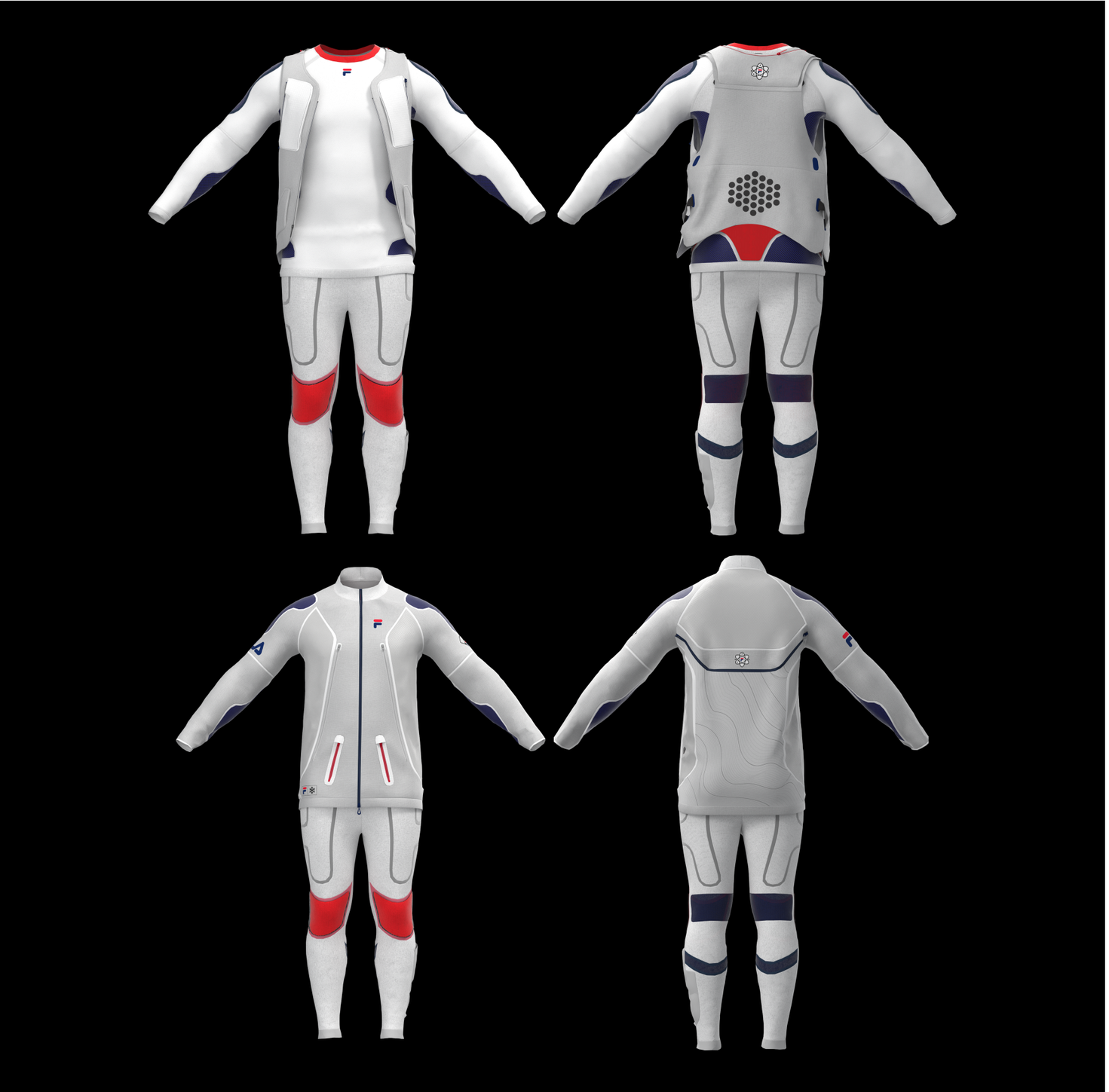


FILA Pulse SHIFT

Stop Momentum / Start Progression

Brand History

Founded in 1911 in Biella Italy, FILA started off as under garments brand for people who lived in the Italian Alps.

While their relevance in the 70's and 90's was strong, it was not enough to keep the brand alive.

In 2007, FILA was officially acquired by FILA KOREA and still is today producing apparel for the consumer.

Brand Forecasting

As of March of 2022, baseball is the #1 sport in Korea

With Fila being a Korean focused brand, baseball would be the sport of choice for breaking back into their athletic heritage

Rank	Sport	Popularity
1	Baseball	62%
2	Soccer	52.6%
3	Golf	30.9%
4	Swimming	26.9%
5	Basketball	26.3%
6	Esports	22.6%
7	Badminton	22.1%
8	Figure skating	21.9%

Baseball Equipment

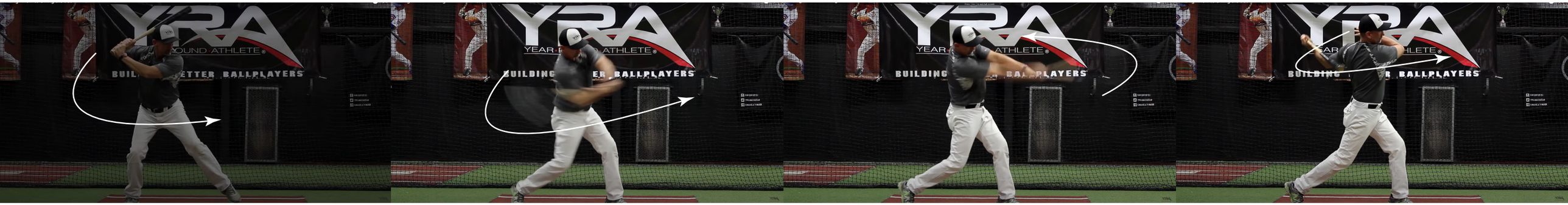
Looking at the equipment Korean baseball players use, we can see a commonality of base layer shirts and warm up jackets along with other accessories as shin braces and arm pads.

The exhaustion of quick bursts of energy and sudden responsive movements can put the body in a state of unknowing action.

What if we could help benefit from this pulse of action while being able to recover and protect ourselves all together?

Equipment Concept

How can we control rotation and convert that energy into propulsion towards our next movement?



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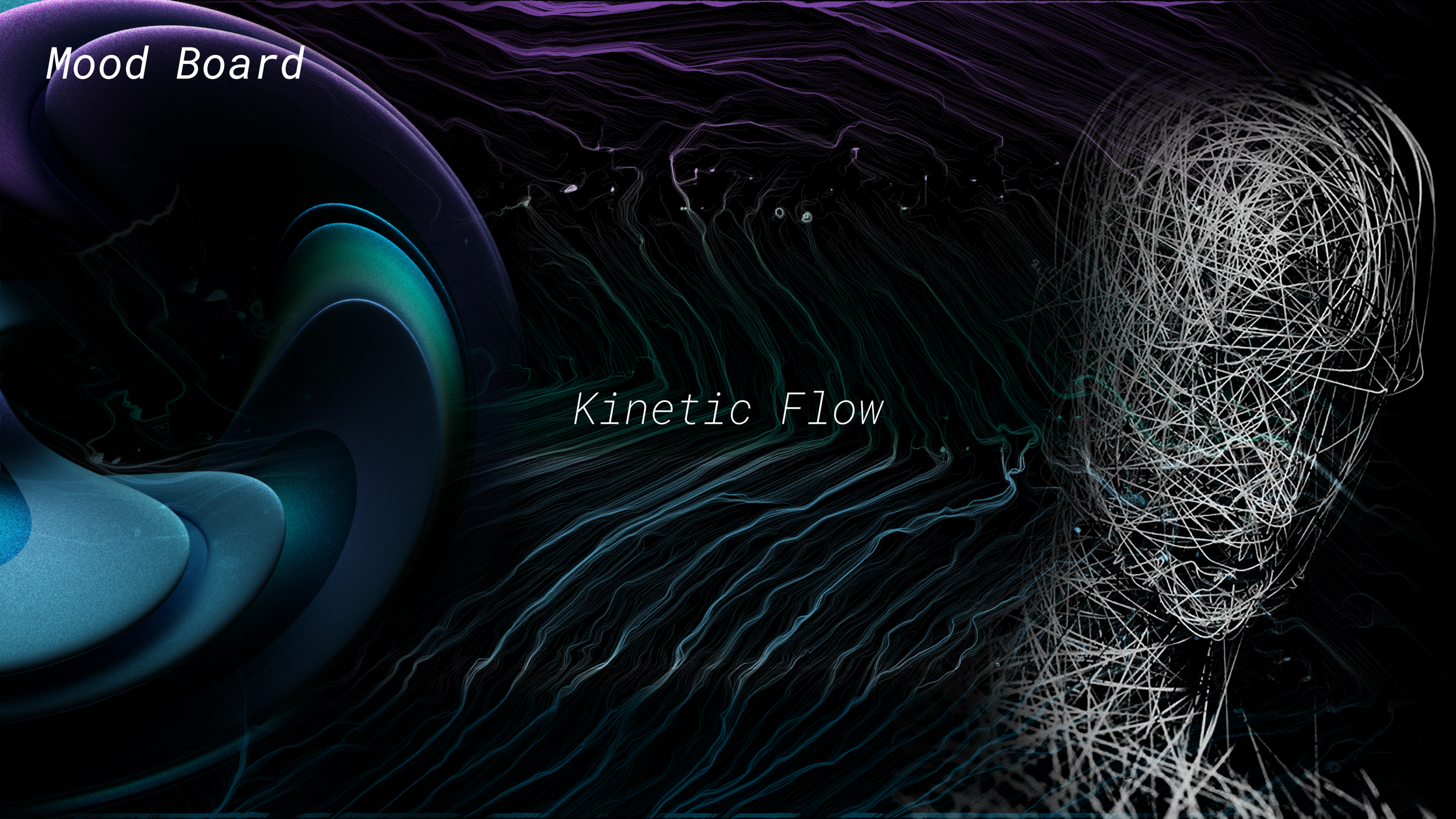
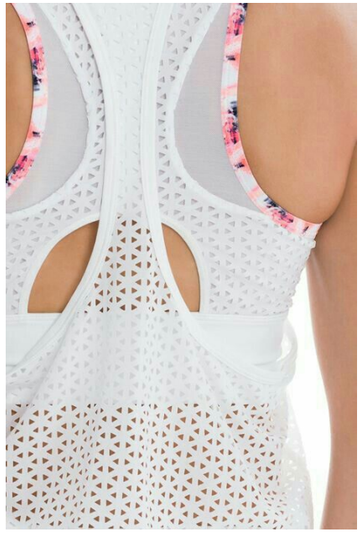
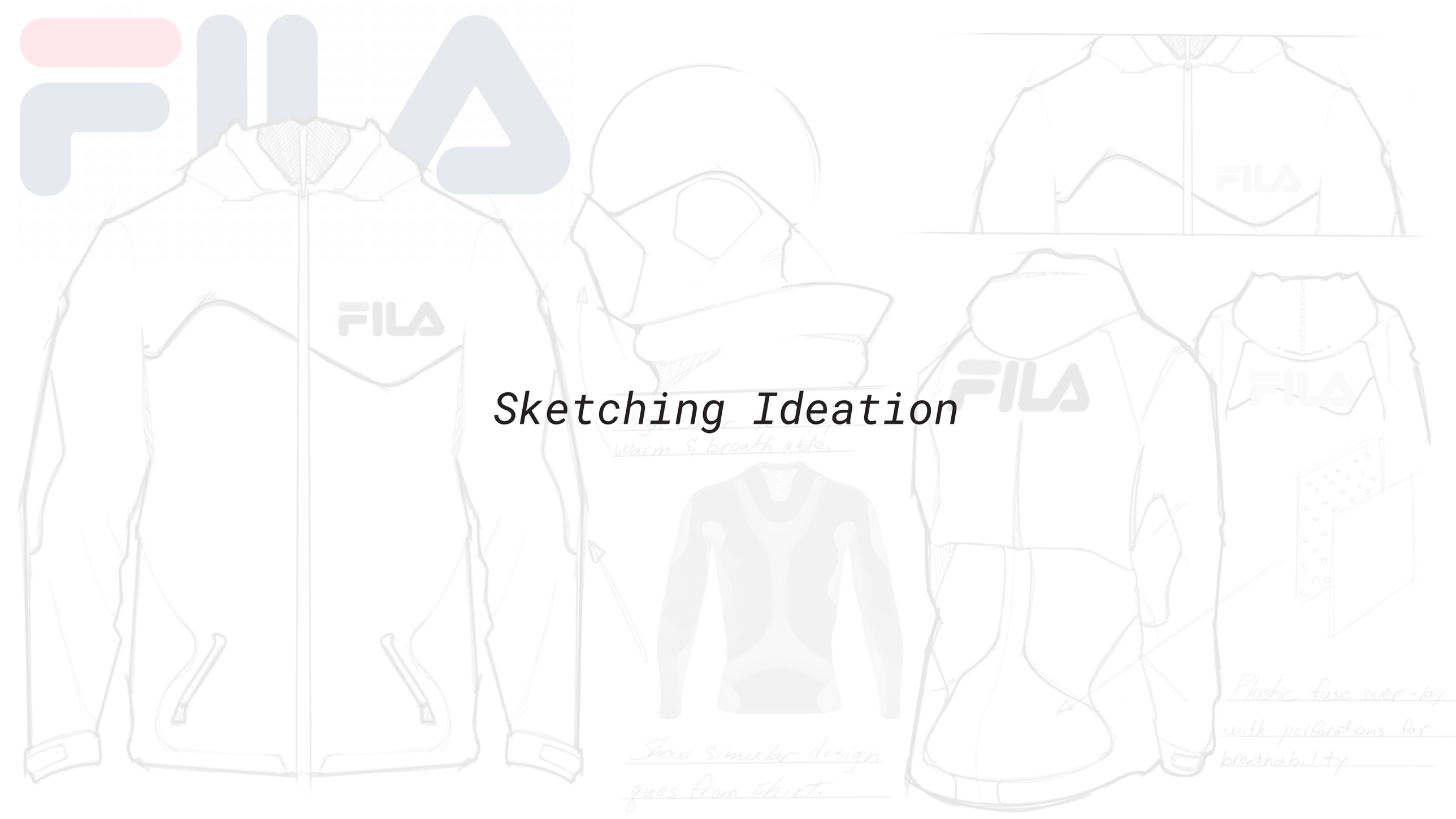
Mood Board



Inspiration



Sketching Ideation



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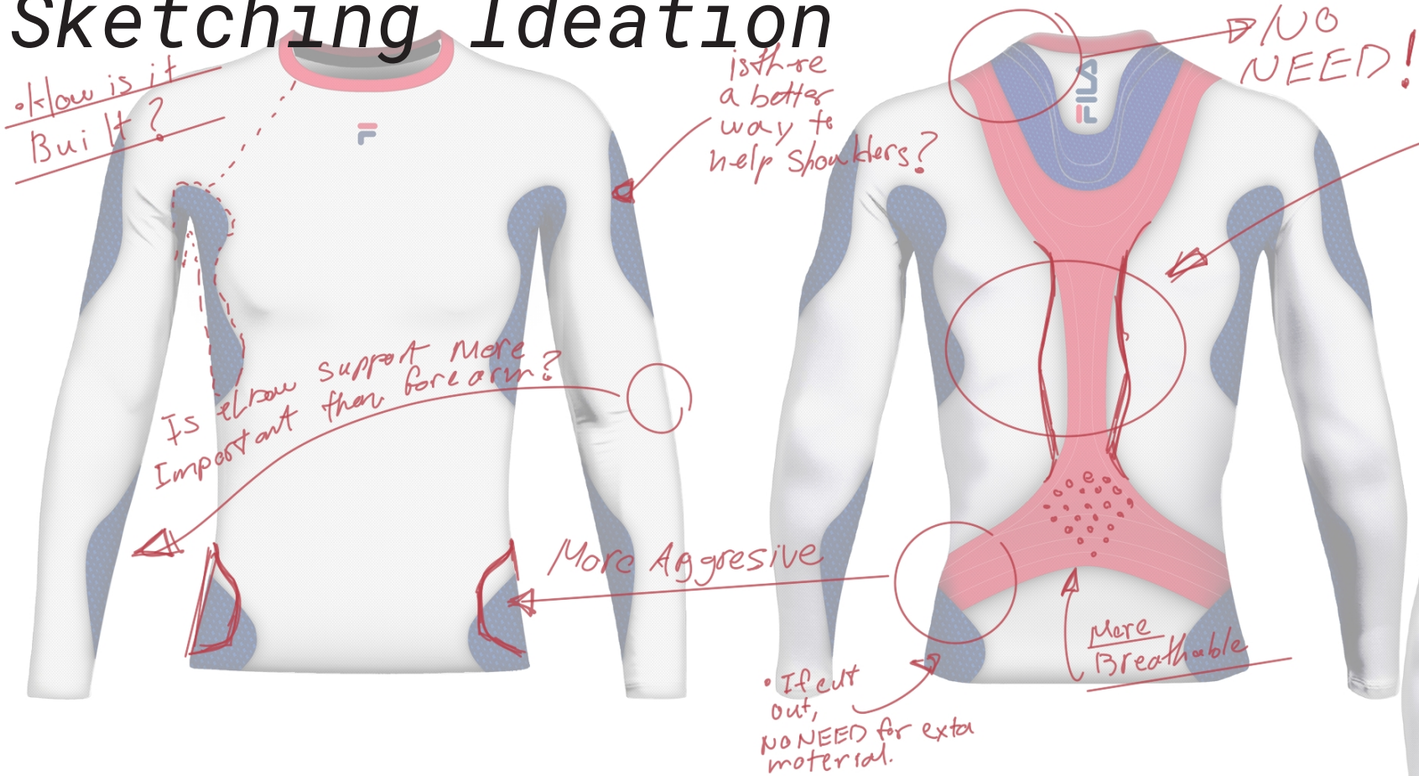
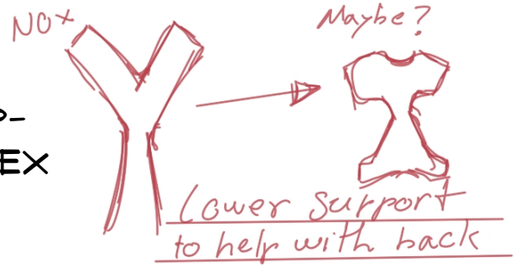
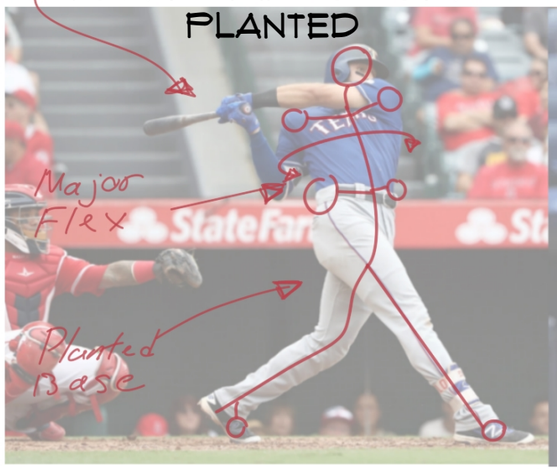


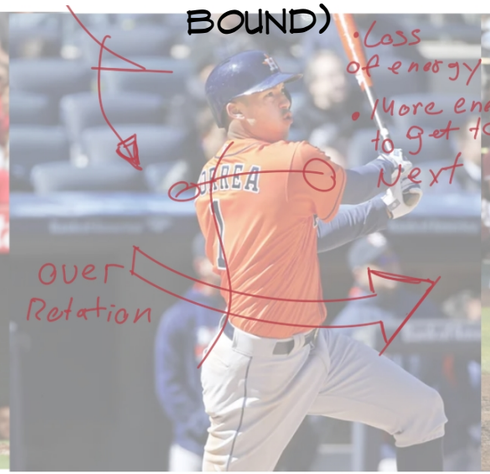
BIGGER BACK SUPPORT FOR MORE FLEX SUPPORT



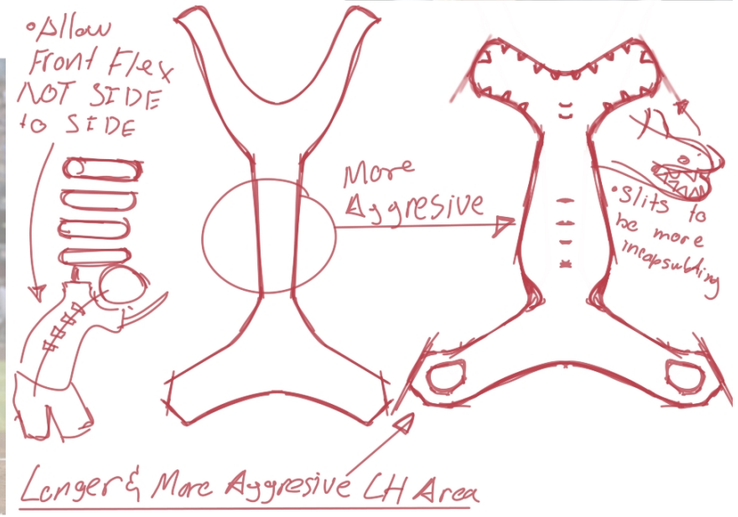
TORSO TAKING MOST OF THE FLEX, WHILE LOWER HALF IS MORE PLANTED



OVER ROTATION= INJURY (HELP STOP AND RE-BOUND)



LOWER BODY IN MOTION, UPPER BODY NEEDS TO HELP CATCH UP



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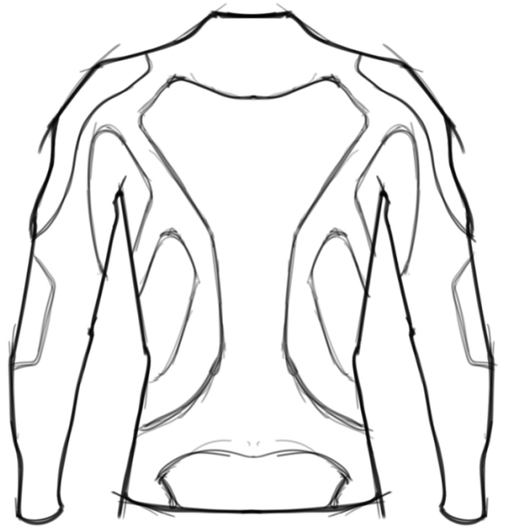
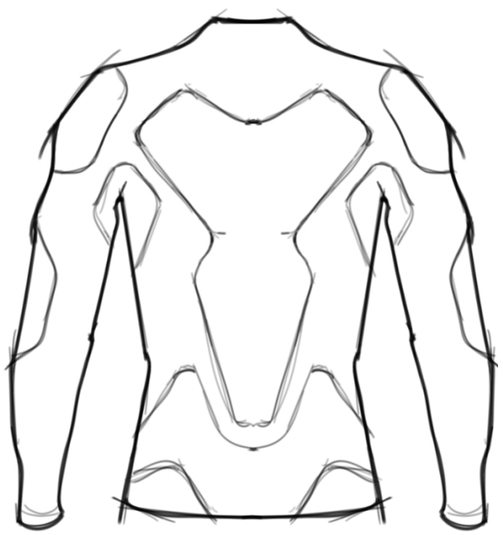
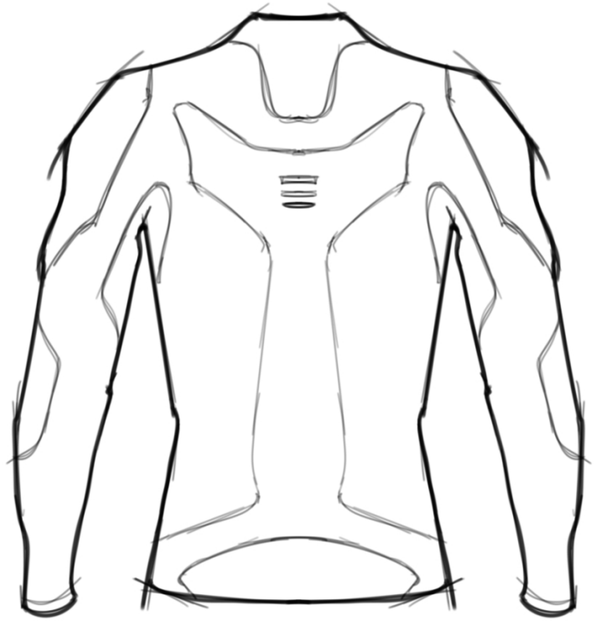
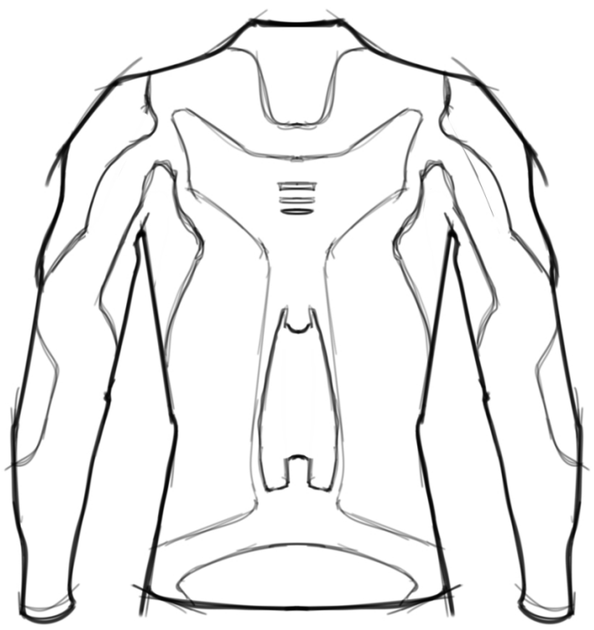
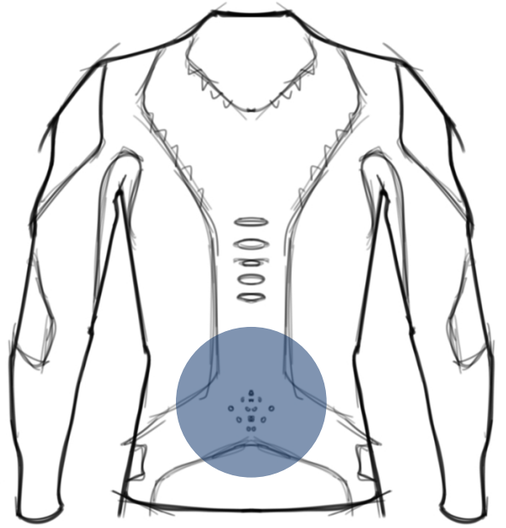
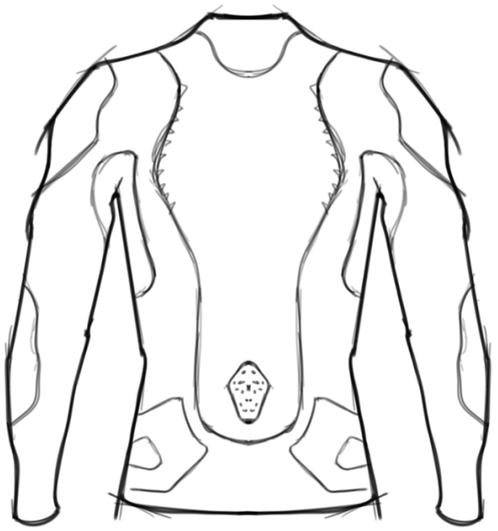




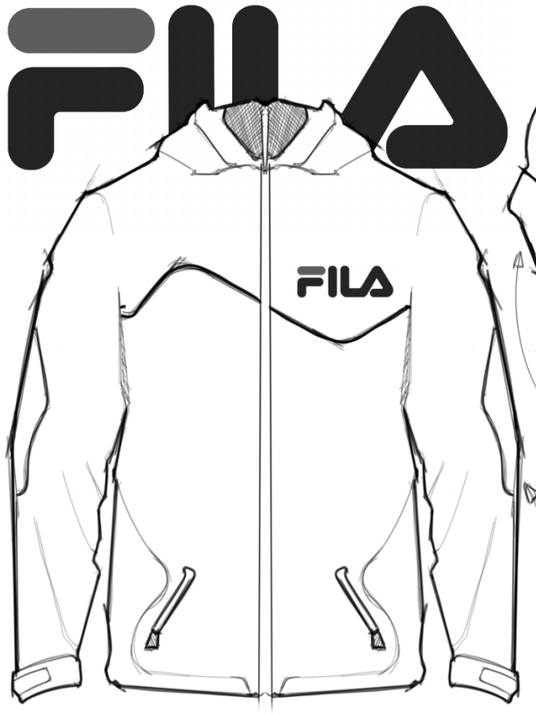






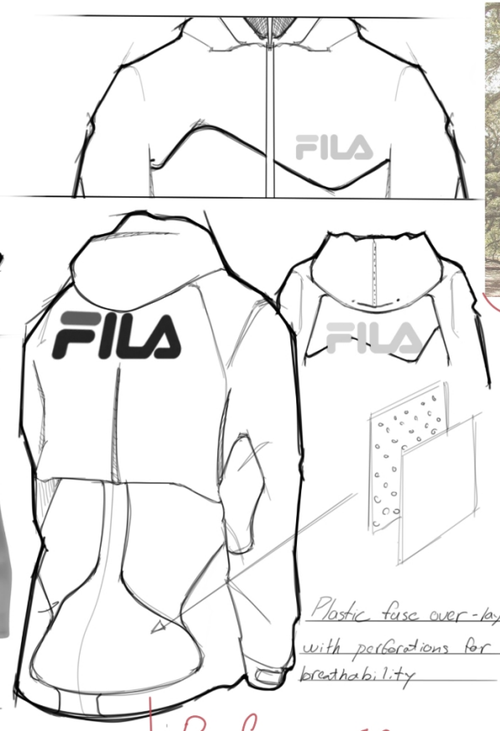


Sketching Ideation



High collar to keep warm & breathable.

Show similar design cues from shirt.



Plastic fuse over-lay with perforations for breathability

Organic Reach ?
- Offers Shade
- Supports its own might
- Wraps around objects
- Bendy
- Tall

Thin or thick outer layer?

HOW CAN A PLAYER RECOVER DURING A GAME BUT STILL BE FRESH

- Thin = light, mobil, Nostructure, sweat sticks a lot.
- thick: Heavy, warm, keeps form, structured.

thick ~~Mid~~ thin

- Is the isolation pockets or a vest to wear attached?
  - Compression layers ?
  - ★ - Designed to be worn with other Products or by itself?

HOW CAN BOTH BE FUNCTIONAL?

Performance In outer layer?

1. Breathability
2. Support
3. Fit

TECH

↓ Breathability = HOT
Support = Structure
Fit = Tailored
↓ Cooling organic Fit ★

Double layered Lining for warmth

Cold Packs

Too Big

Arm exposed?

Too Heavy?

★ Take out electrical components.

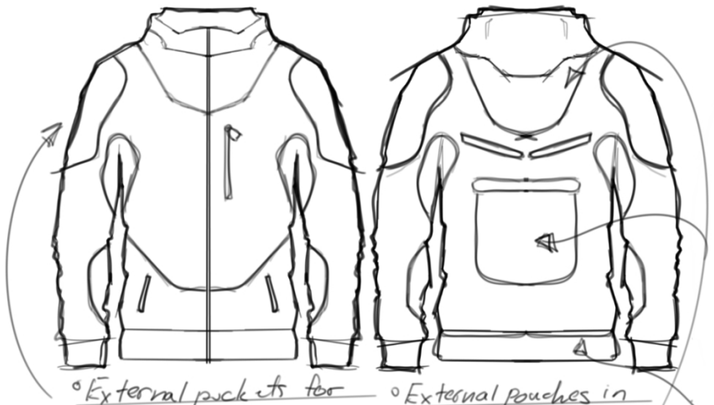
Not A base layer Build

Targeted but tight

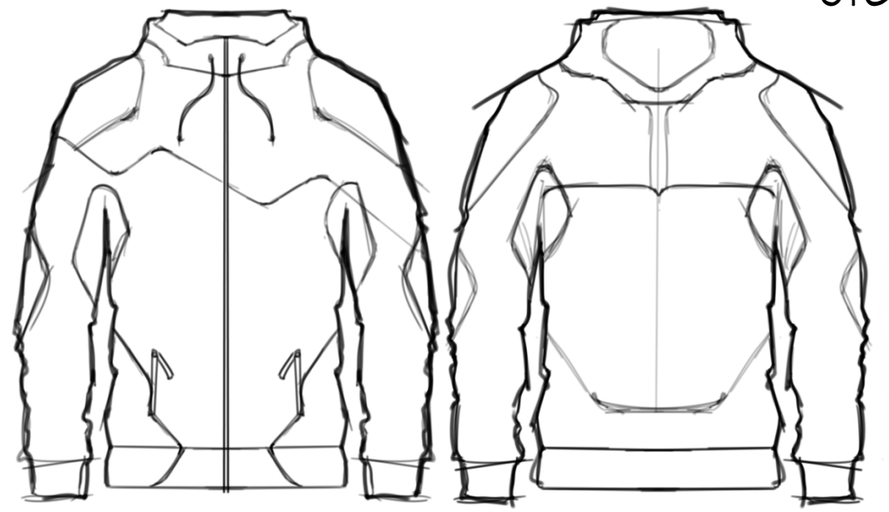
HOW CAN WE COOL DOWN A PLAYER TO HELP THEM REST FOR THE NEXT INNING?

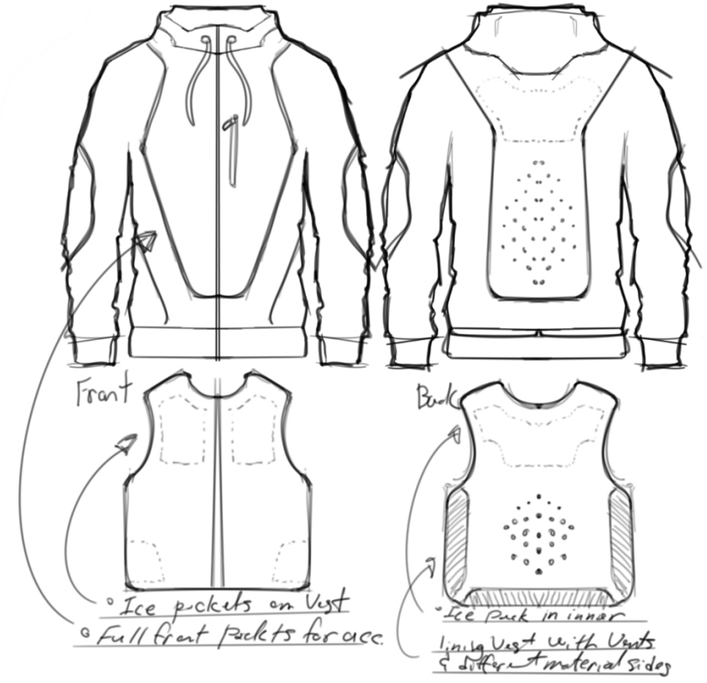
Sketching Ideation

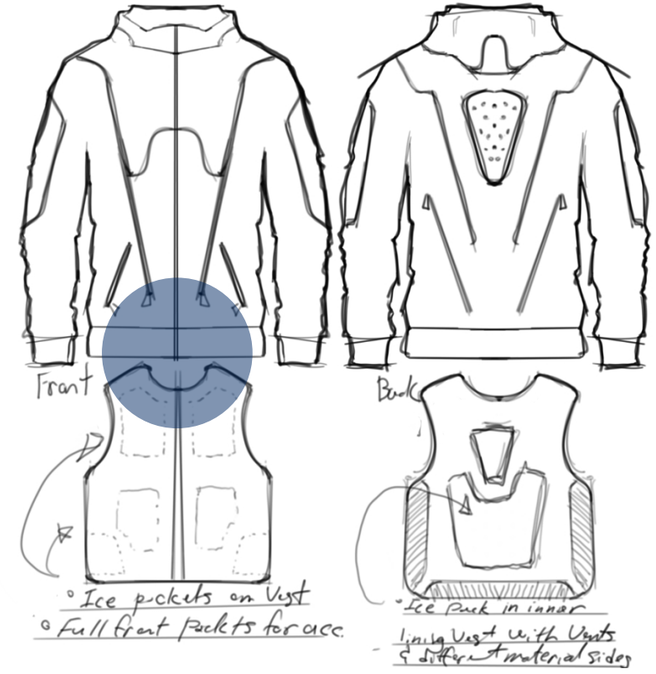
EASY ACCESS TO THE INNER LAYERS OF THE JACKET



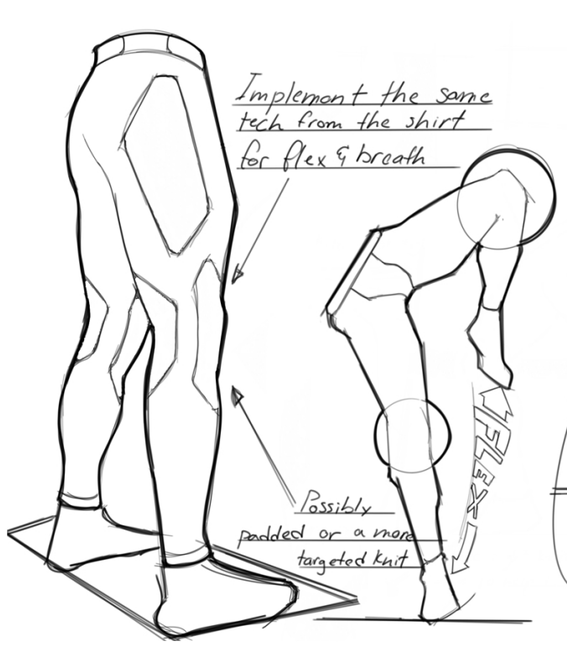
VENTILATION AND COLD STORING DESIGN?

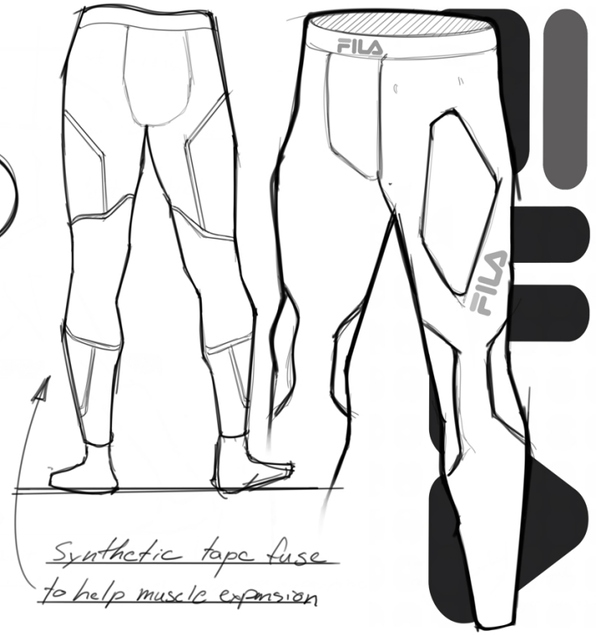


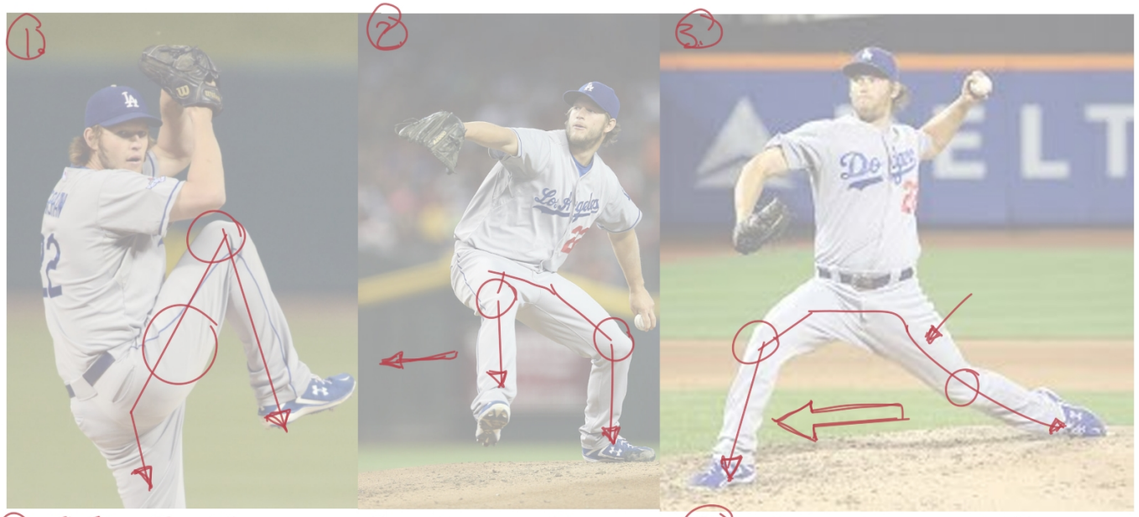




Sketching Ideation



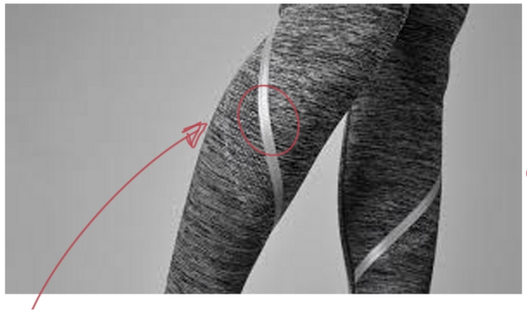




① FLEX In the knee & Hamstring

② Inner thigh & Bent knees

③ Hamstring shifting weight to Knee



- How will SEAM TAPE Help with Performance?
- Base layer material or Exterior design?
- Promote flex in kees & thighs
- Create pressure build up, controlled release.

DESIGNING FOR RECOVERY OR FOR IN GAME ENDURANCE?

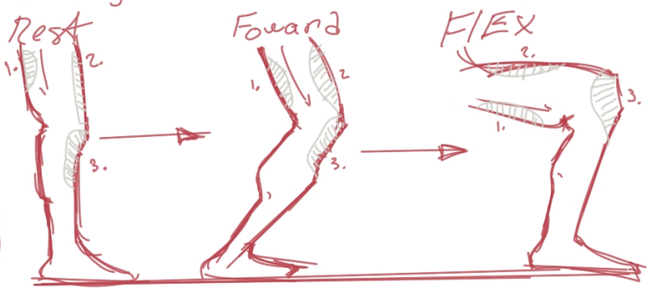
ENCAPSULATION WHILE HELPING MUSCLES REBOUND FROM MOTION

Double Back Design to Add Structure W/ Over Protection

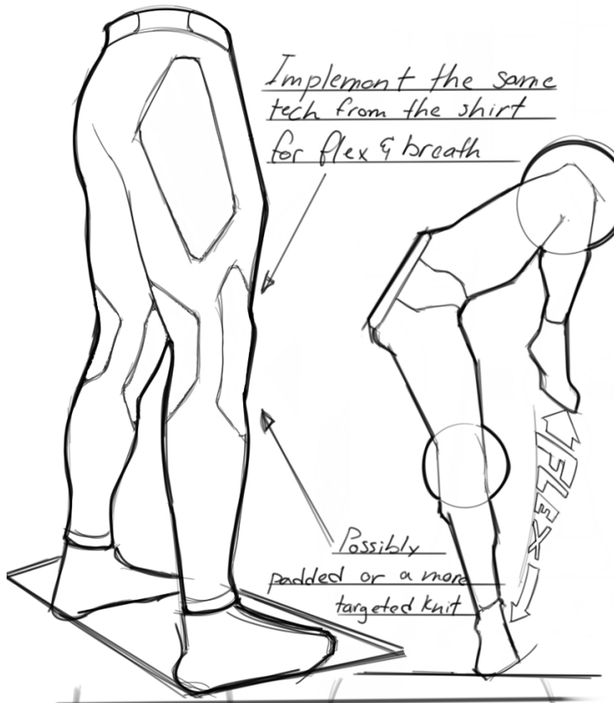
← Elastic covering to help flex but rebounds faster than by themselves

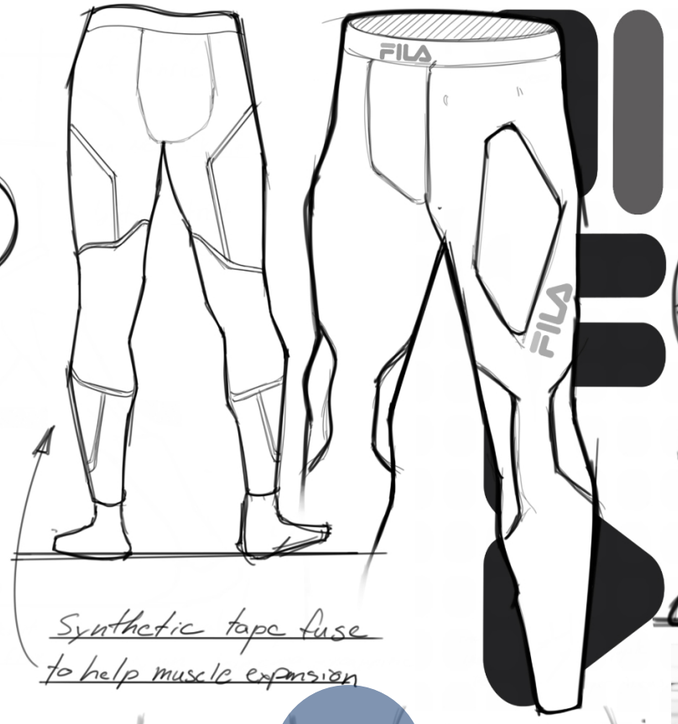
— Range of Motion.

- Allow give but still firm for energy release.

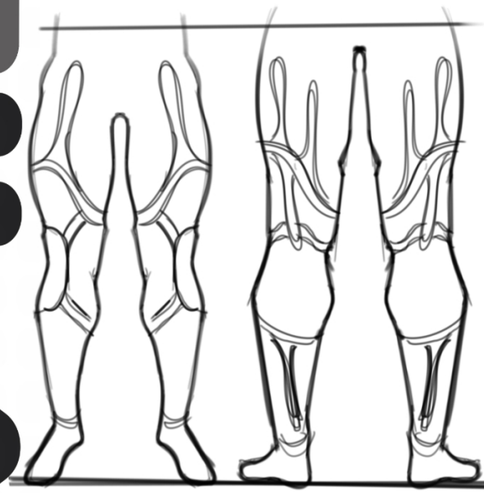


Sketching Ideation

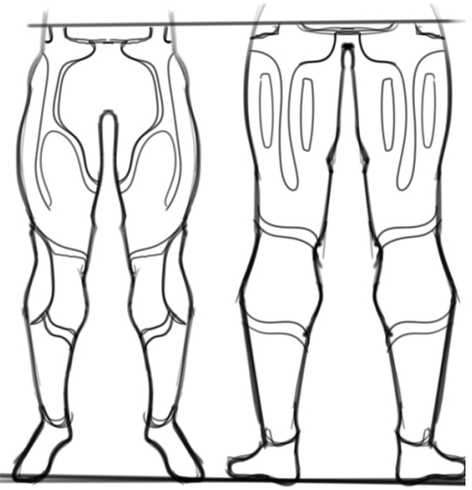


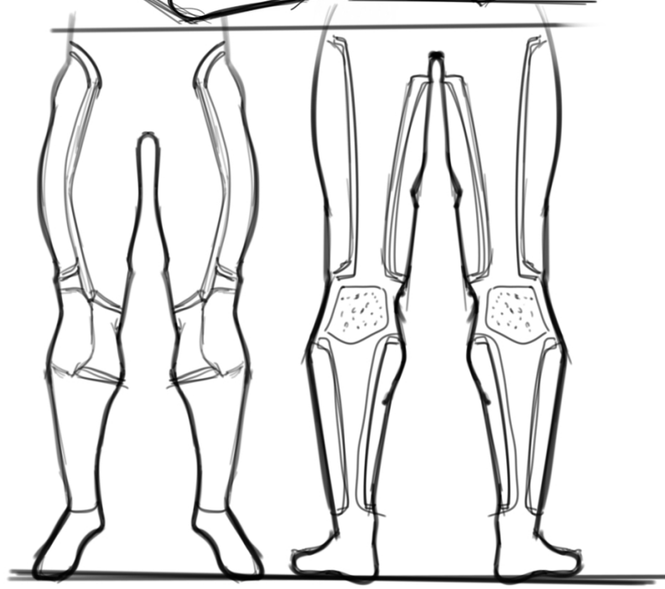


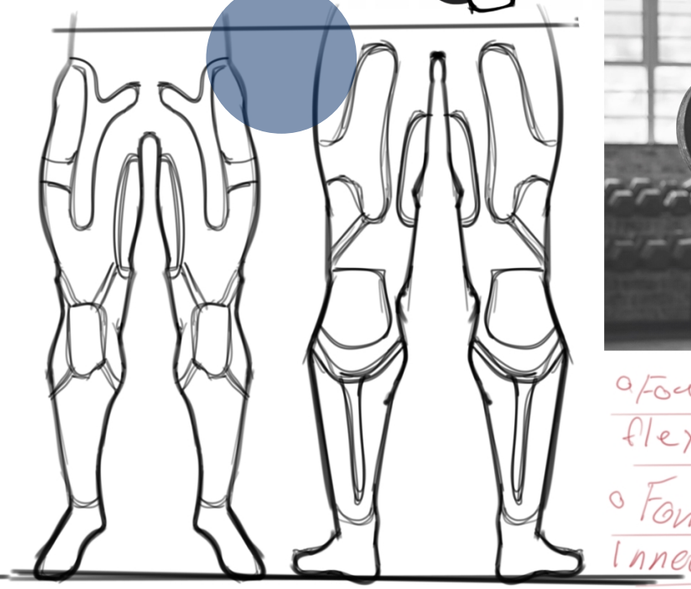
SLIP RESISTANT TO HELP UTILIZE MATERIALS



ENCAPSULATED THIGH AND CALF, WITH FLEX IN KNEE BEING STRUCTURED MORE







- Focus on the targeted zones of flex & How to retain the muscles.
- Font of the thigh, Hamstring, Inner/outer thigh, calf.

- Material is being stretched/We support.

Final Concept

Base layers With Vest

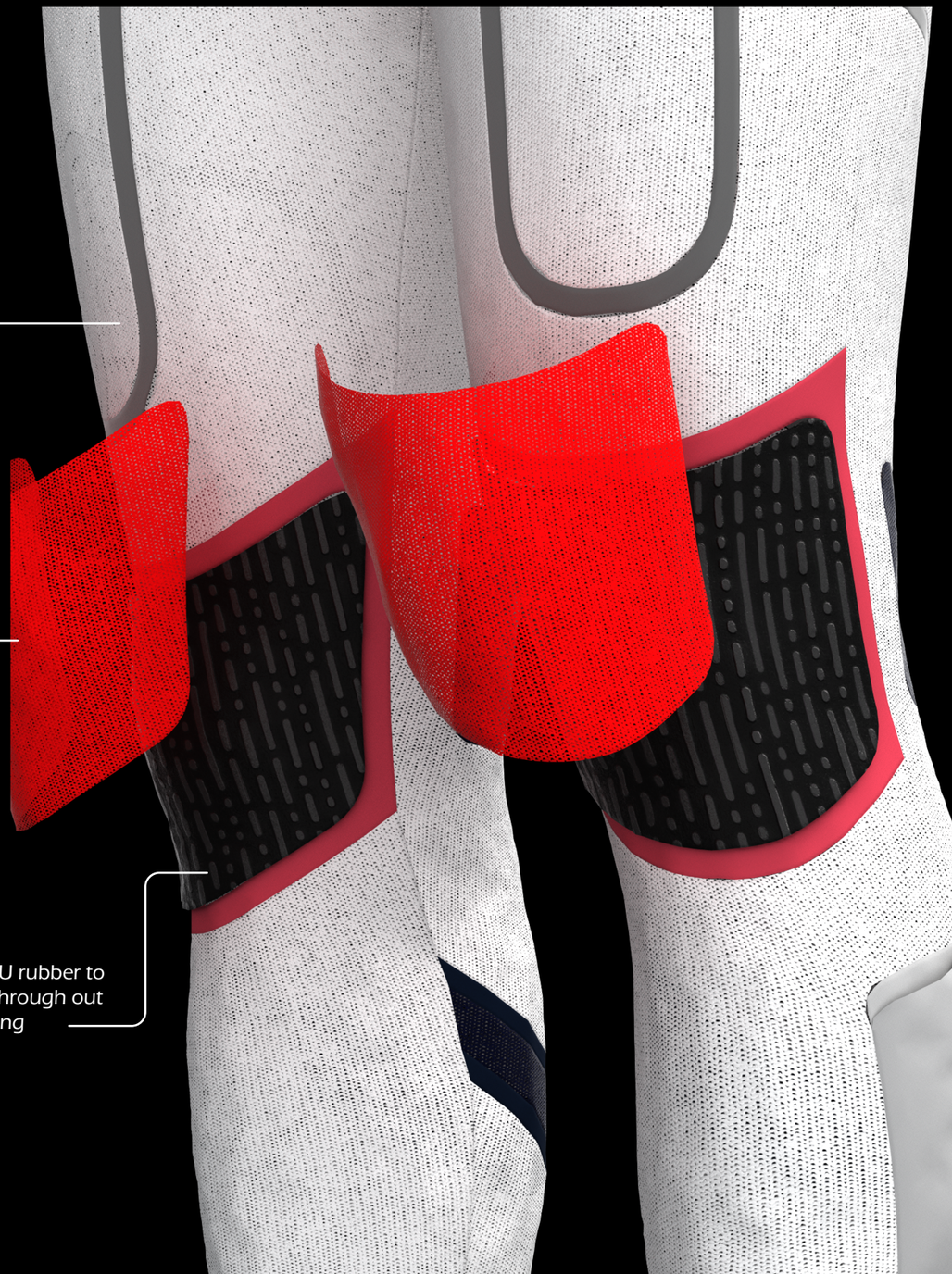
Base layer
With Jacket

Base layer Tights

Thigh compression TPU tape to help control motion and flexibility

Over layer knit mesh to conceal and pull away moisture build up

Performance TPU rubber to offer structure through out the swing



Base layer Tights

Compression Base

Zone light layered mesh in the upper part of the back for more breath-ability

Open mesh perforated knit for the overall build of the shirt

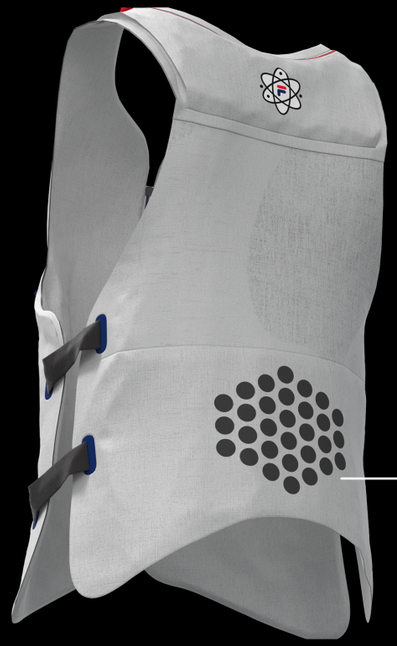
Fused carbon knit mesh located in the shoulders, forearm and lateral sides of the body

Compression Base

Over layer knit mesh to conceal and pull away moisture build up

Performance TPU rubber to offer structure through out the swing

Cool Down Pack

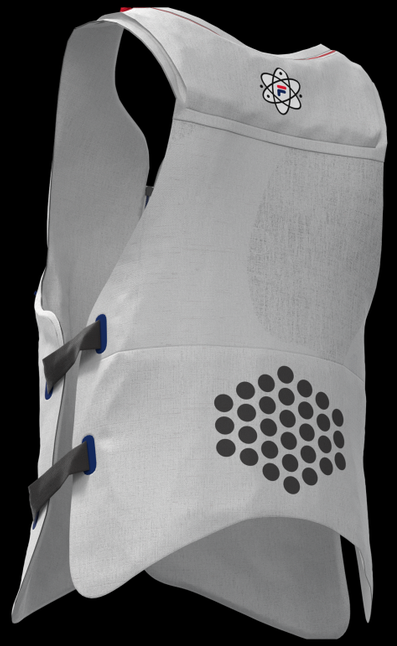


Top back pouch for cool down packs to help relieve soreness during play

Outer layer nylon canvas for durability and structure

Perforated lower back for added ventilation

Cool Down Pack



Rip stop material front pouches for added cool down pack space

Front zip enclosure style with canvas side blustering and canvas front pockets for hands

Outer Layer Garment

This layer of clothing is the be used in unison with the cool down pack. However, both are solid stand alone.

Light weight Rip Stop mesh to keep the jacket as light and mobile as possible

Shoulder carbon knit paneling designed to hug the body in high strenuous areas

Full frontal zip pockets for easy access to the inner compartments such as the cool down vest

Outer Layer Garment

Light weight Rip Stop mesh to keep the jacket as light and mobile as possible

Rear mid back zipper to allow airflow through the back

Topographical map moodboard story pattern for rear panel

Thank You