

Sheltersuit to consumer – Summary

Sheltersuit is a young and vibrant foundation, eager to make its mark in the world. By manufacturing the Sheltersuit, a wind- and waterproof coat, the foundation provides homeless with a warm shelter.

The manufacturing of Sheltersuits is done by volunteers, mostly Syrians, who fled their country because of the ongoing civil war. To usefully spend their time while waiting on a residence permit, they contribute to the manufacturing of sheltersuits. In return, these volunteers get additional language courses and the possibility to gain some experience on the Dutch labour market.

With this project, Sheltersuit wants to compensate partially for the costs made by distributing free coats to the homeless. Sheltersuit already has a little experience in the business to business market. However, to increase the familiarity of their brand and to spread their message, the foundation wants to reach a broad, new target group. This way Sheltersuit hopes to activate people all around the world to help others in need.

Sheltersuit already has great connections with renowned brands like Nomad and Ten Cate. To boost the familiarity of its brand, Sheltersuit would benefit greatly from entering into a co-production with these partners. This way Sheltersuit can anchor on the familiarity of these brands and make a successful debut on the consumer market.

Focusing on a co-production with Nomad, three concepts have been made: a travel pillow, a drawstring backpack and a modular backpack. These concepts have been assessed by Sheltersuit as well as Nomad. Both parties favoured the idea of a modular backpack. This innovative backpack consists out of two parts: A Nomad and a Sheltersuit part. Both parts are manufactured separately to simplify the co-production. The design of the backpack focuses on the outdoor market, due to Nomad's familiarity on this market. In the design, characteristic design features of Nomad, as well as Sheltersuit, have been added to make the product stand out on the current market.