



Burgundy Wool Coat with Laser Cut Detail

Andie Gechtman, University of Wisconsin – Madison,

Key words: Ready-to-wear, New technologies, Textile Innovation

Finished Measurements: Bust-37", Waist-40", Hip-44", Back neck to hem-32"

## Mentor Statement:

The submitted coat was designed for a final project in my Patternmaking for Apparel Design Class. The Burgundy Wool Coat with Laser Detail was created in response to a Design Challenge issued by a major outerwear manufacturer, headquartered in our area, specifically for this course, orchestrated by me. The student experiences the process of researching the specific brand target customer, trends, suitable fabrics, notions, silhouettes and serviceability concerns. With sketches and swatches in hand, students first consulted with me and then met with industry designers to finalize their designs. Students patterned, draped, and tested their designs in muslin, ultimately constructing fully finished garments in fashion fabrics. Industry designers returned to campus for the final presentations and class critiques, providing enriching real world design experiences for our students.

This student's successful design solution incorporated classic duffle coat elements that would satisfy the customer's requirements for warmth and functionality, but also delight her with forward thinking details using new laser cutting technology. She integrated the rich, on trend, yet traditional color choices of burgundy and camel in a luxurious 100% wool flannel with interesting, high quality notions and trim and then contemporized the piece with her original, unique flourishes. The hood and pockets are expected in this type of garment, but the appearance of the laser cut patterns on these essentials adds the innovative updates that make this piece a special jacket, not yet seen in the outerwear marketplace.

**Design Statement:**

The concept of this coat was to design a functional yet unique and fashionable piece of outerwear for the mass market, for Fall/Winter 2017. The coat is inspired by travel and is designed for a customer with an active lifestyle. Functionality is one of the main focuses of the coat. It features deep open front pockets for hand warmth and for easy access to items. A hidden zipper is located under the left breast seam, perfect for small valuables to be concealed. A hidden welt pocket is also located on the inside right of the coat, also to secure small items that do not need constant access. The garment features a zip-off removable hood, making it suitable for different weather conditions. The removable hood also adds an element of versatility, as it can be dressed up or dressed down.

The coat has modern and innovative twists as well. The plaid pattern on the pockets and hood is an original design that I laser cut out of burgundy wool and backed with camel wool. The diamond pattern of the laser cut is repeated in the quilting, adding strength and durability to the cut-out fabric, and an aesthetic detail. The sleeves feature non-functional buttoned tabs as a nod to traditional elements. The main closure of the coat is a two way separating zipper; however three wood and leather toggles are featured on the bust for added interest.

The colors, camel and burgundy, were chosen based on current trends and popular new colors for the fall. The silhouette is based on a classic duffel coat, and the added features such as removable hood and laser cut detail make the garment unique and modern. The coat is made of 100% wool with a matching color polyester lining. The garment is also very lightweight, making it perfect for fall when the weather gets cooler. The coat features a sleek silhouette, slightly fitted, but boxy enough to be worn over thick sweaters and other warm layers for later in the season, when the temperatures are lower.

