

Universiti Teknologi MARA

**An Innovation of Multi-Activities
Outdoor Jacket**

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Design Report submitted in partial fulfillment
of the requirements for the Master Degree of
Design Technology (AD774)
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CANDIDATE'S DECLARATION

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Abstract

This research discussed the potential of combinations between multi-activities and multi-functions elements as a new approach in producing outdoor jacket. The design is appropriate with weather condition in Southeast Asia with waterproof high-tech fabric function that aimed to provide comfort to users. The outdoor jacket is designed to provide warm when walking, cycling, mountaineering etc. The jackets are flexible and can be worn in any types of weather condition. The main purpose of outdoor and travel clothing is to protect wearers from all types of weather and make travelling more comfortable. Such clothing is manufactured to provide added protection and insulation. The designed jackets not only stylish but protect wearers from rain, wind and also offer warmth. The objectives of this research to; (i) identify the new potential design range for outdoor jacket that is suitable to wear in the Southeast Asia. (ii) examine the design styles of an outdoor jacket that portray the high-tech fashion features (iii) identify the design elements that need to be considered in an outdoor jacket that can meet the multi-activities purposes. A pilot test was conducted and distributed to a selected group based on their activities in order to identify which design is more we can know which design is suitable and meet the customer's needs. This research used several methods including interview, observation and questionnaire. Result from this research showed that there is a great potential of designing multi-activities and multi-function jacket in meeting today's costumer needs who enjoys a healthy lifestyle and outdoor activities.

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