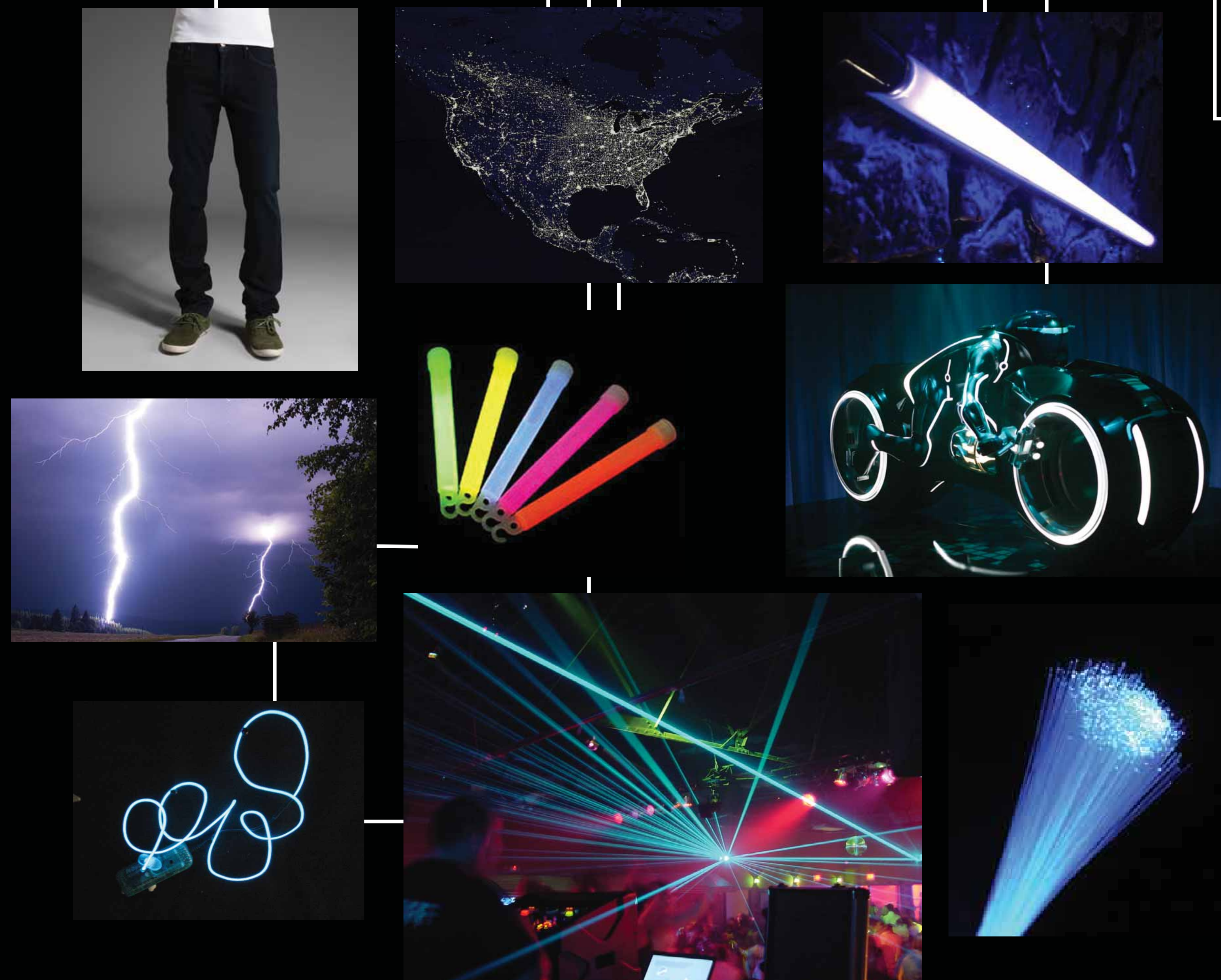


ELECTRO JEANS

↑ Report 1: Strategic Private Label Outline:
 Profile
 Marketing
 Assortment
 Logistics
 Mission Statement
 Display
 Retail Costing
 Advertising Campaigns

↑ Report 2: Product Quality Plan:
 Product Description
 Fabric Specification
 Findings
 Accountability
 Service Quality
 Material Testing
 Possible Defects
 Construction Parameters
 Care
 Concept Line

INSPIRATION:



CONCEPTION:

Interaction: (Noun) Reciprocal action or influence.
 + **Fashion:** (Noun) A prevailing custom, usage, or style.
Interactive Fashion: (Noun) A prevailing style with the ability to reciprocate or influence.

Electro Jeans are an innovative advancement in **interactive fashion** and wearable electronics. Electro Jeans have the ability to interact with the user's environment and therefore communicate style and expression on other human complexities. The product, Electro Jeans, forges this relationship through sound recognition and display. This product has the capability to receive sound waves and interpret them into light through electroluminescent wire.



^ Light-Sound interaction presented in *Close Encounters of the 3rd Kind* (1977)



With concentration and acceptance growing the electro jeans will appeal to the everyday buyer

<Technical drawing of electroluminescent light placement on back pocketing

INTERPRETATION:

Electro Jeans are a **electronic wearable** meant to intrigue the consumer. Many current electronic wearables today are designed to inform the wearer. Many of these wearables do not conform to fashion but to function. There are many examples of these:



^ Pollution detecting shirt

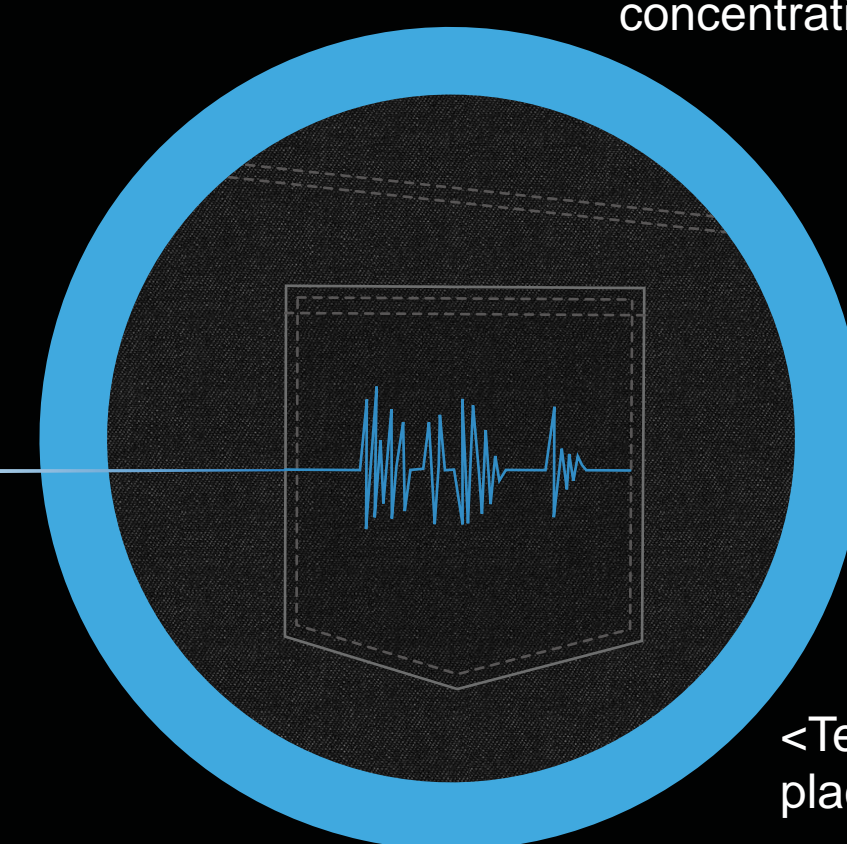


^ Butbelle mood dress

Instead, Electro jeans are designed to **engage and excite** the customer. The jeans use electronic wearable technology to embrace fashion principles by creating style lines and points of interest. Electroluminescent wire helps to create the design instead of being a function of the garment. Electro jeans are meant to function as interactive fashion. This is accomplished by the pulsation of the electroluminescent wire with ambient noise. This type of technology would work flawlessly with high end denim brands such as **7 For All Mankind**.

Electro jeans enable the wearer to fulfill the humans constant need for technology and the long lasting "peacock complex". When created, the jeans will have a high concentration at public events such as:

- Clubs
- Concerts
- Parties
- Street Fairs
- Firework Shows



DESIGN:



^ View the jeans on the runway

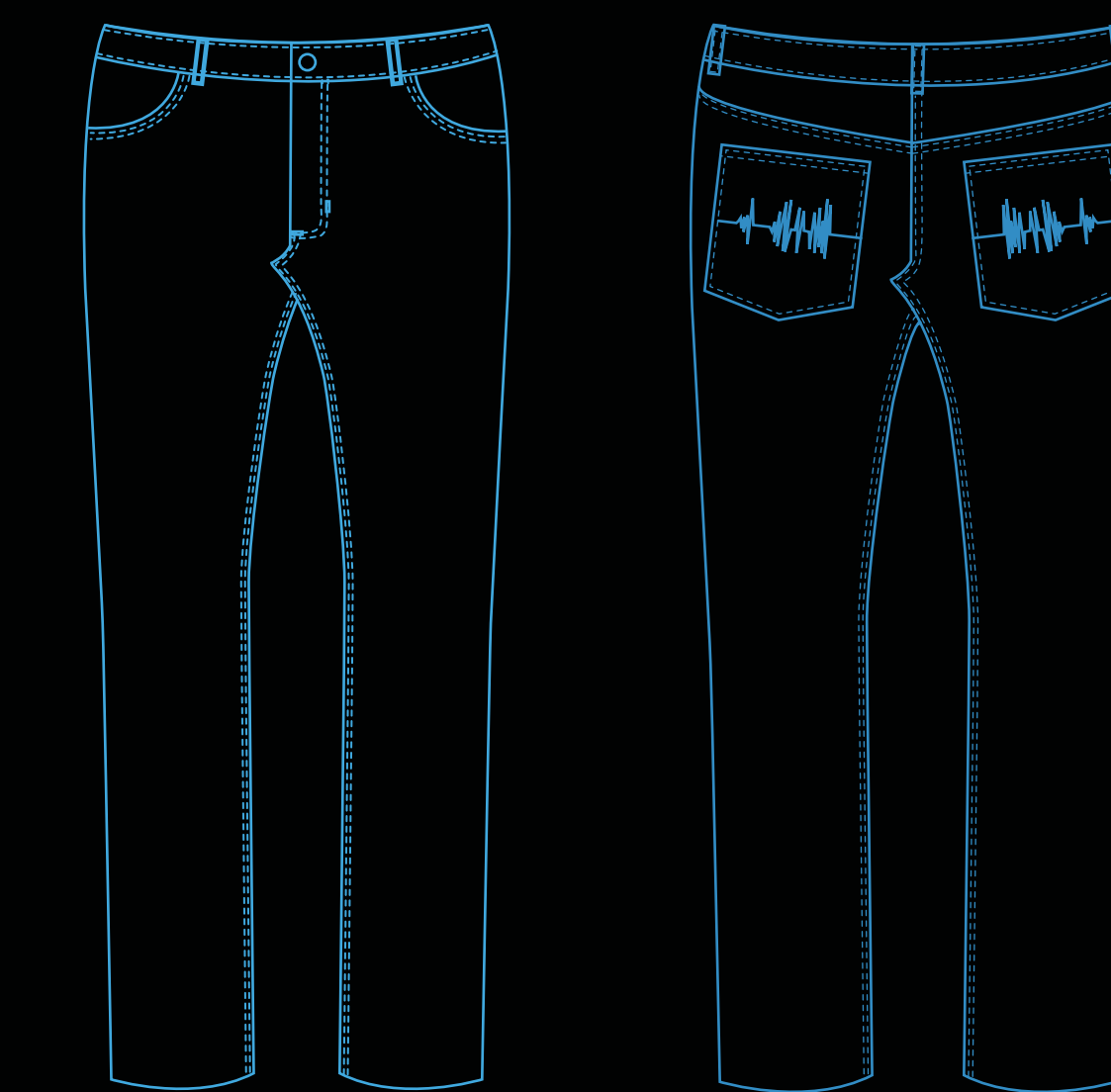


Photo by NCSU University Communications



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