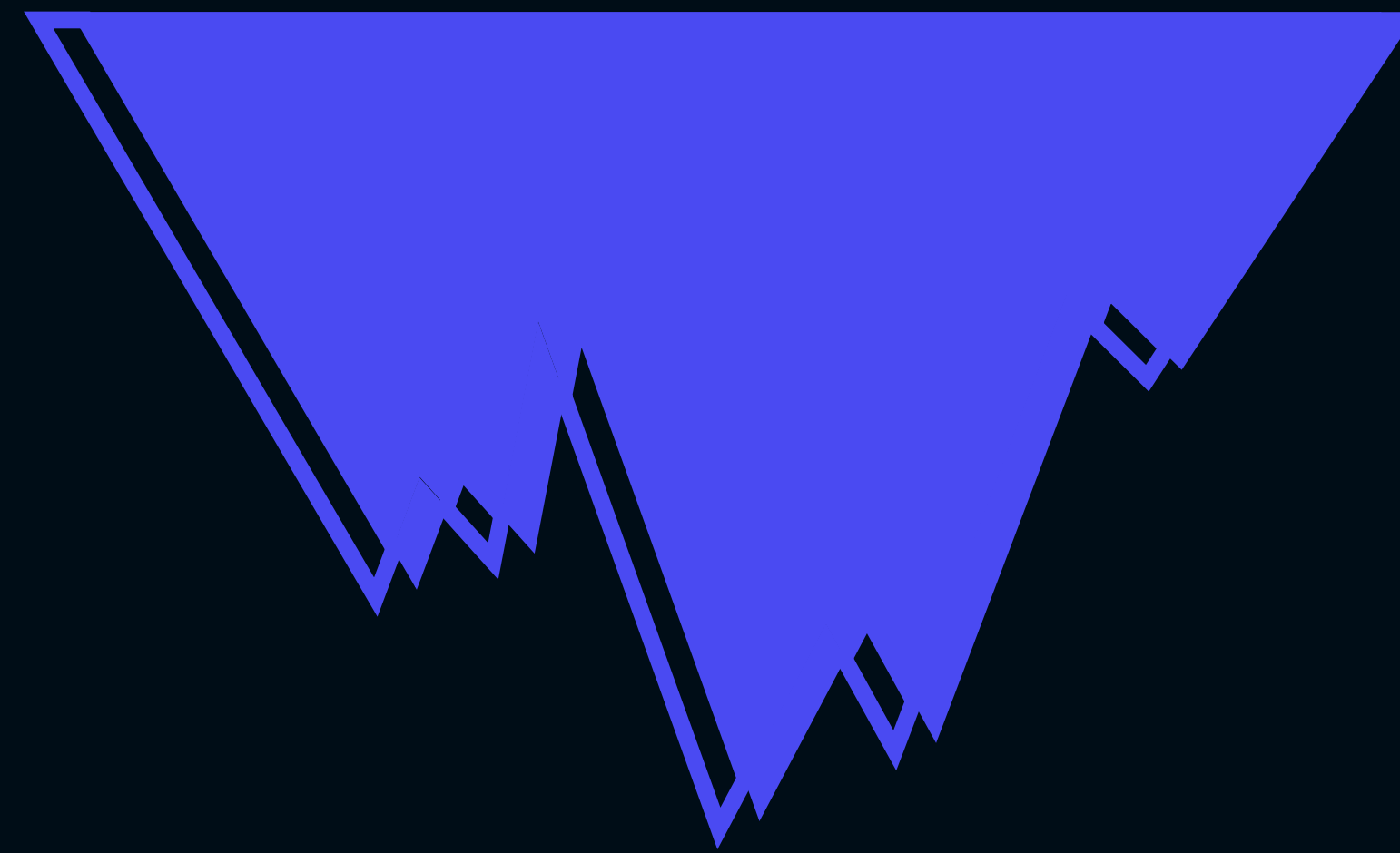
- *layers of earth
- *stripping down
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- *showing curves of slope
- *showing curves of body
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LOGO OPTIONS



SPAR

SKI & RIDE APPAREL THAT FITS



Copy

Pick your own line
 One less thing to worry about
 A perfect zip
 A jacket for every zip
 Rip the layers
 This jacket was made for you
 Show those layers
 Made not just for you
 Made for everyone
 Join the fight
 This is just your peak
 Neck deep powder turns
 Looking ahead

Ride the highs
 Riding the highs
 Riding beyond.
 Ride beyond.
 Putting you in the right gear
 It's your line / its your life
 Pursuing turns
 Pursue those turns
 It's your turn.
 Be in your element
 This is your element
 Jackets for every run
 Breaking the barrier

Live on your edges
 Reaching new heights
 We're here to lift you up
 Don't let others pick your line
 Riding the highs
 Riding to new heights
 Discovering more than new terrain
 Skiing but make it freeing
 Pants you can actually move in
 360 on the ski industry
 Mightiest range of them all: you

Apparel Tags

This jacket was made for you
 Mightiest range of them all: you
 Pursue those turns
 This is just your peak

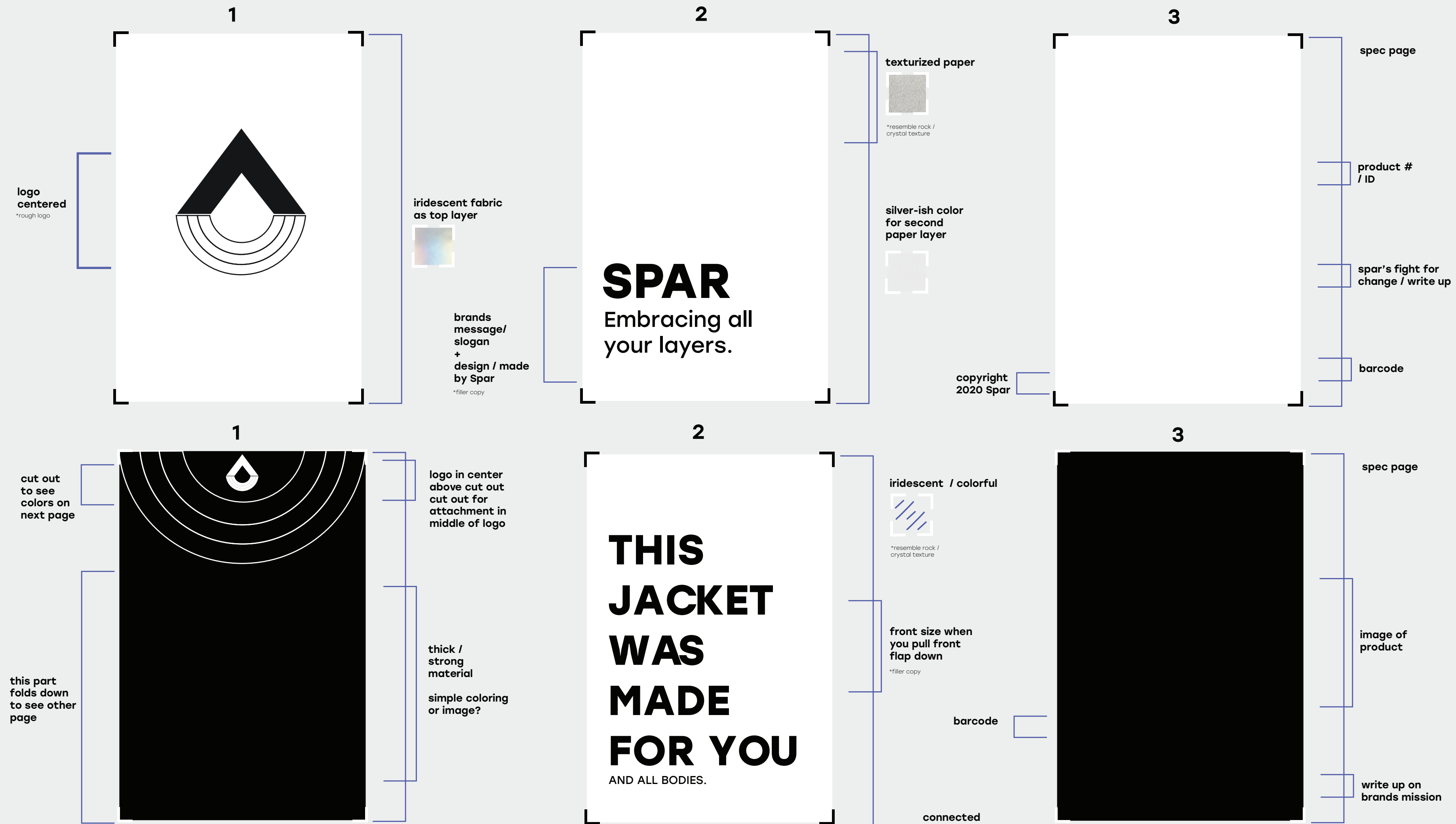
Signage

This is your element
 Ride Beyond.
 Looking ahead

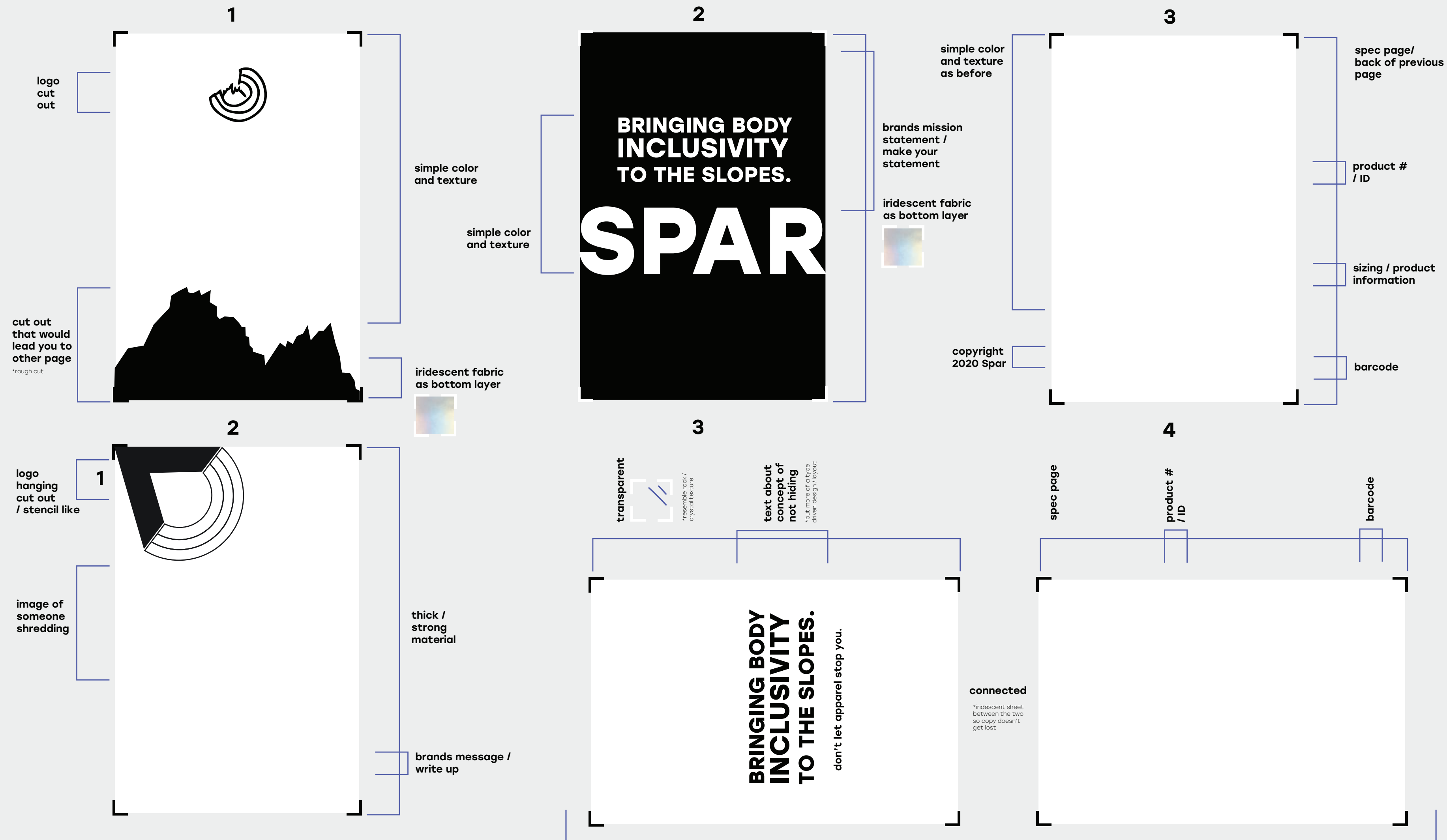
Website

Live on your edges
 Discovering more than new terrain
 Putting you in the right gear
 Riding to new heights

Apparel Tag Process // 1

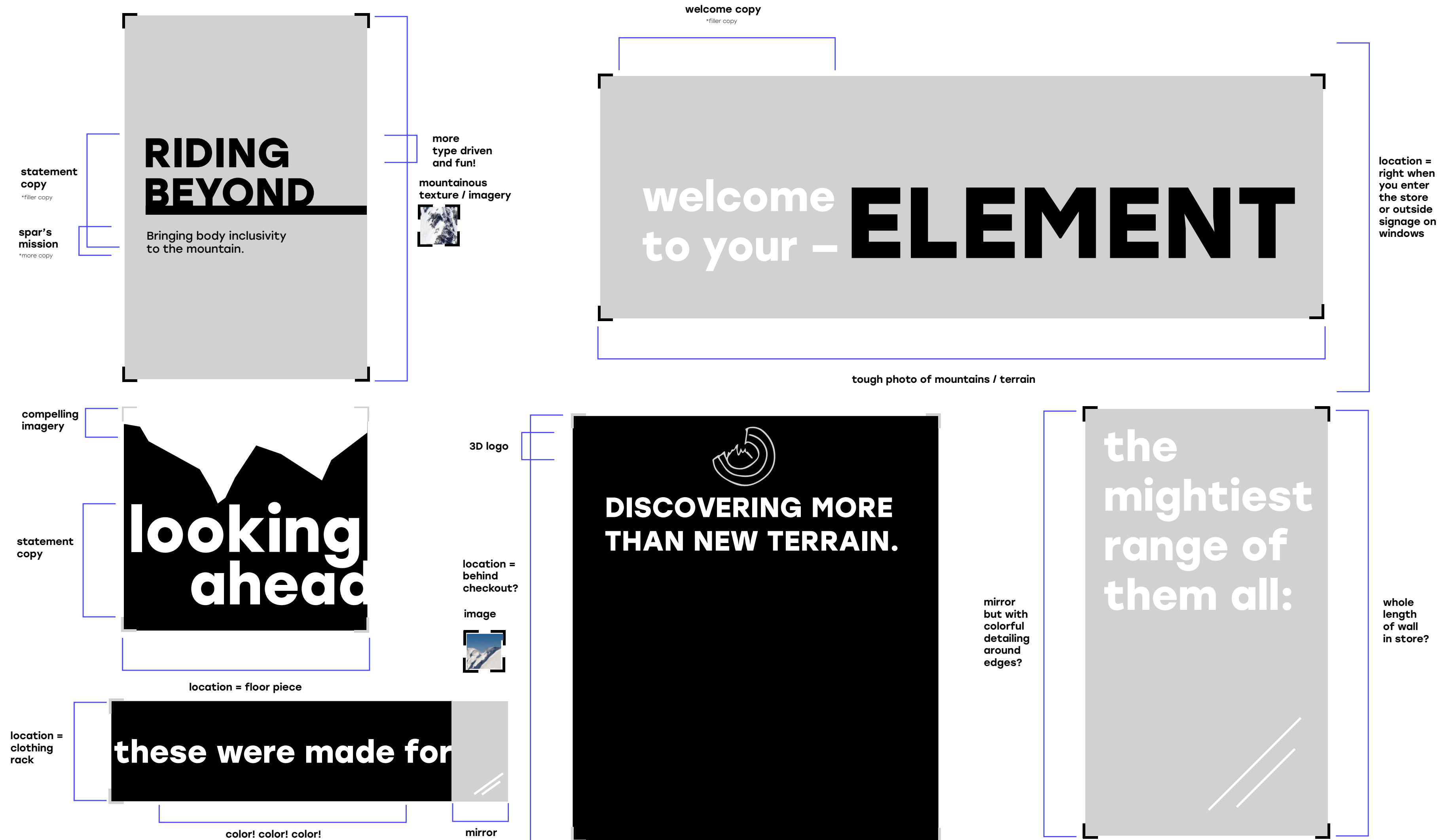


Apparel Tag Process // 2

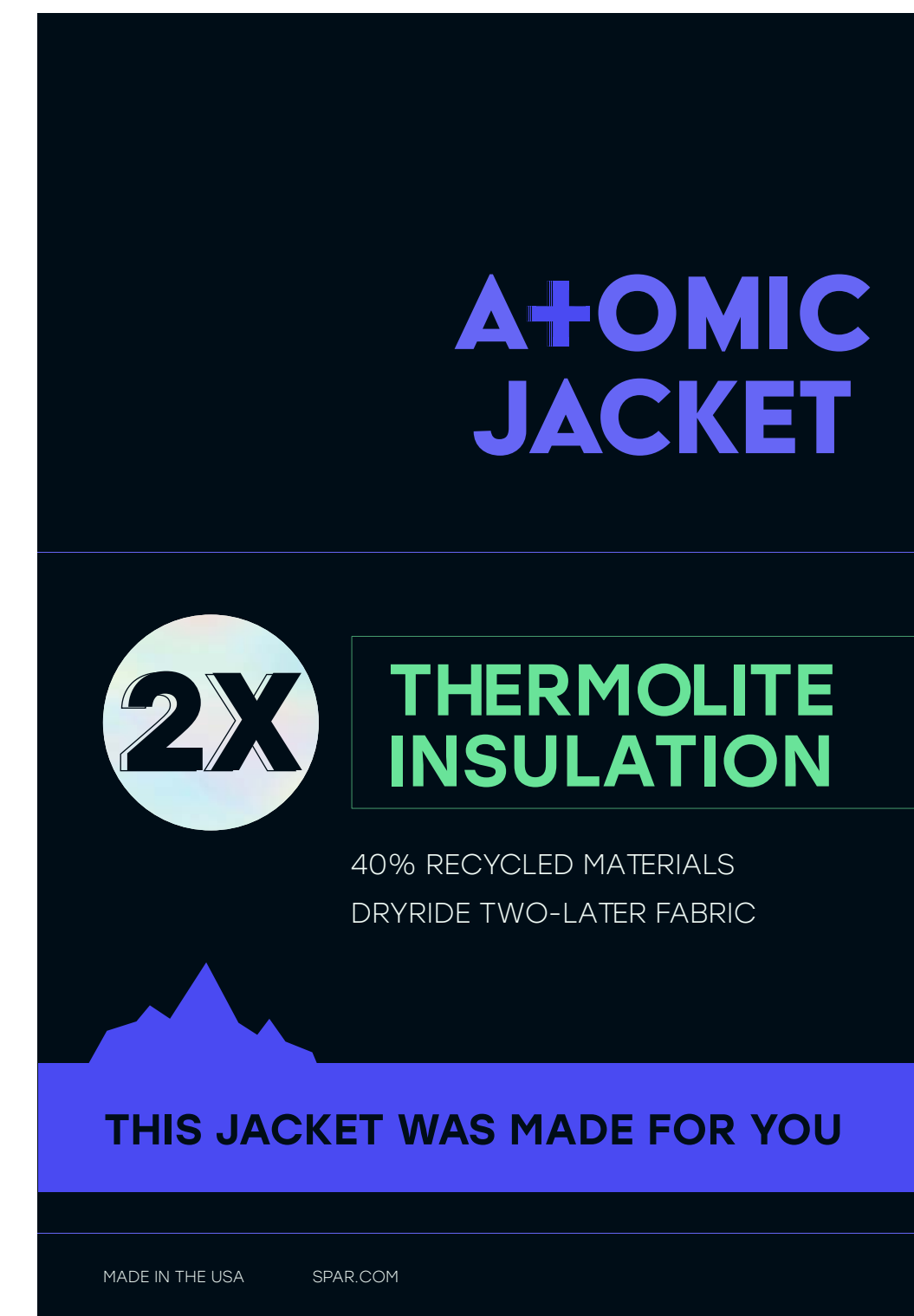
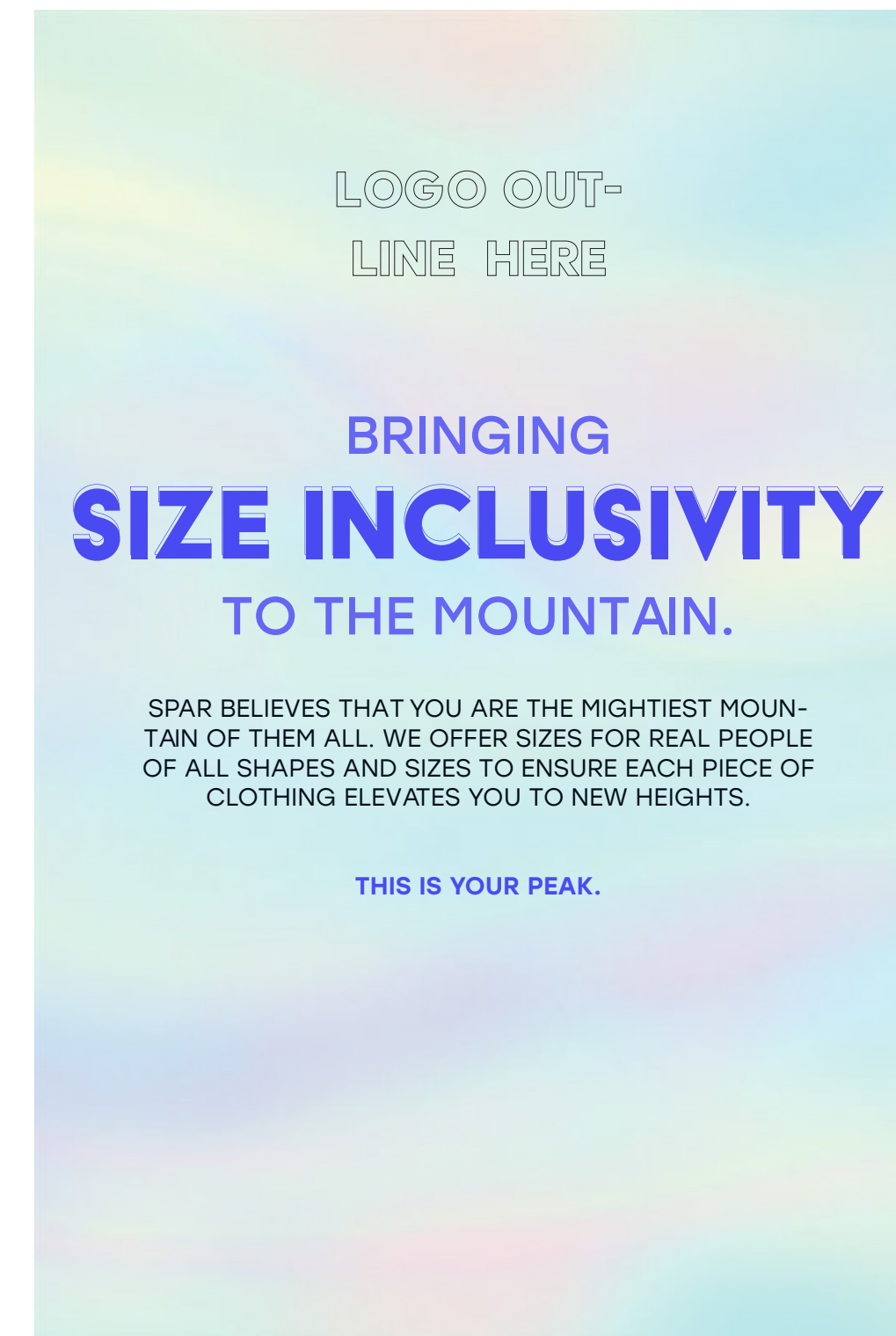
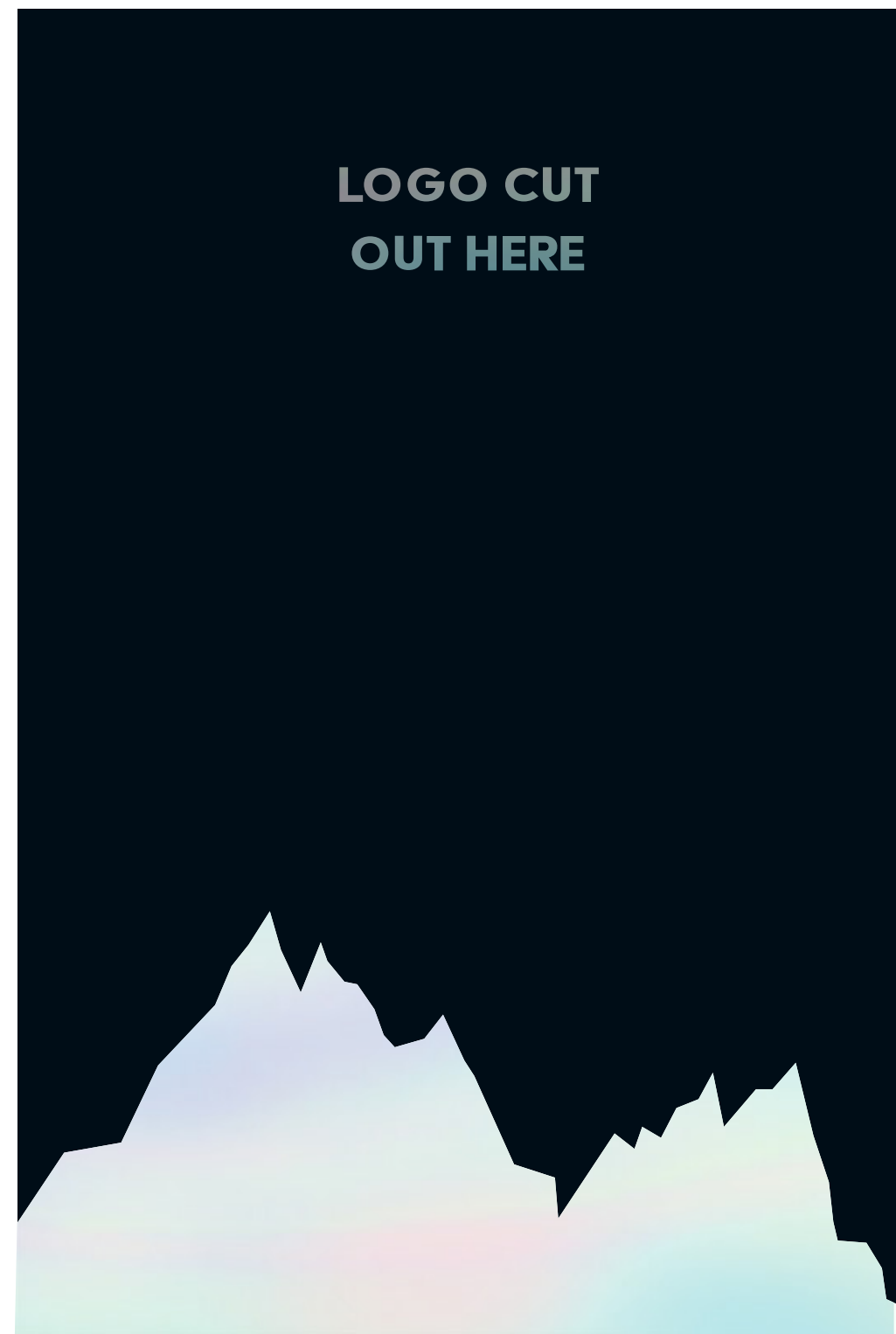


*also need to start thinking about the tags on the actual clothing.

STORE SIGNAGE PROCESS



APPAREL TAG DESIGN // SET 1

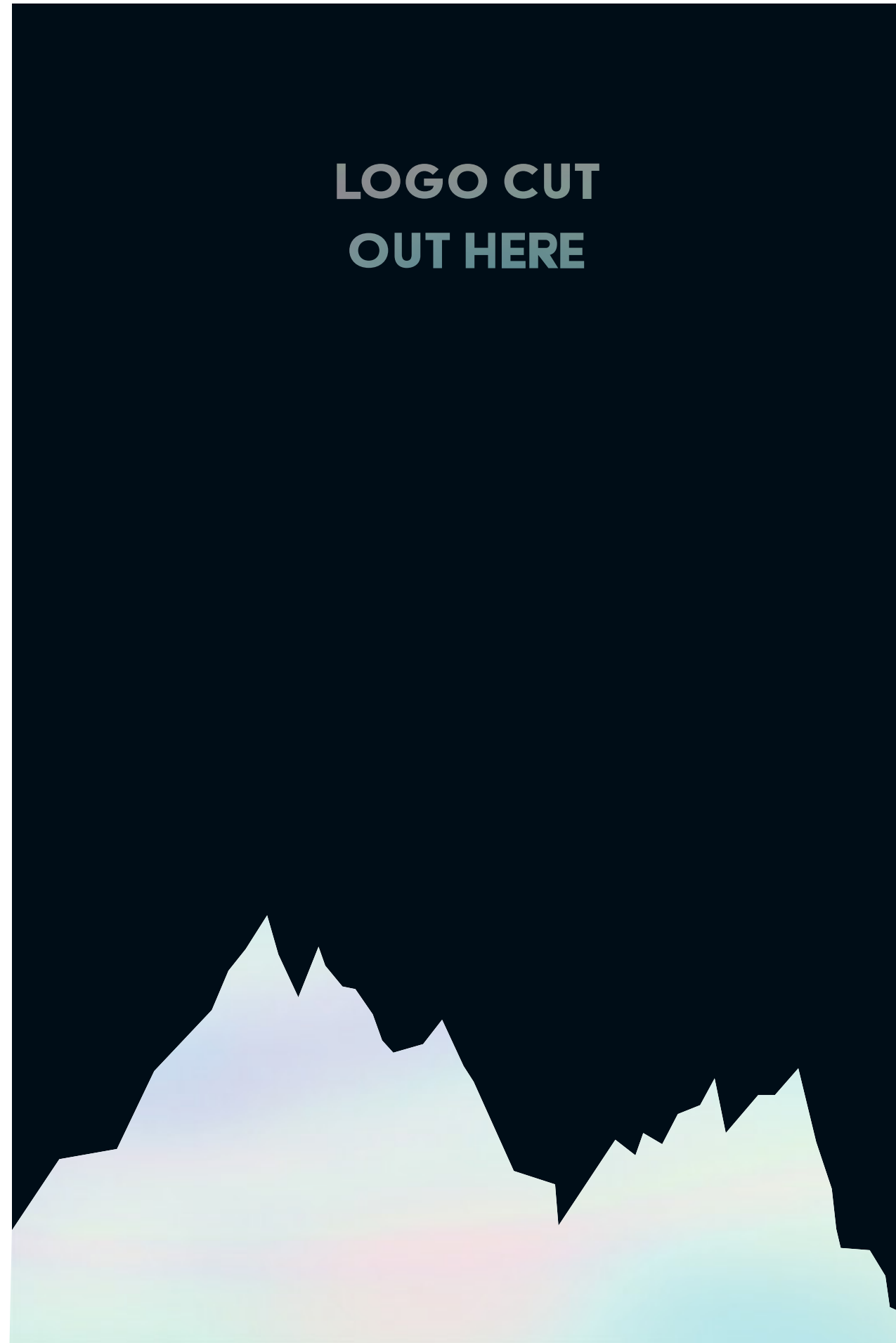


APPAREL TAG DESIGN // SET 1

LOGO CUT OUT SO
YOU CAN SEE NEXT
LAYER / PAGE OF TAG

LOGO CUT
OUT HERE

SEE NEXT LAYER /
PAGE OF TAG



CUT OUT FROM
PREVIOUS PAGE

GET IT..BECAUSE
MOUNTAIN IS UPSIDE DOWN
IRIDESCENT COPY

APPAREL TAG DESIGN // SET 1

LOGO OUTLINE FROM PREVIOUS LAYER

LOGO OUT-
LINE HERE

SPAR'S MISSION STATEMENT

BRINGING
SIZE INCLUSIVITY
TO THE MOUNTAIN.

SPAR BELIEVES THAT YOU ARE THE MIGHTIEST MOUNTAIN OF THEM ALL. WE OFFER SIZES FOR REAL PEOPLE OF ALL SHAPES AND SIZES TO ENSURE EACH PIECE OF CLOTHING ELEVATES YOU TO NEW HEIGHTS.

THIS IS YOUR PEAK.

**A+OMIC
JACKET**

NAME OF JACKET

2X

**THERMOLITE
INSULATION**

SPECS /
WHAT MAKES THIS
PIECE OF APPAREL
SO GREAT BESIDES
APPEARANCE

40% RECYCLED MATERIALS
DRYRIDE TWO-LAYER FABRIC

THIS JACKET WAS MADE FOR YOU

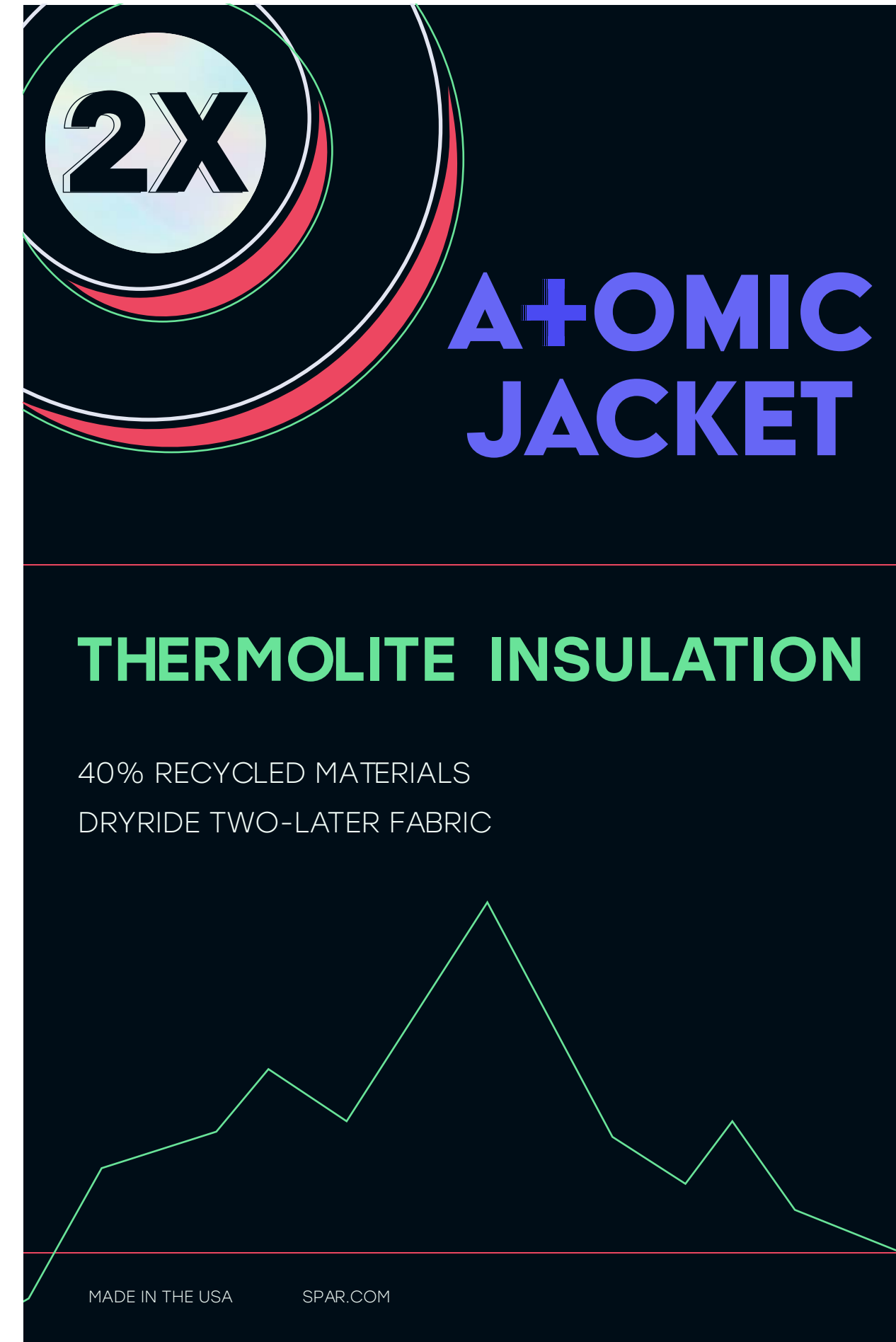
COPY STATEMENT

MADE IN THE USA SPAR.COM

EXTRA INFO

APPAREL TAG DESIGN // SET 3

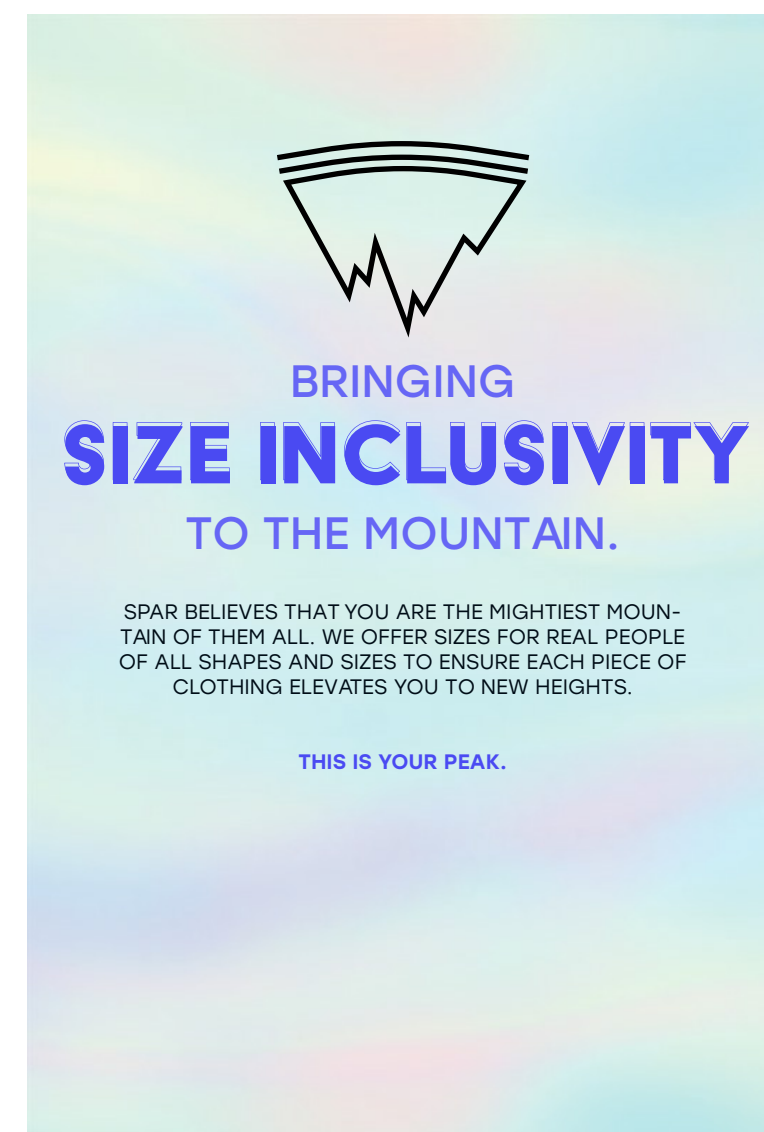
FUN TYPE
LAYERING
IRIDESCENT (ISH)



NAME OF JACKET
CIRLCES REPRESENT
LAYERS OF THE EARTH /
THE CORE

SPECS /
WHAT MAKES THIS
PIECE OF APPAREL
SO GREAT BESIDES
APPEARANCE

APPAREL TAG DESIGN // SET 1



APPAREL TAG DESIGN // SET 2



SHIPPING BOX DESIGN // SET 1

Thinking...

BOX 1

- *iridescent tape to close box
- *black box
- *individual bag wrapping = bright colors!
- *instead of brown paper for stuffing = iridescent or white or transparent?!
- *playing with corner type statements ("this is you, this is made for you" can be read either way)
- *logo as period

BOX 2

- *solid color tape to close box
- *white box
- *same specs as above..

INDIVIDUAL CLEAR BAGS
COLOR = MATCH BRAND COLORS



COPY STATEMENTS ON IT OR LEAVE IT BLANK?

2

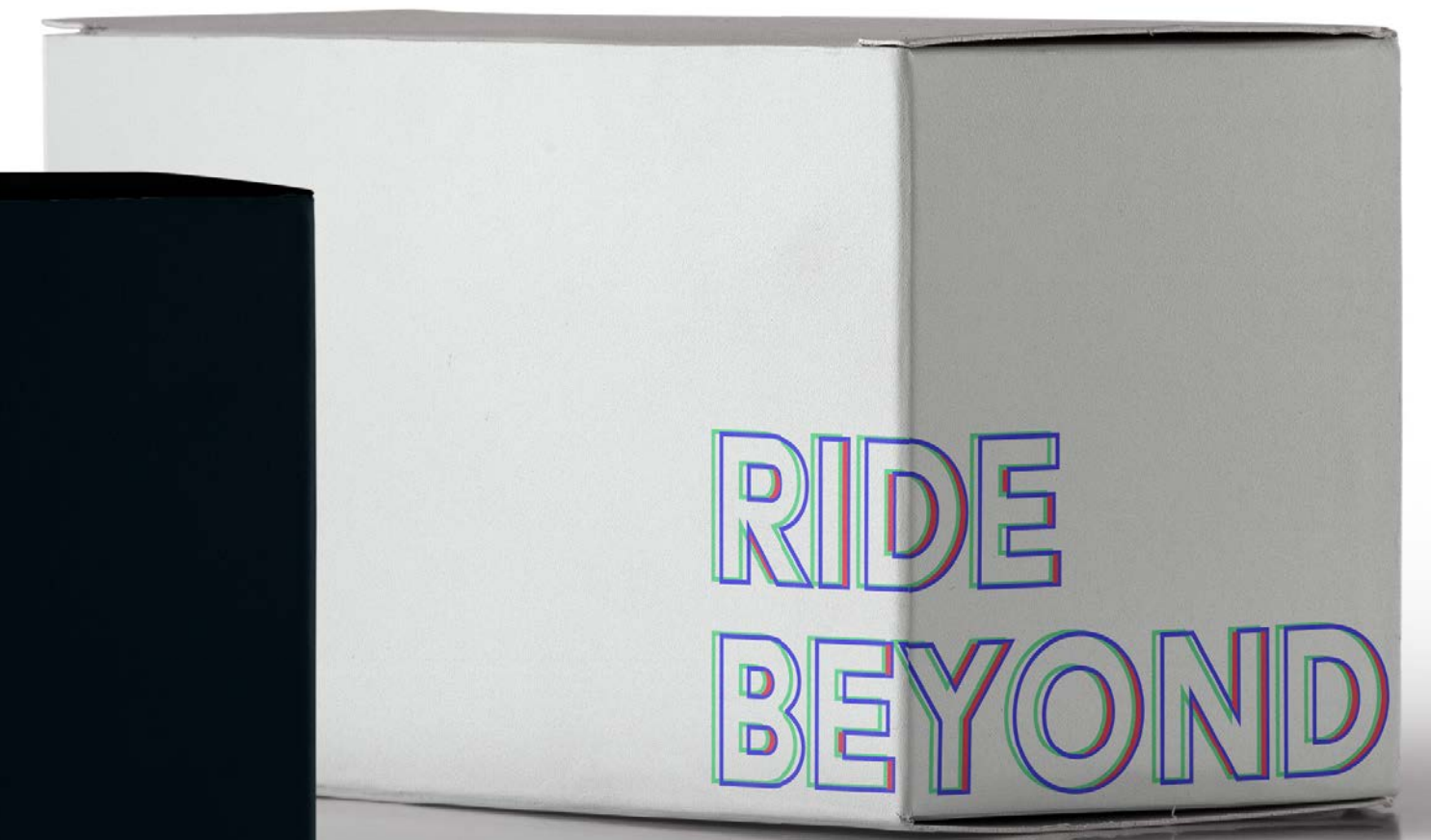
1

CAN BE READ TWO WAYS



IRIDESCENT FOR THE "YOU"

LOGO AS PERIOD



EXPLORING WORKING WITH TYPE ON THE CORNER OF BOX

SHIPPING BOX DESIGN // SET 2

Thinking...

BOX 1

- *imagery
- *clever type.. "edges"
- *simple color
- *logo?
- *reg transparent tape
- *bags = type statement?

BOX 2

- *solid deep blue color
- *mountain line work
- *very simple
- *iridescent tape to close
- *same color packages as above designs

INDIVIDUAL CLEAR BAGS
COLOR = MATCH BRAND COLORS



COPY STATEMENTS ON IT OR LEAVE IT BLANK?

2

1

GET IT? EDGES IS ON THE
EDGE OF THE BOX HEHEE



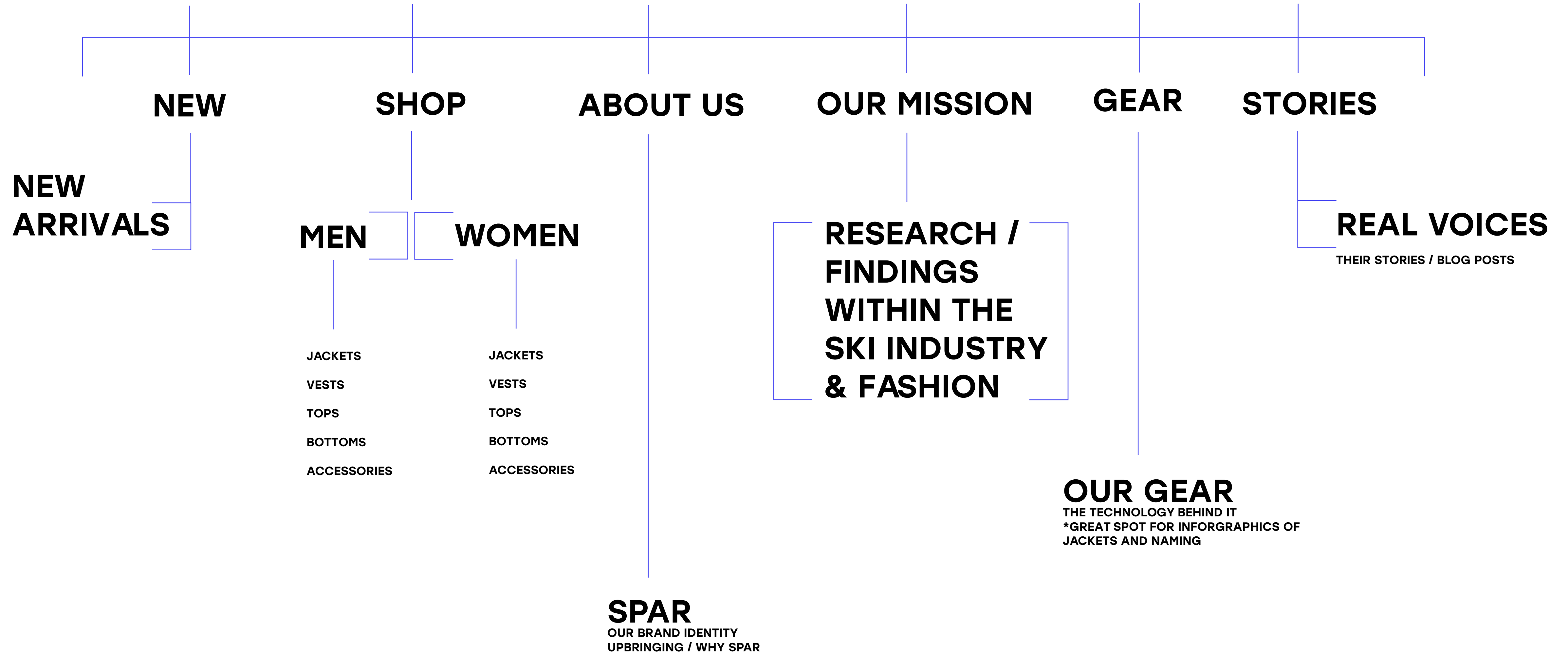
IMAGE WRAPPING AROUND THE
WHOLE BOX WITH COLOR TAPE



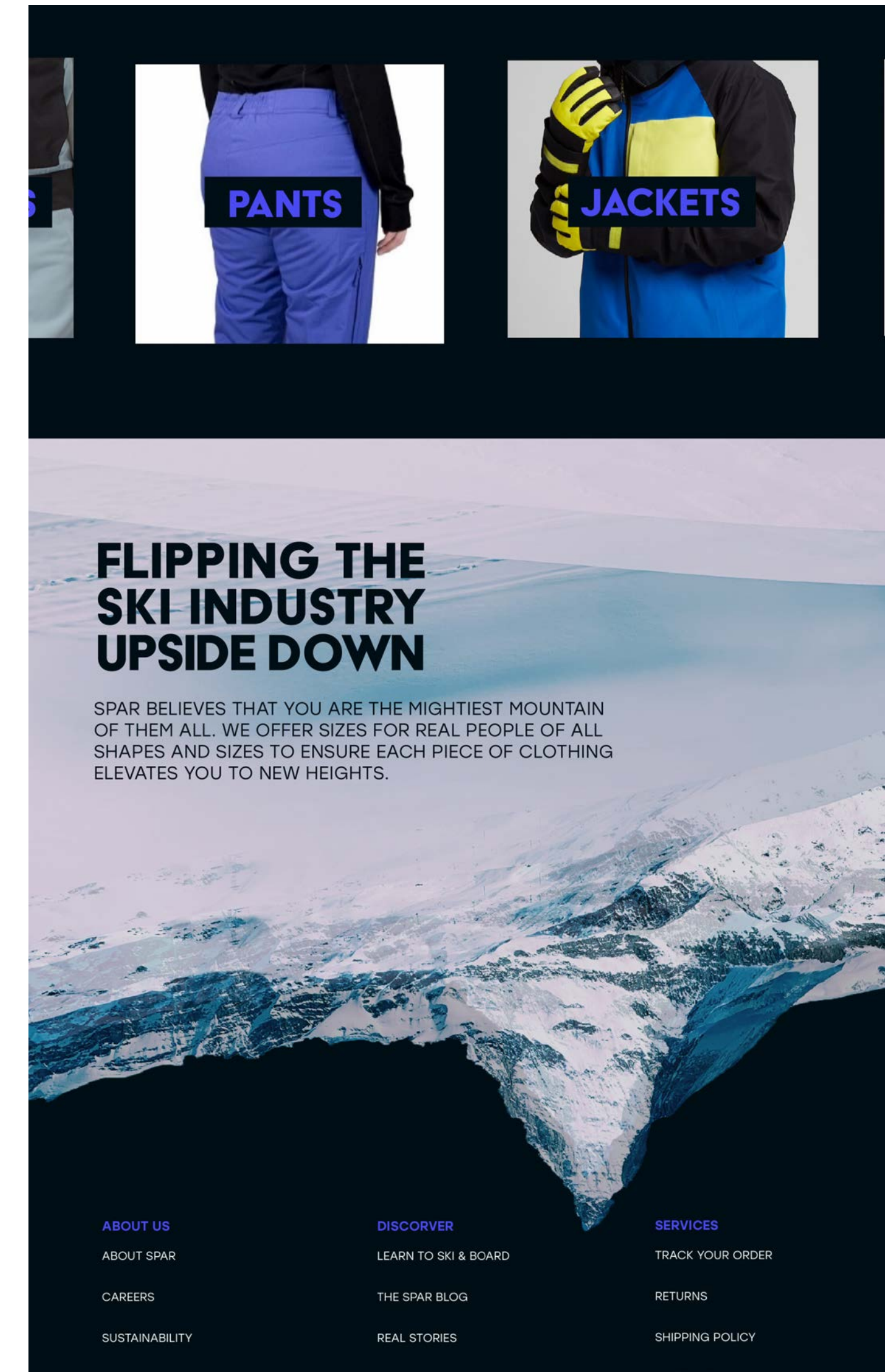
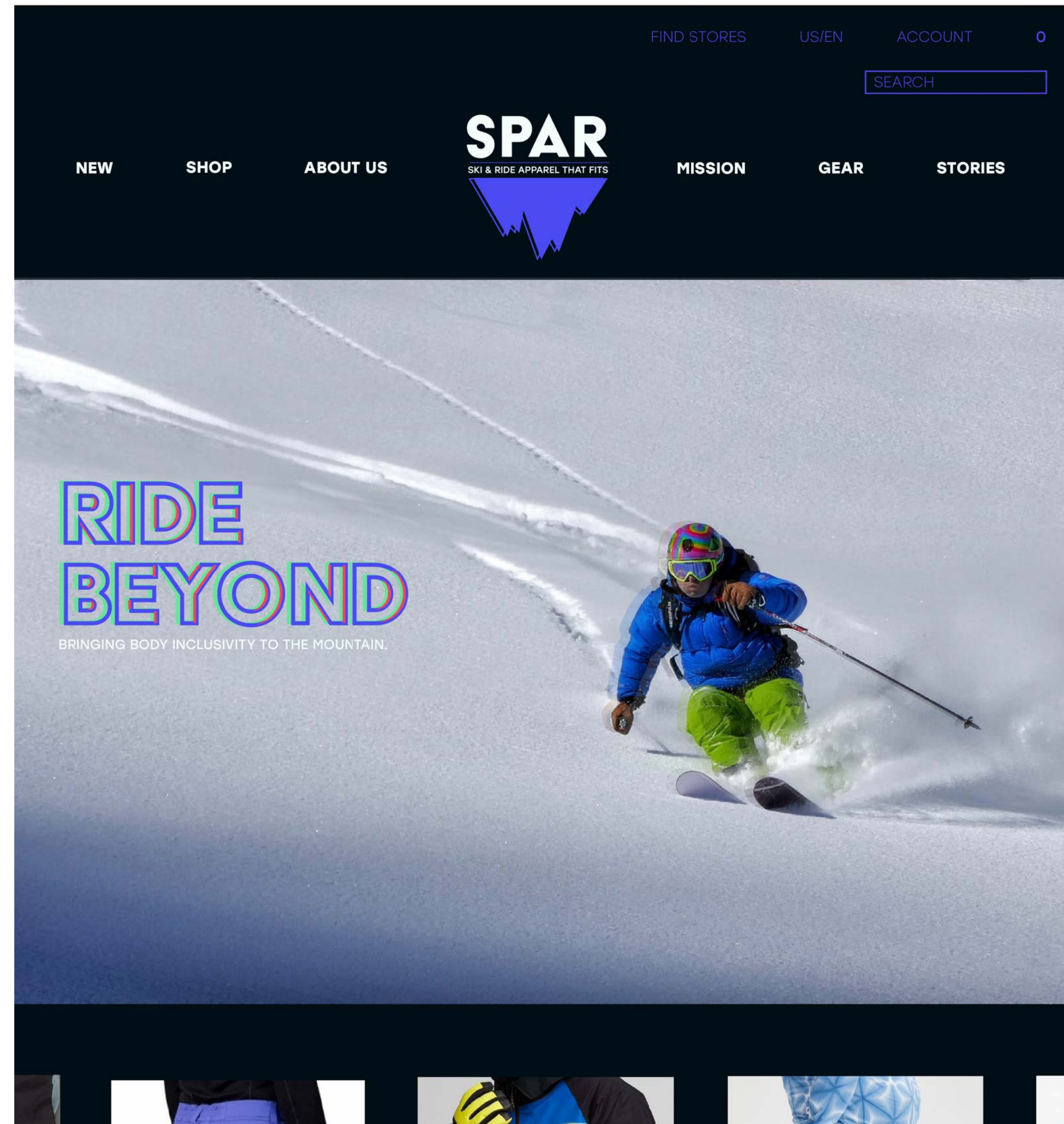
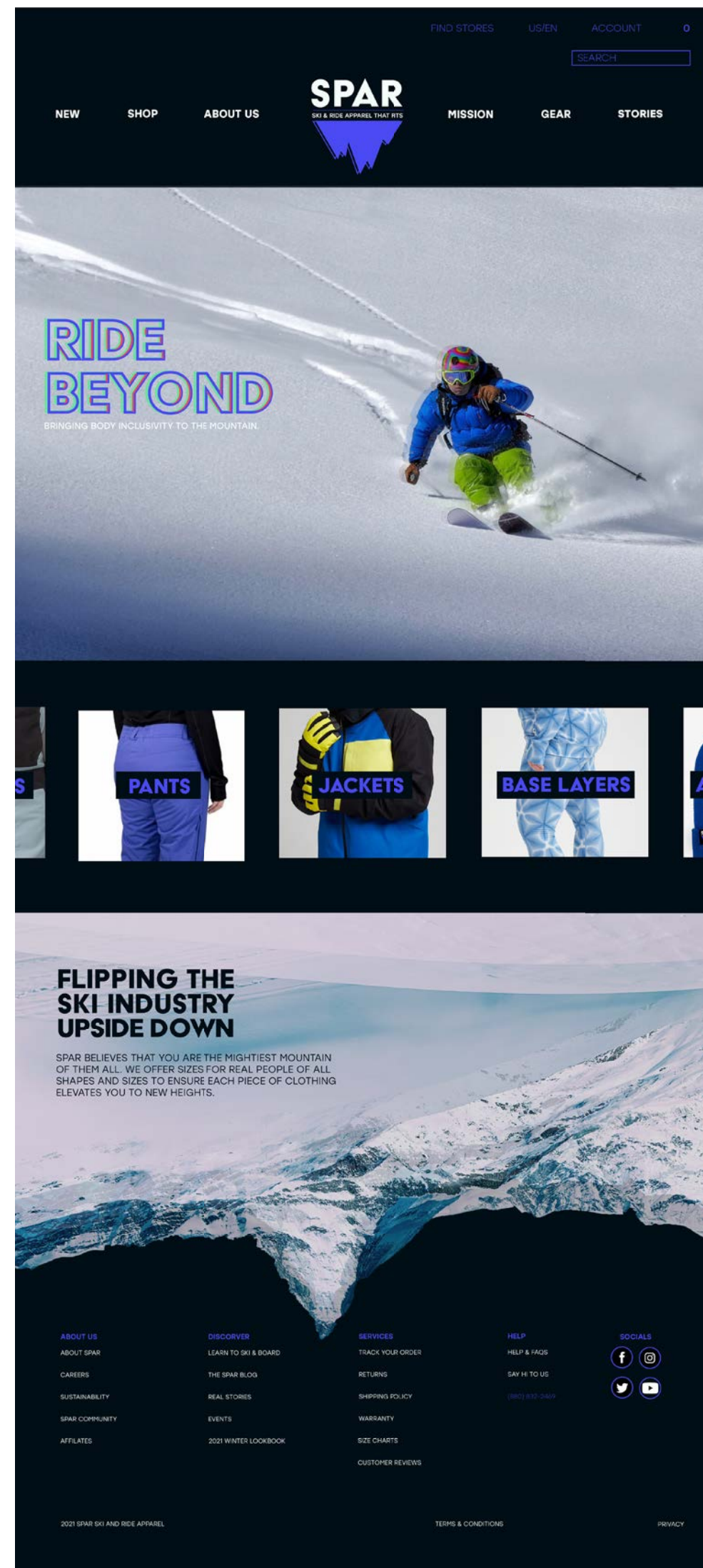
MOUNTAIN LINE WORK WITH
COLOR TAPE TO CLOSE BOX

WEBSITE // SITE MAP

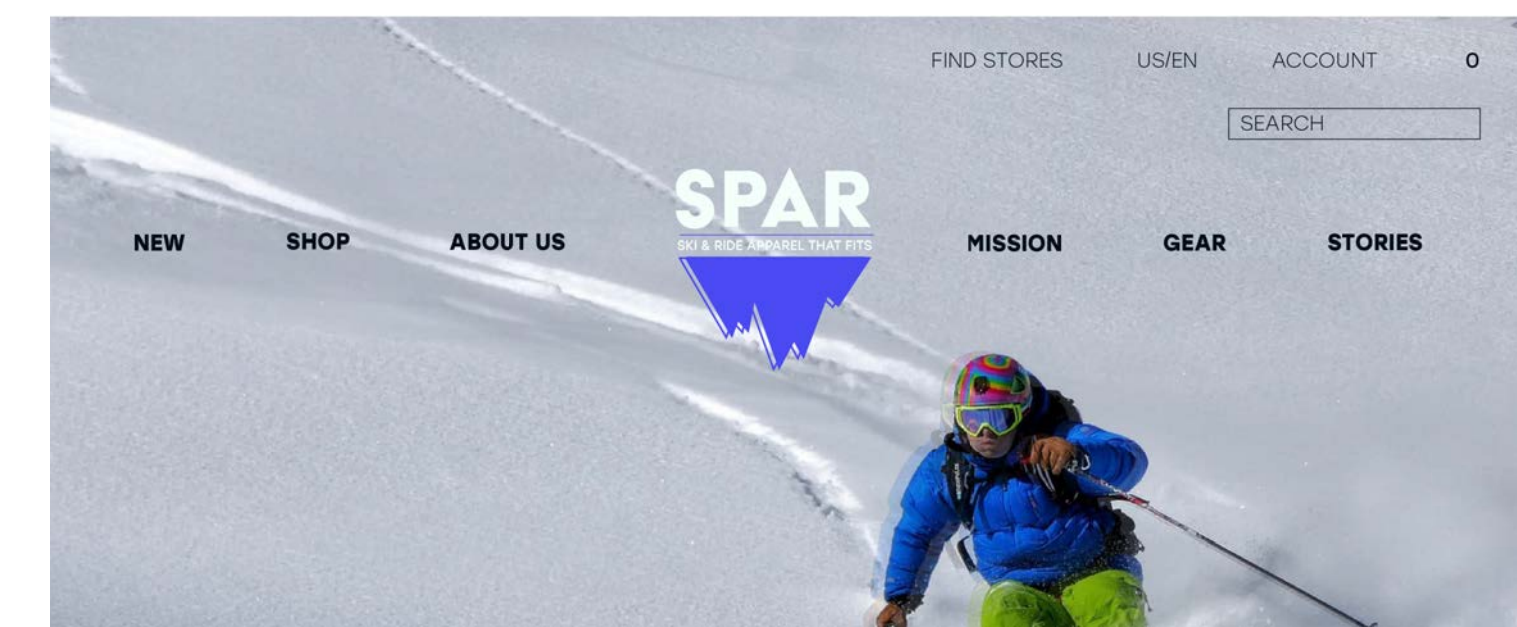
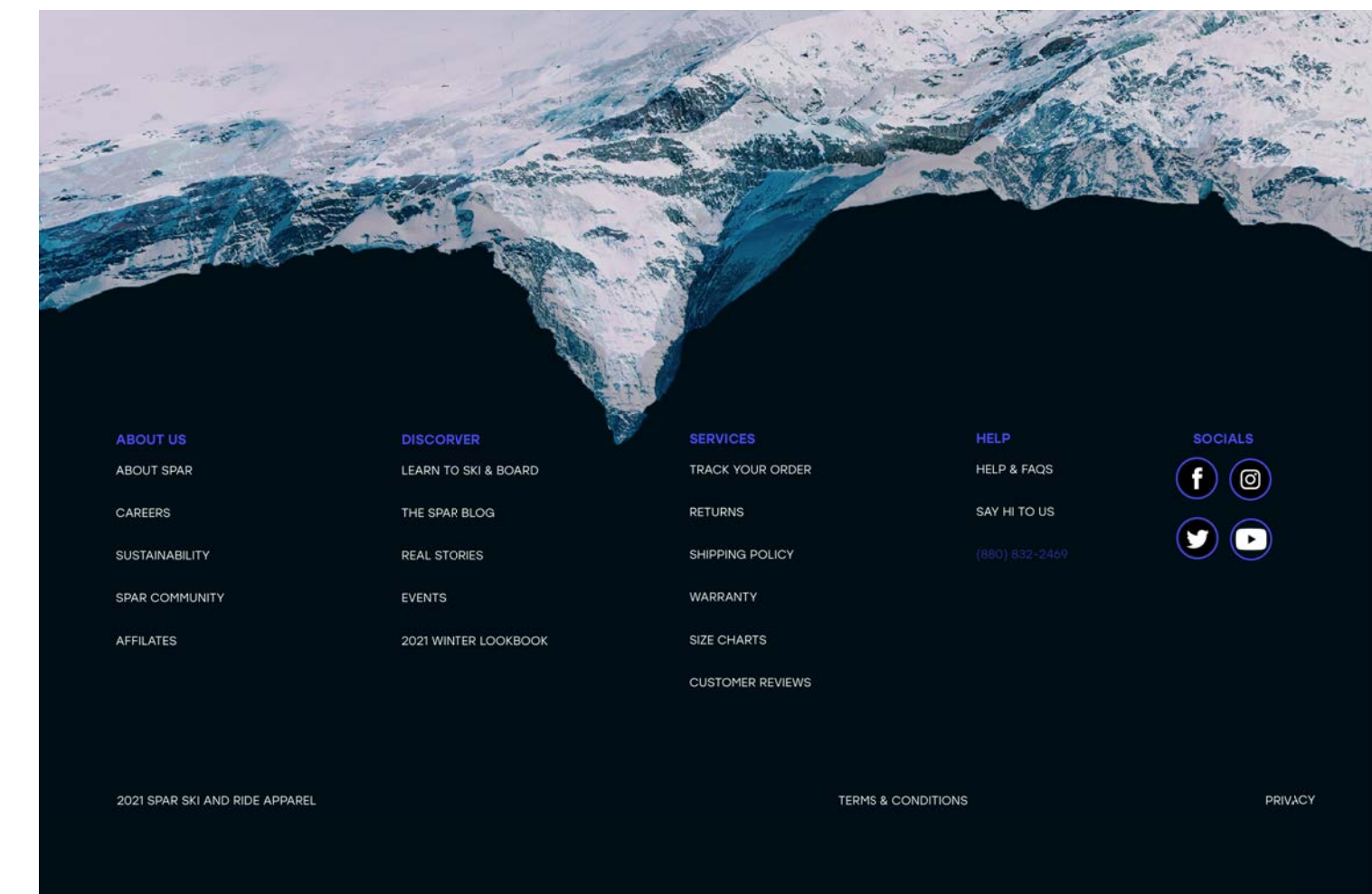
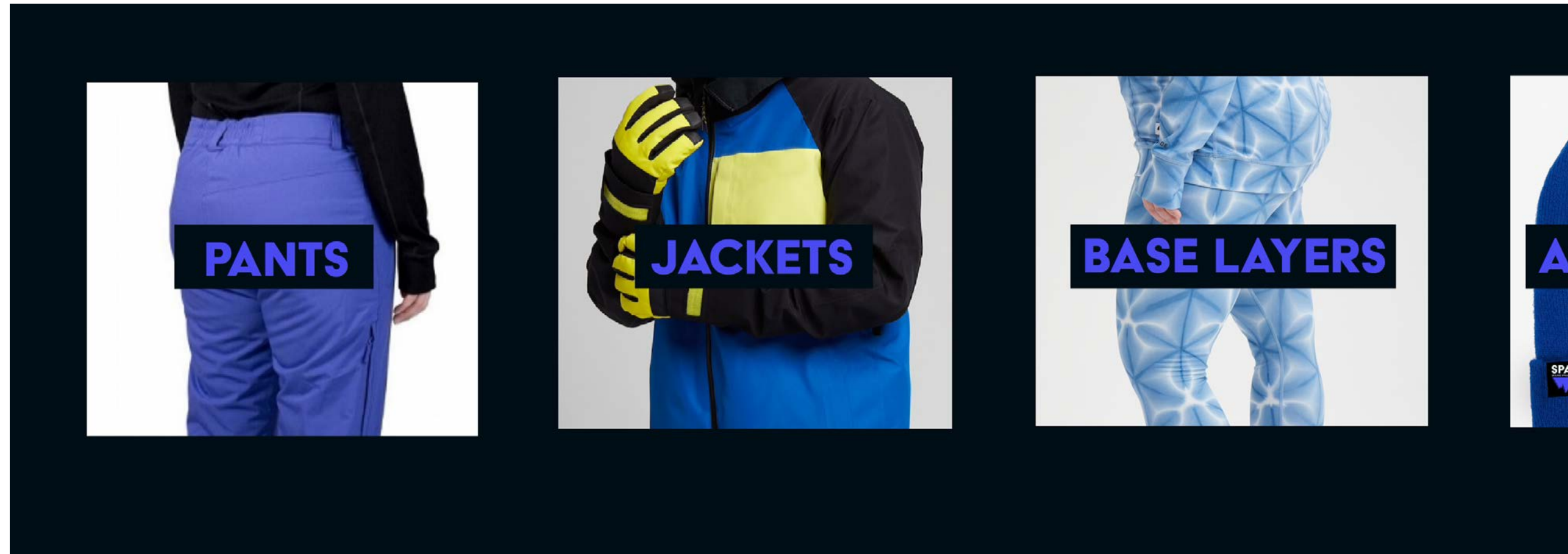
SPAR



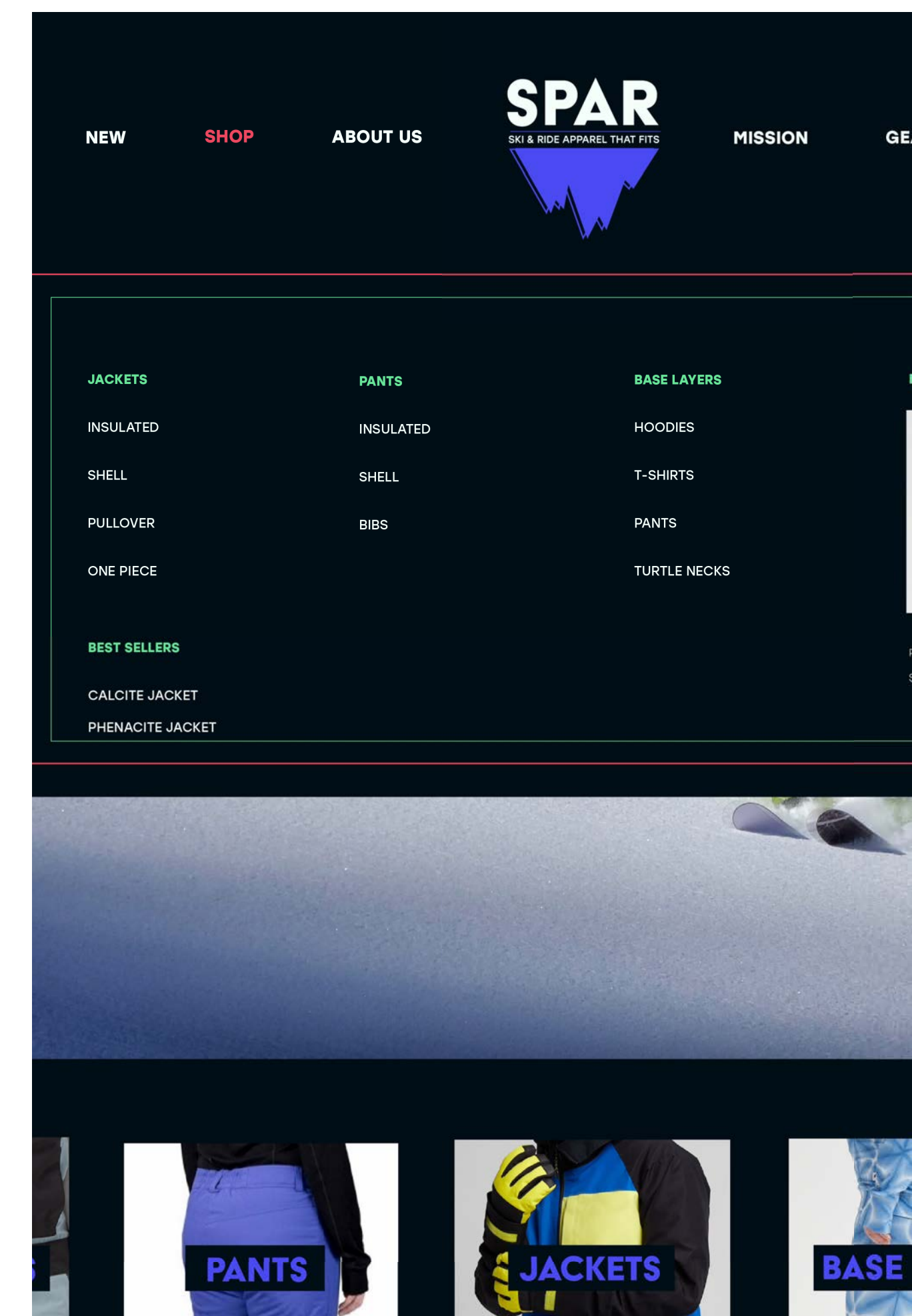
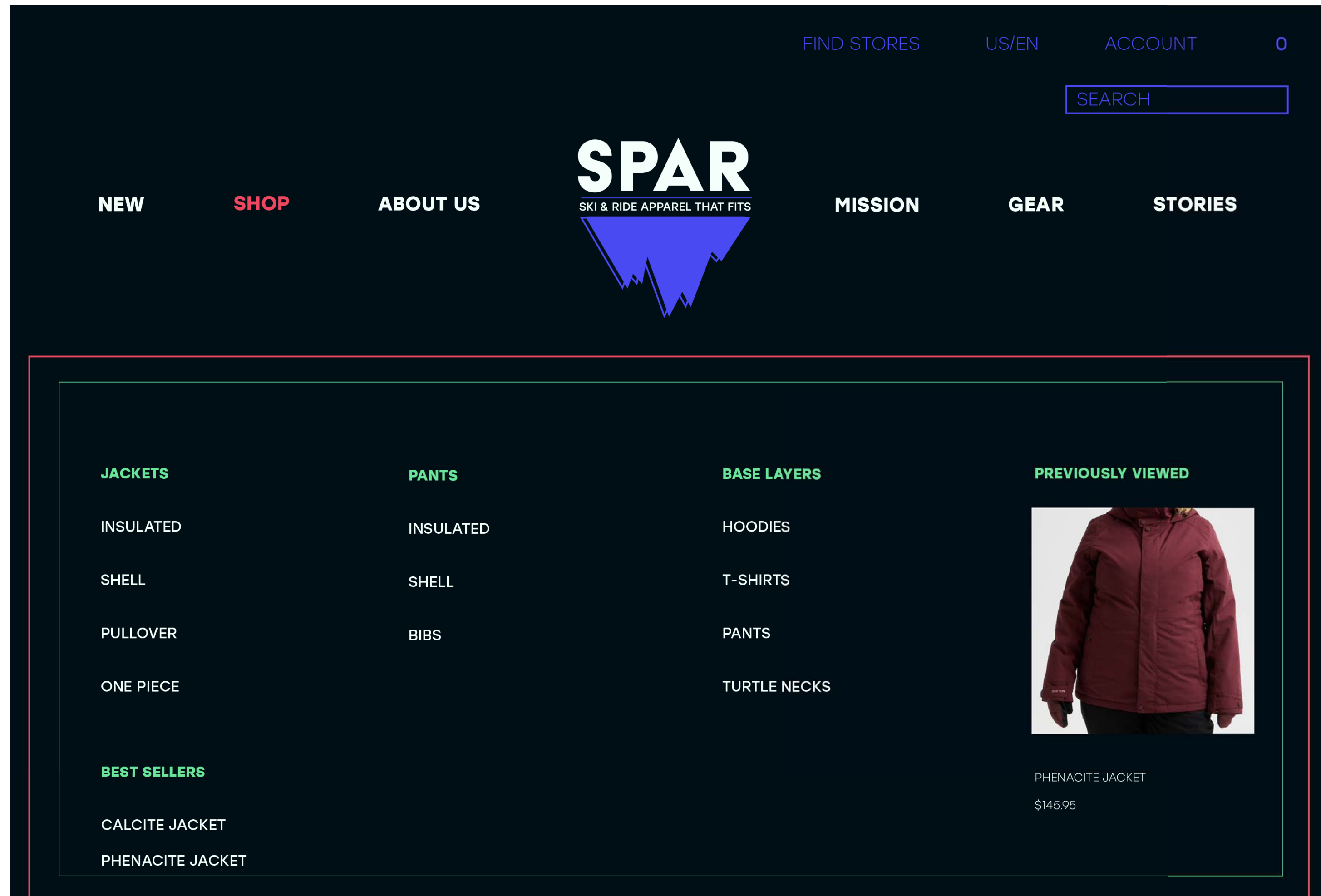
WEBSITE 1 //



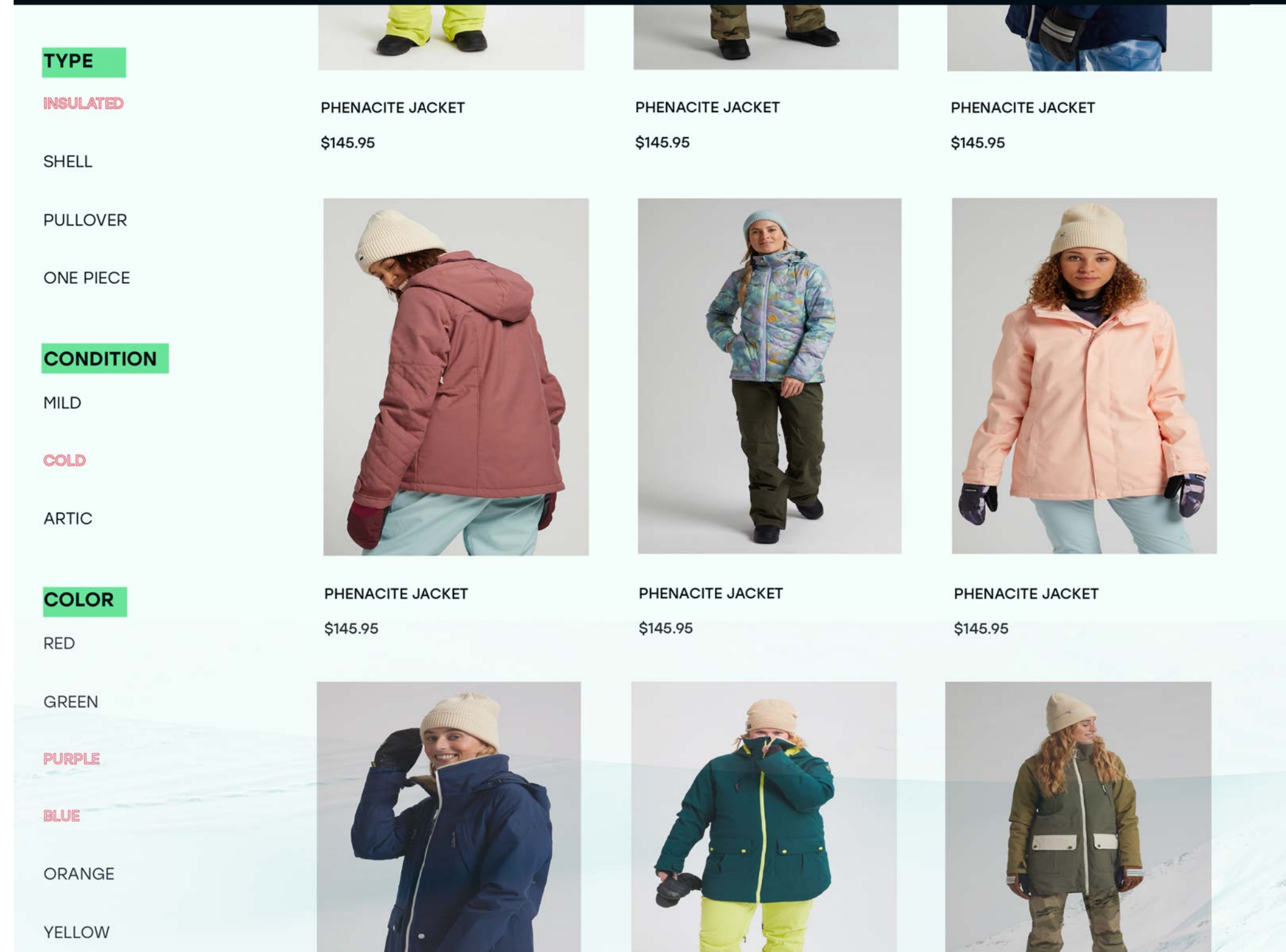
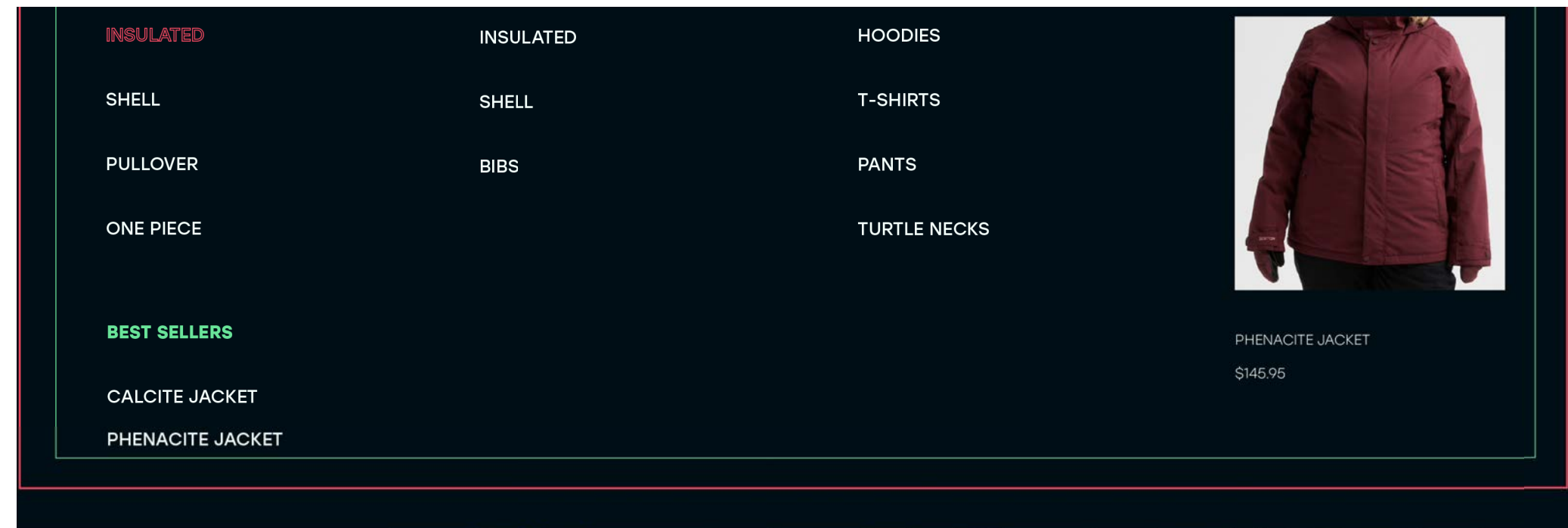
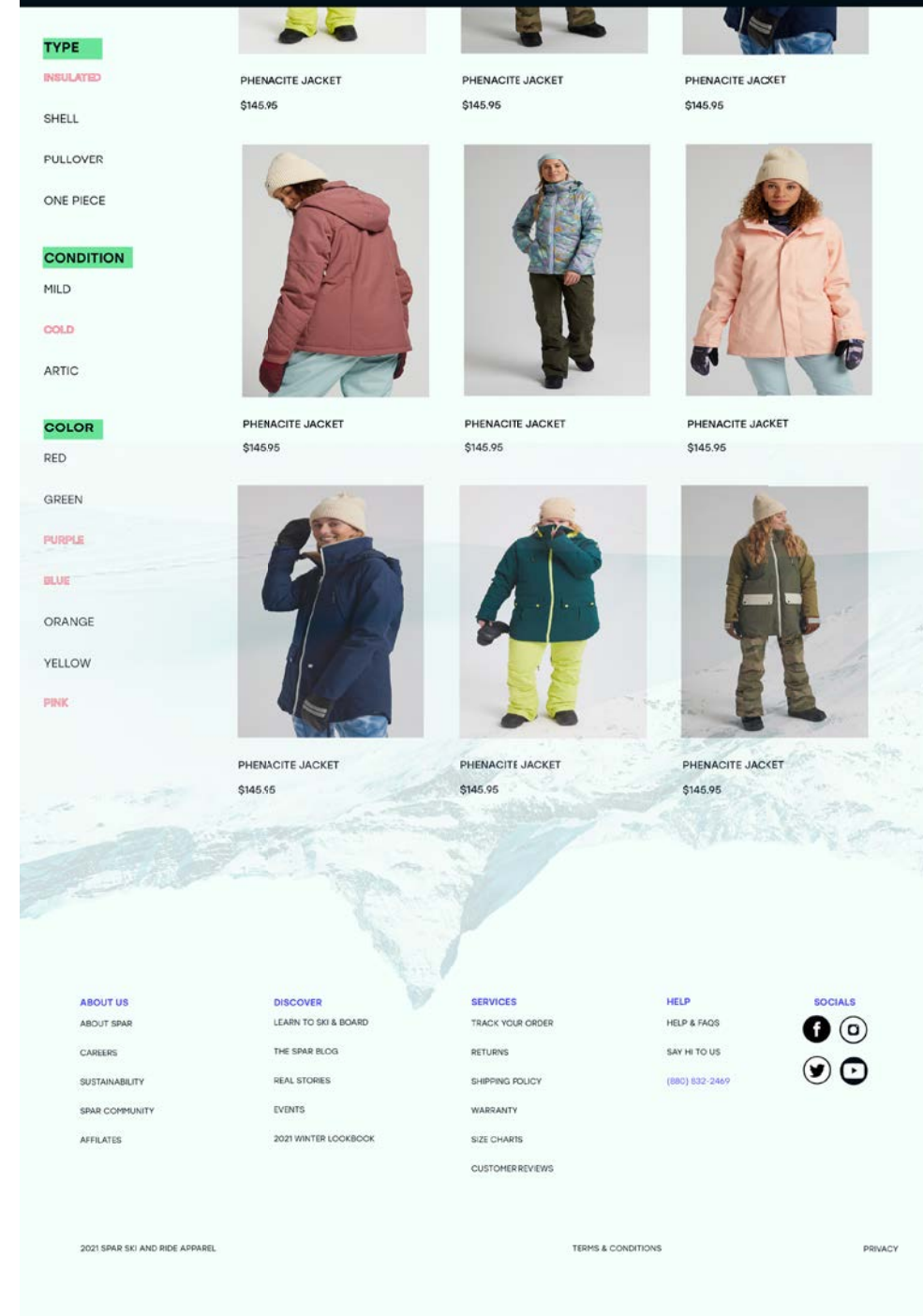
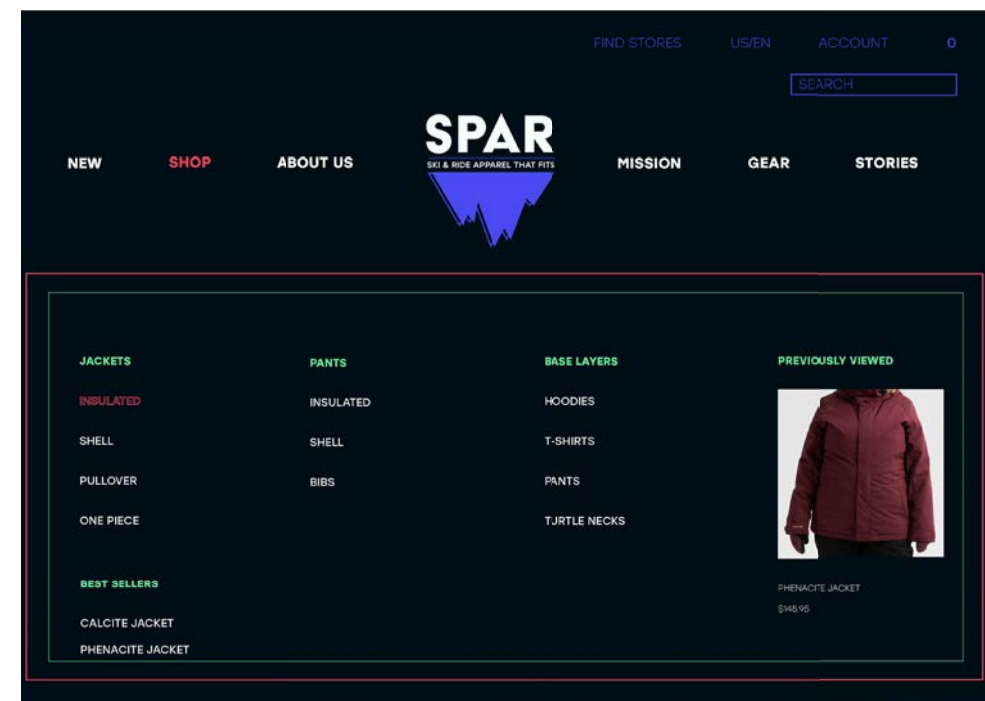
WEBSITE 2 //



WEBSITE 3 //



WEBSITE 4 //



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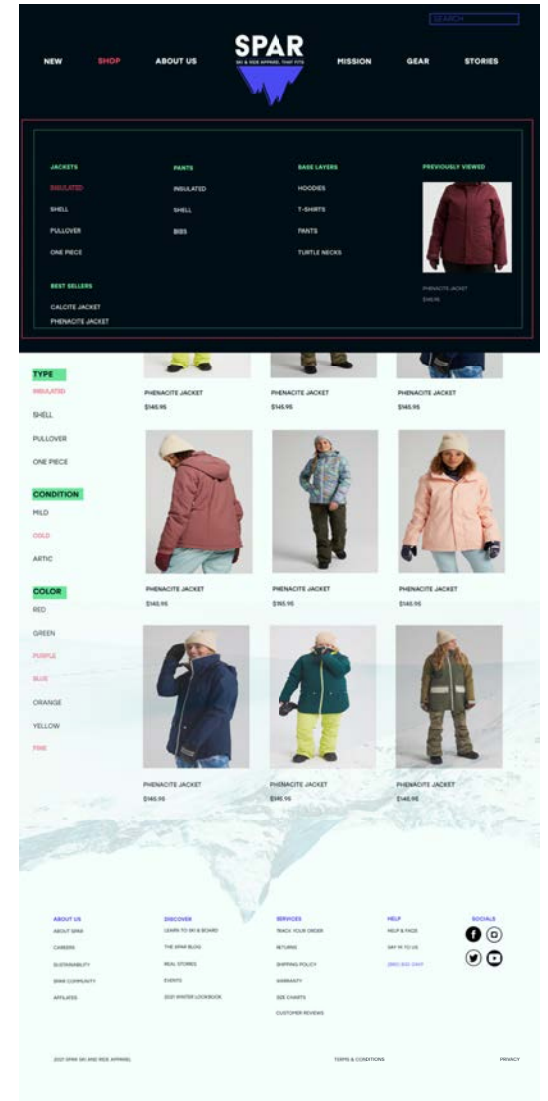
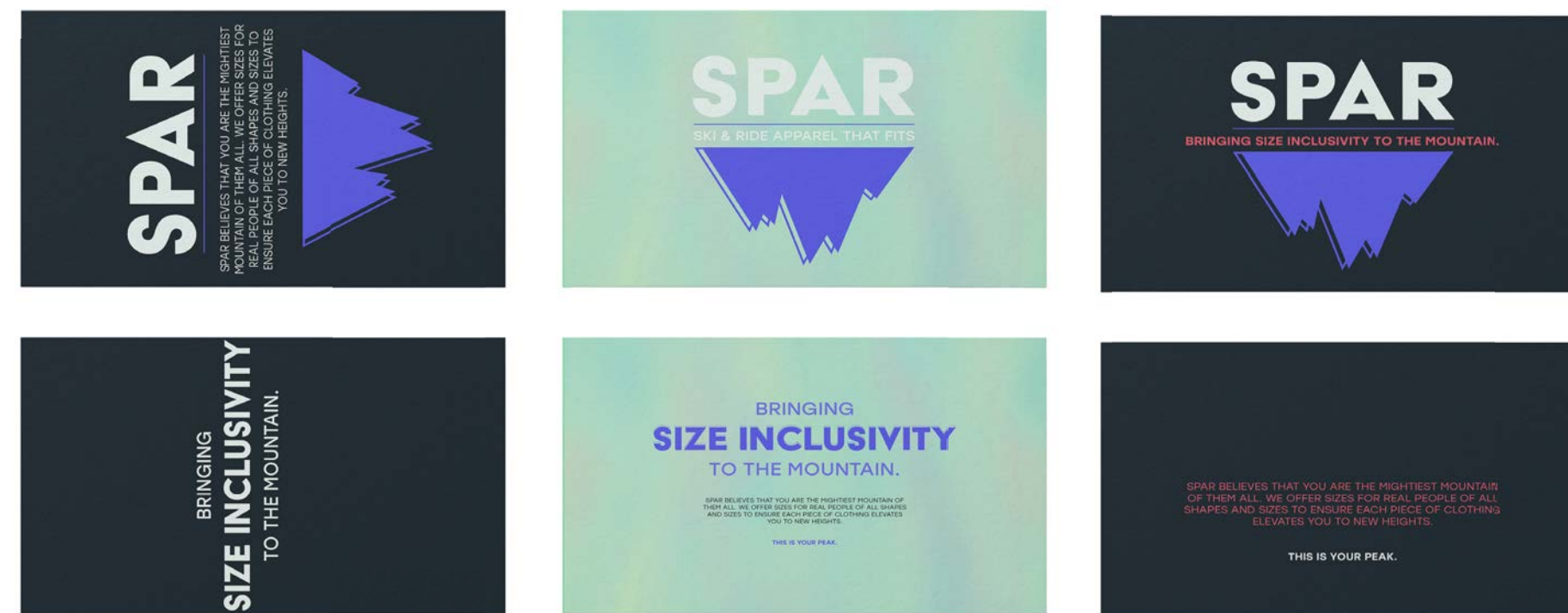
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QUESTIONS

Where should this live?
It's own store? Pop up? In a
REI or DSG?

Thoughts on descriptor/
what direction I should go in?

How is website coming along?
Any feedback on layout

Image sourcing..help!

Apparel tags..stick to one design
or have multiple options?

THANKS :)

**appreciate all your help!*

THANKS :)

**appreciate all your help!*