



Design is music... Europeans United

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With all senses – development of a textile license collection for a German brand, supported by a synaesthetic concept

Inspired by industrial company *thyssenkrupp* the women's sports line was developed by design student Anna Droemont in relation to dynamics and progress. Next to the goal of an aesthetically appealing design and the promotion of a positive physical feeling, the focus of the collection is its functional practicability. For that purpose the clothing items were equipped with a special mint scent, which creates a cooling sensation of the material when it gets wet and also causes the fabric to exude a refreshing minty smell. Another positive quality of the mint is its antibacterial and invigorating effect. All items of the collection can be combined with each other arbitrarily in order to facilitate the customer's process of putting together her exercise wardrobe. Additionally, each clothing item has a different practical function for athletes, for example headphone holders, removable parts, ventilation openings or reversible wearing options. Particular attention was paid to the choice of materials regarding different areas of the body. Body parts that tend to produce more sweat are getting cooled down by a coordinated pattern and specifically selected fabrics. Consequently, due to the usage of functional materials, moisture can be transported away from the body.

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