#### FINAL PROJECT By Pia Schwaak

### 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 oh 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
- I2 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



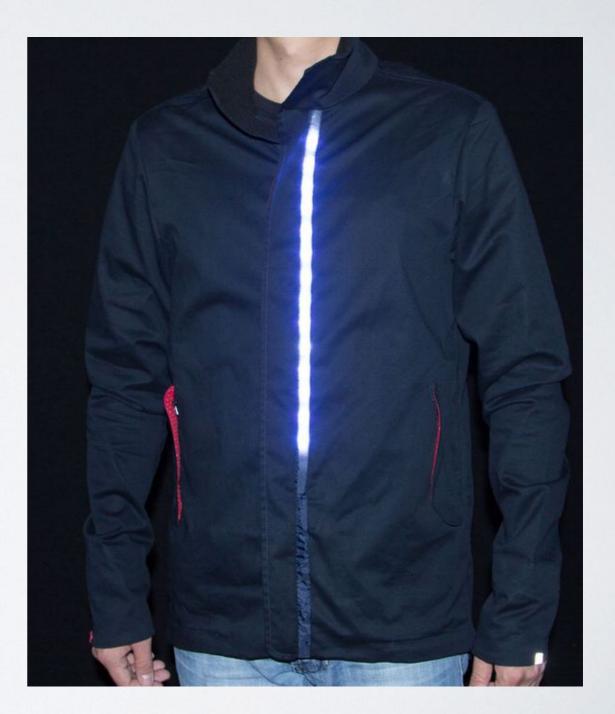
# BLINKING POLICE JACKETS

- 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



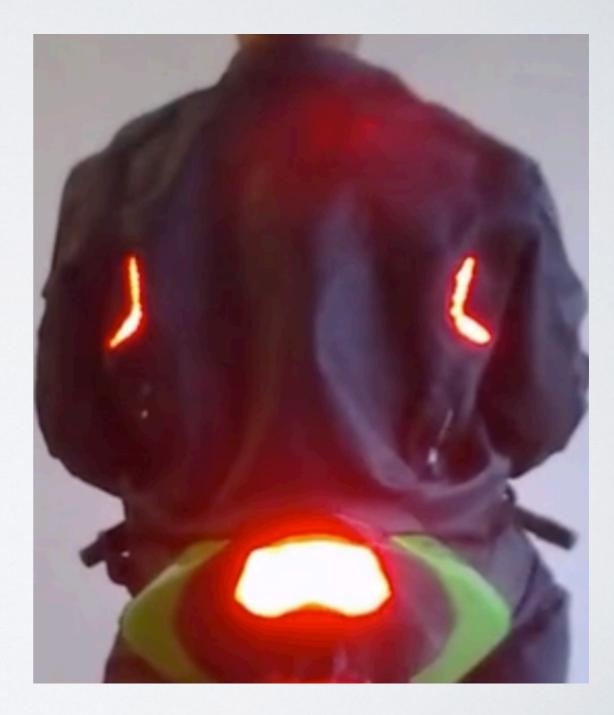
# LUMO JACKET

- 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 jacked also in everyday life

#### AUDIENCE

- Everyone from young to old, woh 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.





