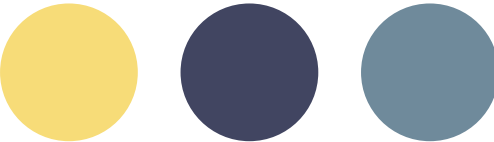


A felxible Jacket for Patagonia.
Customers can buy seperate components of the
jacket according to their needs. This allows the user
to create their very own combination of the jacket
with the possibiltiy of adding patches and
switching up seperate elements in different colours.

The customer can swap different elements with
friends or at the Patagonia Store.



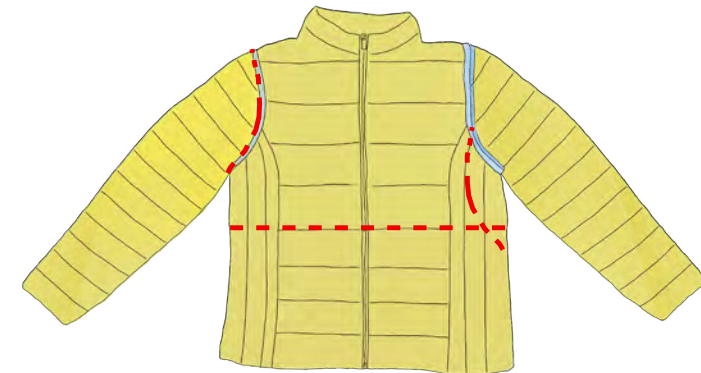
Colour palette



Colour palette



Patches



Jacket elements



Make it
your own.

This flexible jacket can be adapted
through adding seperate elements. It
accomodates different climates and
seasons. Your can wear it all year adding
elements of your choice to create your
very own and unique jacket.

patagonia

jacket variations

circular product design



Gilet



Gilet
Scarf / Jacket extender



Gilet
Sleeves



Gilet
Sleeves
Jacket extender



Gilet
Sleeves



Gilet
Sleeves
Small gilet



Gilet
Sleeves
Small gilet



Sleeves
Small gilet



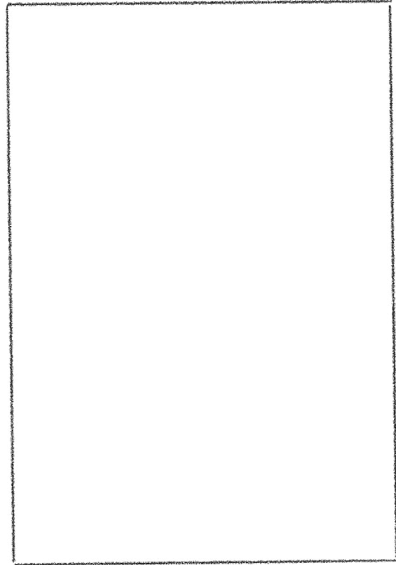
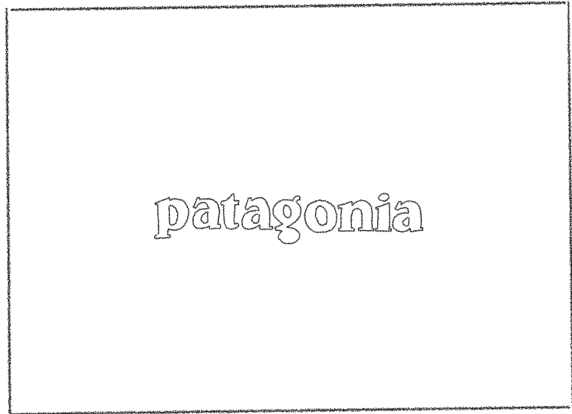
Snod



Gilet
Sleeves
Snod



Brand activism



Poster made of packaging



Fabric bag as packaging