

# U EXPRESSED

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**"IT WOULD SEEM LIKE SOME YOUNG PEOPLE JUST WANT TO LIVE THE LIFE OF A ROCK STAR. BUT IF THEY CAN'T LIVE IT, THEY JUST WANT TO LOOK LIKE ONE." – BONNIE ENGLISH**

The U Expressed project originated in the festival feeling. A feeling of escaping reality into euphoric happiness and freedom that only music festivals bring. When music festivals became popular in the 70s, it was a place for revolution, expressing opinion and attitude. Even if that is not the case today, it is still about expressing yourself through your style.

Life at a music festival can be both a blessing and a curse. One thing which can affect the visitor's mood drastically is the weather. The festival chosen for this project was Roskilde and the month when it takes place is one of the hottest but also most rainy of the year. This is what the U Expressed project is a response to. The core is the area of the body which is most important to protect. Based on this, a brief was set: Erase the visitors' mood dips at Roskilde festival by protecting the core from rain and maintaining a pleasant body temperature throughout the day.

A problem when designing products for a festival is that the amount of luggage is limited. What most people tend to bring though, is a jacket. To minimize the need of bringing several jackets or cardigans, the user should be able to wear the same jacket whether it is warm, cold or rainy. The jacket should be gender neutral, but there are several differences in details for women's and men's clothes. The aim was to balance them out.

Studying the market of jackets, two main categories were found, namely functional and fashionable. By fusing the two and applying function to fashion, the shallow festival visitor can be fooled into buying

something practical. This element of surprise would be a quality that gives the user a reason to keep the jacket longer than one season.

As the initial quote points out, fashion has a very intimate connection to music. Therefore, the act of performing was something the jacket should express. To emphasize this, Simon and Annica Zion were contacted. Simon, as a musician and with a daring unisex style, was the perfect model. Annica, as a photographer, made sure the photos turned out professional and realistic for a fashion shoot.

An inspiration for the final concept was the peacock and its bold attitude when spreading its feathers. Sequins with a silver colour in its passive mode can with a powerful gesture be pulled up, revealing a colourful backside and, in addition, allowing for the jacket to ventilate through perforations in the fashionable and water repellent microsuede. By pulling the straps in the front, the sequins will change angle in a way that makes hot air leave the body. When feeling cold, the sequins can be closed by pulling the straps in the pockets. In contrast to the sequins, which generally are connected to femininity, an oversized and gender neutral jacket model was chosen. The tie dyed lining hides a pocket for valuables and gives the action of opening the jacket an extra touch of performance.

Choosing U Expressed allows you to not only be uniquely fashionable but also to stay fresh, warm and travel light. Enjoy the ultimate festival experience, with U Expressed.



