CONCEPT

F&F Feel offers fashion focussed designs to blind consumers in fashion, creating a tactile experience through the quality of garments and packaging. This aids to launch in A/W 2021, aimed towards women aged 18-55 who appreciate fashion through not only sight but touch. The collection has multifunctional purpose to offer versatility and longevity of a garment, but also offers upmost comfort through relaxed designs. The accessible launch is identified through Tesco's brand logo that has raised elements in order to identify the brand through tactility. The Feel clothing range is important because it sets the example that inclusivity and accessibility are key drivers that need to be implemented in stores.

MILKY CREAM - 011

KHAKI TAN - 064

DEEP BROWN - 067

CHOCOLATE BROWN - 069

OLIVE - 024

KHAKI OLIVE - 029

BURNT ORANGE - 054

WARM TIGRE - 112

JET BLACK - 100

RESEARCH DEVELOPMENT

After conducting both secondary and primary research, it was discovered that there was limited accessibility for blind disabilities in fashion, therefore it was important to help create an experience that was inclusive and accessible for all consumers in fashion. Delving into blind accessibility in fashion I was able to discover via social media numerous women who are living with sight loss. For example, Lucy Edwards, who is a journalist and digital creator has helped educate her viewers on how the world views blindness. Case studies like herself, helped acquire insight into the effects of blind accessibility in fashion. The key findings were that the tactility, texture, and quality of a garment were crucial when making purchases. In addition to this, they would not want garments to stand out from what others were wearing, as there was a desire to fit in, yet they did not have access to this.

Alternatively, due to the rise in UK global lockdowns supermarkets across the UK were beginning to convert their attention to clothing ranges due to being the only shopping experience available instore. Therefore, F&F clothing collection, and their success via social media specifically on TikTok of their new products was the reasoning for deciding to use them for an accessibility range. Tesco's have a variety of cross-departments within their stores, which allows the Feel customer to have a variety of options available to them in one space.

OUTCOMES

An in-depth research report has been written that outlines key features of the range, which includes the justification and support behind the concept idea. This was fundamental as part of the research, particularly in regards to the products chosen for the range, as it needed to be suitable for a non-sighted individual, therefore it needed to coherently reflect their lifestyle in order to provide a successful accessible experience, as well as offer products they would buy. This meant that WGSN became a key tool in the project for providing the latest trends.

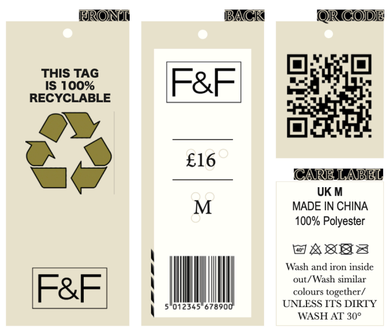
The range is made up of 12 garments of loungewear style pieces such as knits, jumpers, jackets, and joggers, alongside 3 accessory pieces, with a total of 15 styles for the Feel collection. The collection focuses on relaxed fits, and elasticated fabrications that create a multifunctional purpose, without compromising comfort. The colour pallet utilises core colours that complement each other across multiple seasons, incorporating slight hues of green that can be easily paired with everyday essentials. The aim of the collection is to have multifunctional purpose which will allow the consumers to have long lasting garments but will remain fashionable within the high street, ensuring more for their money. The collection also has tactile elements such as braille swing tags, QR codes and enlarged care labels, that will be compatible with assistive technology. This helps create an overall accessible experience.

Technical packs and order quantities accompanied the range plan to prevent any miscommunication of the specification required for the range. This included the size spec, suppliers, range tables, turn around and planned deliveries. This ensured that the products created have met F&F expectations in order to meet the demands of the consumer. It allows F&F to make amendments and alterations of a product if required to do so before it's put into final production.

SILHOUETTE & GARMENT DETAILS

The collection will focus on relaxed fits, and elasticated fabrications that create a multifunctional purpose, without compromising comfort. Therefore, F&F will focus on inbuilt comfort with fashion focussed pieces that provide outdoor and in home flexibility. The collection will maximise easy to throw on outwear pieces such as coatigans, cardigans and sweater vests with cocooning silhouette and cuddly tactile yarns (Maggioni, 2020). F&F will apply hyper texture and ultra-soft styles to enhance tactile qualities, utilising rib detailing, brushed textures and cable stitches that create striking detail, as well as comfort and tactility to the garment, which is crucial for the Feel consumer (Casey, 2021).

Moreover, customers are expecting quality, versatility, and longevity from their purchases; therefore, details and trims will play a vital role in adding adaptability, value, and luxury appeal for A/W wardrobes. Tailoring, utility, and performance silhouettes combined create a new practical wardrobe for a functional future. Utility details such as pockets and zips create structure to a garment (Park, 2020). The range will incorporate buttons, zips and feature fastenings that enable adjustability as well as practicality to securing possessions with ease. This will also offer subtle details to a garment, providing tactility which is important for the Feel consumer (Barnes, 2020).



UK Sizes	BUST		WAIST		HIPS	
	Inches	CM	Inches	CM	Inches	CM
6	31.5	80	25.5	65	34	87.5
8	33	84	26.5	67.5	46	91.5
10	34	86.5	28	71	37	95
12	35	90	29	74	39	99
14	37	94	31	79	41.5	105.5
16	39	99	33	84	43.5	110.5
18	41	104	36	91.5	46	117
20	43	109	39	99	48	123
22	45	114	40.5	103	50	127

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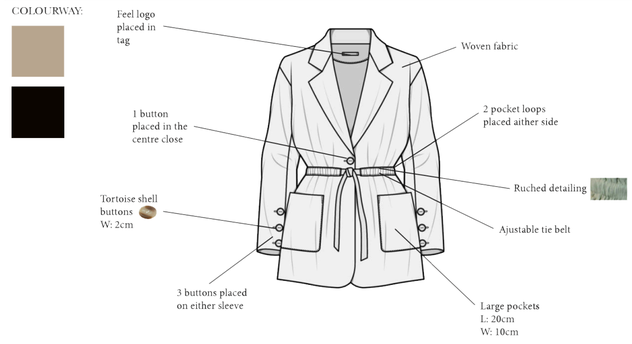
ILLUSTRATION	DESCRIPTION	COLOURWAYS	FABRIC	SIZES	RRP	Price without VAT -20%	Virtual Cost	Mark Up
	Lucy Sweater Vest	067/064 069/011	50% Viscose 28% Polyester 22% Nylon	XS-XL	£15	£12	£4.80	60%
	Christine Cable Knit Vest	011 067 054	50% Polyester 28% Viscose 22% Nylon	XS-XL	£16	£12.80	£5.10	60%
	Kay Cable Knit Jumper	011	100% Polyester	XS-XL	£18	£14.40	£5.80	60%
	Sweat Zip	024 064 067	72% Cotton 21% Polyester 7% Viscose	XS-XL	£14	£11.20	£4.50	60%
	Feel Logo Hoodie	011 029 069	66% Cotton 22% Polyester 12% Viscose	XS-XL	£14	£11.20	£4.50	60%
	Balloon Sleeve Cardigan	011/064 024/029	70% Viscose 30% Polyester	XS-XL	£16	£12.80	£5.10	60%

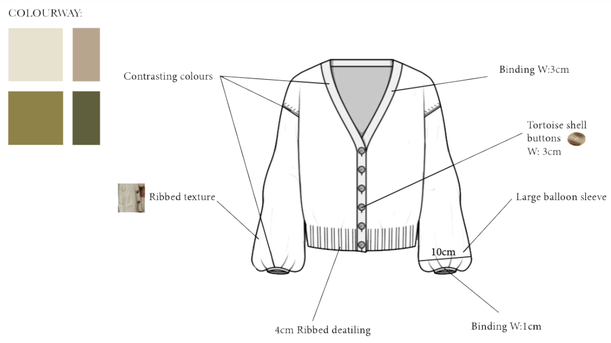
F&F RANGE: **F&F Feel**	STYLE NUMBER: **290321-0023** STYLE NAME: **Belted Katie Blazer** SEASON: **A/W 2021**	COLOURWAYS: **2** SIZE RANGE: **XS-XL** SAMPLE SIZE: **M**	SUPPLIER: **Meditex** ISSUE DATE: **01.09.2021** LAST UPDATE: **19.04.2021**

COLOURWAY:



F&F RANGE: **F&F Feel**	STYLE NUMBER: **010421-1628** STYLE NAME: **Balloon Sleeve Cardigan** SEASON: **A/W 2021**	COLOURWAYS: **2** SIZE RANGE: **XS/S/M/L/XL** SAMPLE SIZE: **M**	SUPPLIER: **Meditex** ISSUE DATE: **29.09.2021** LAST UPDATE: **19.04.2021**

COLOURWAY:



TYLE				COLOUR		DELIVERY A = 01.09.21 B = 29.09.21	SIZE						TOTAL	RETAIL
YLE NUMBER	STYLE NAME	SEASON	CATEGORY	NUMBER	NAME	DELIVERY	WEEKS	XS	S	M	L	XL	O/S		
10421-1738	Lucy Sweater Vest	A/W 2021	New Knits	67	Deep Brown	A	16	1	2	3	2	1		9	£ 15.00
10421-1738	Lucy Sweater Vest	A/W 2021	New Knits	69	Chocolate Brown	A	16	1	2	3	2	1		9	£ 15.00
10321-0001	Christine Cable Knit Vest	A/W 2021	New Knits	11	Milky Cream	A	12	2	3	4	3	2		14	£ 16.00
10321-0001	Christine Cable Knit Vest	A/W 2021	New Knits	67	Deep Brown	A	12	2	3	4	3	2		14	£ 16.00
10321-0001	Christine Cable Knit Vest	A/W 2021	New Knits	54	Burnt Orange	A	12	2	3	4	3	2		14	£ 16.00
10421-1839	Kay Cable Knit Jumper	A/W 2021	New Knits	11	Milky Cream	B	12	2	2	3	3	2		12	£ 18.00
10421-1628	Balloon Sleeve Cardigan	A/W 2021	New Knits	11	Milky Cream	B	16	1	1	2	2	2		8	£ 16.00
10421-1628	Balloon Sleeve Cardigan	A/W 2021	New Knits	24	Olive	B	16	1	1	2	2	2		8	£ 16.00
10421-1236	Courtney Belted Cardigan	A/W 2021	New Knits	64	Khaki Tan	B	16	1	1	2	2	2		8	£ 18.00
10421-1236	Courtney Belted Cardigan	A/W 2021	New Knits	54	Burnt Orange	B	16	1	1	2	2	2		8	£ 18.00
10421-1524	Sweat Zip	A/W 2021	Lounge	64	Khaki Tan	B	12	2	2	2	2	2		10	£ 14.00
10421-1524	Sweat Zip	A/W 2021	Lounge	24	Olive	B	12	2	2	2	2	2		10	£ 14.00
10421-1524	Sweat Zip	A/W 2021	Lounge	67	Deep Brown	B	12	2	2	2	2	2		10	£ 14.00
10421-1216	Feel Logo Hoodie	A/W 2021	Lounge	11	Milky Cream	B	12	2	2	2	2	2		10	£ 14.00
10421-1216	Feel Logo Hoodie	A/W 2021	Lounge	29	Khaki Olive	B	12	2	2	2	2	2		10	£ 14.00
10421-1216	Feel Logo Hoodie	A/W 2021	Lounge	100	Jet Black	B	12	2	2	2	2	2		10	£ 14.00
10421-2129	Cuffed Jogger Sweat	A/W 2021	Lounge	11	Milky Cream	B	12	2	3	3	2	2		12	£ 12.50
10421-2129	Cuffed Jogger Sweat	A/W 2021	Lounge	64	Khaki Tan	B	12	1	2	2	2	1		8	£ 12.50
10421-2129	Cuffed Jogger Sweat	A/W 2021	Lounge	29	Khaki Olive	B	12	1	2	2	2	1		8	£ 12.50
10421-2129	Cuffed Jogger Sweat	A/W 2021	Lounge	69	Chocolate Brown	B	12	2	2	2	2	2		10	£ 12.50
10421-2129	Cuffed Jogger Sweat	A/W 2021	Lounge	100	Jet Black	B	12	2	3	3	3	2		13	£ 12.50
10321-1154	Skye Shirt Co-ord	A/W 2021	Trend Focussed	64	Khaki Tan	A	16	1	2	2	1	1		7	£ 30.00
10321-1154	Skye Shirt Co-ord	A/W 2021	Trend Focussed	29	Khaki Olive	A	16	1	2	2	1	1		7	£ 30.00
10321-1154	Skye Shirt Co-ord	A/W 2021	Trend Focussed	69	Chocolate Brown	A	16	1	2	2	2	2		9	£ 30.00
10321-1154	Skye Shirt Co-ord	A/W 2021	Trend Focussed	112	Warm Tigre	A	16	1	1	2	1	1		6	£ 30.00
10321-1154	Skye Shirt Co-ord	A/W 2021	Trend Focussed	100	Jet Black	A	16	1	2	2	2	2		9	£ 30.00
10321-0023	Belted Katie Blazer	A/W 2021	Trend Focussed	64	Khaki Tan	A	20	1	3	3	3	2		12	£ 28.00
10321-0023	Belted Katie Blazer	A/W 2021	Trend Focussed	100	Jet Black	A	20	1	3	3	3	2		12	£ 28.00
10421-1656	Puffer Quilted Coat	A/W 2021	Trend Focussed	11	Milky Cream	A	20	2	3	4	3	2		14	£ 45.00
10421-1656	Puffer Quilted Coat	A/W 2021	Trend Focussed	100	Jet Black	A	20	2	3	4	3	2		14	£ 45.00
10421-1306	Pleated Beanie	A/W 2021	Accessories	11	Milky Cream	A	16						10	10	£ 8.00
10421-1306	Pleated Beanie	A/W 2021	Accessories	67	Deep Brown	A	16						6	6	£ 8.00
10421-1306	Pleated Beanie	A/W 2021	Accessories	100	Jet Black	A	16						10	10	£ 8.00
10421-1236	Elin Fur Ear Muffs	A/W 2021	Accessories	29	Khaki Olive	B	16						8	8	£ 6.00
10421-1236	Elin Fur Ear Muffs	A/W 2021	Accessories	100	Jet Black	B	16						10	10	£ 6.00
10421-1511	Sophie Hooded Scarf	A/W 2021	Accessories	54	Burnt Orange	B	16						6	6	£ 8.00

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