

# FINAL PROJECT

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# STRIKING IN THE DARK

creating invisible wearables that offers more protection

# IDEA DEVELOPMENT

- Especially in winter, many people wear dark jackets. And with these one is quickly overlooked. Whether as a pedestrian, cyclist or similar.
- There are a lot of ways to make yourself visible in the dark, but most of them are not considered as nice by many.





# CONCEPT

- For this purpose, I want to develop wearables. But these wearables should not be recognizable at first glance. When a car or something similar approaches to a person, the wearables should begin to glow at a certain distance.

SIMILAR PRODUCTS



# NEMEN L.E.D. JACKET

- Developed by an Italian fashion label
- 12 LED's integrated + two lithium batteries
- Should work for eight hours constantly
- The outside is a nylon and steel monofilament with a transparent polyurethane film
- Costs about 2.400€



# LUNATIVE ELECTRIC APPAREL

- Developed by German designers
- Should work up to 6 hours constantly
- Works with an extra battery pack
- Special jacked for Audi
  - Costs 250€





# NIKE RUNNING JACKETS

- The whole upper reflected
- Reversible jacket



# BLINKING POLICE JACKETS

- The idea behind: make the uniforms more practical for everyday police work
- Should contribute to more safety
- Is powered by a battery, which should last up to 10 days
- Still in the test phase in Lower Saxony





# LUMO JACKET

- 14 LED's integrated, which are invisibly hidden behind a translucent strip of fabric
- Works with a battery pack containing the control electronics
- At least six hours of light operation
- Two different flashing modes selectable





# BIKER JACKET WITH IMPLEMENTED TURN SIGNAL



MY PRODUCT



# PROJECT GOAL

- The goal is to develop a jacket for cyclists, which should assist them while driving and, for example, indicates the direction of travel.
- Working with patterns that should be able to be switched on and off via sensors.
- And here too, the LED's should be invisible, so that you could wear the jacket also in everyday life



# AUDIENCE

- Everyone from young to old, who is traveling a lot and often by bicycle.
- All those who simply want to feel safer while cycling and at the same time want to look good.



