Graphic Design Showcase

2026

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Redefining Modern Headwear Through Cultural Adaptability And Functional Design

This project explores the development of MODCAP, an innovative headwear concept designed to address the limitations of conventional caps in modern lifestyles. As fashion continues to evolve, users increasingly seek products that offer both functionality and personal expression. Traditional caps often provide limited adaptability, making them less suitable for different social, cultural, and environmental contexts.

MODCAP introduces a modular design approach that allows users to modify selected components according to their preferences and usage needs. By combining adaptability, functionality, and contemporary aesthetics, the project aims to create a more versatile headwear solution for modern consumers. Research was conducted through surveys, user observations, and market analysis to understand user behavior and expectations. The outcome demonstrates how thoughtful design innovation can enhance everyday products while responding to changing cultural and lifestyle demands.

