INTRODUCTION: The purpose of this project was to design a line of three nontraditional women’s business wear jackets that successfully met the needs of a specific target market according to Lamb and Kallal’s Functional, Expressive, and Aesthetic (FEA) Consumer Needs Model (1992). The jackets explored creative silhouettes, Computer Aided Design (CAD) software, and computerized embroidery embellishment.

FUNCTIONAL, EXPRESSIVE, AND AESTHETIC (FEA) CONSUMER NEEDS MODEL DEFINED: The FEA models is the breaking down of the three considerations in design: functionality, expressiveness, and aesthetics for a specific target market. If a target market is to accept the design project has to comply with the target consumers cultural beliefs, sociological ideals, and personal values. If the design does not comply with one of more of the culture’s beliefs, then the design is rejected and sent back to the preliminary stages of design (Lamb & Kallal; 1992).

The FEA Consumer Needs Model considers the target consumers, the culture of the consumer, and design criteria (functional, expressive, and aesthetic).

DESIGN PROCESS:

1. Target Consumer: Identify a Target Consumer at the core of the model.
   A. My Target Consumer is:
      Sex: Female
      Age: 30-52
      Race: Multitude of different ethnicities
      Demographic Locations: United States metropolis in locations which experience cold weather seasons such as: Boston, Seattle, Detroit, & Denver.
      Psychographic Information: Woman who is a leader within her career field. She perseveres in all goals, yet keeps a level head about herself. She is enjoyable to be around, keeping the attitude of conversations positive and enjoyable.
      Physical Characteristics: Active body type with no physical disabilities
      Activities: Full time business woman who needs business apparel. Enjoyments wearing expressive and functional clothing which demands attention. Careers of these women may include creative professionals, business professionals, Doctorates, Professors.
      Preferences (user needs and wants within the context of a use-situation): She desires a modern alternative to the traditional suit and jacket silhouette, but a garment that is still acceptable for the work environment. She needs a durable jacket. She is looking for unique business wear pieces that her co-workers will admire.

VISUAL DOCUMENTATION:

Jacket One
Technical Sketch (above) & Final Garment Front and Back (right)

Jacket Two
Technical Sketch (above) & Final Garment Front and Back (right)

Jacket Three
Technical Sketch (above) & Final Garment Front and Back (right)

BY: Kristen D. Morris; Design and Merchandising: Apparel Production; April 19, 2006
Design with a Client in Mind: Using an Abstract Model for Apparel Design

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Following the FEA Consumer Needs Model enabled a design process to take place which successfully achieved the purpose of designing a line of nontraditional women's business wear that met the needs of a specific target market. The jackets provide a functional garment that is appropriate to be worn in a business setting and provides comfort and ease of movement. The jackets are form fitting so some areas of the garment have limited mobility, but there is little physical activity. As I mentioned earlier, I am really pleased with the design the machine embroidery and the silhouette of the garments. From preliminary sketches to final sketches I was able to achieve the silhouette I desired for the target consumer.

When designing a client's apparel it is important to consider the client's target market and the type of work environment to which they are accustomed. The jackets provide an expressive garment that reflects the personality and self-esteem of the user. The jackets provide an aesthetic garment that is appropriate for the work environment and sends a clear and concise professional message to the client about the personality of the wearer. In my case, my jackets should send a positive, stern, and unwavering message about the user, yet they are fun, interesting, and bold which relates those aspects of the user's personality, as well.

The jackets are functional, comfortable, not confining to the wearer, plus be modest and conservative for the work environment. Each jacket must also be durable and easy to care for between dry cleanings. The jackets I have created are semi-comfortable to wear with some ease in the lining. They are form fitting so there will be even more limited mobility. However, this limited mobility is still acceptable in the business setting because there is little physical activity. As I mentioned earlier, I am really pleased with the design the machine embroidery and which combines art elements of machine embroidery and design principles of the silhouette to create an attractive garment. The design principles for the jackets included machine embroidery detailing that enhances the beauty of the garment. The fabric manipulation at the necklines of Jacket One (Navy) create an interesting alternative to a shawl collar. The visual interest at the shoulders of Jacket Three (Green) create a nontraditional puff sleeve, and the caplet of Jacket Two combines two modern silhouettes. The fabric manipulation at the necklines of Jacket One (Navy) create an interesting alternative to a shawl collar. The visual interest at the shoulders on Jacket Three (Green) create a nontraditional puff sleeve, and the caplet of Jacket Two combines two modern silhouettes.