

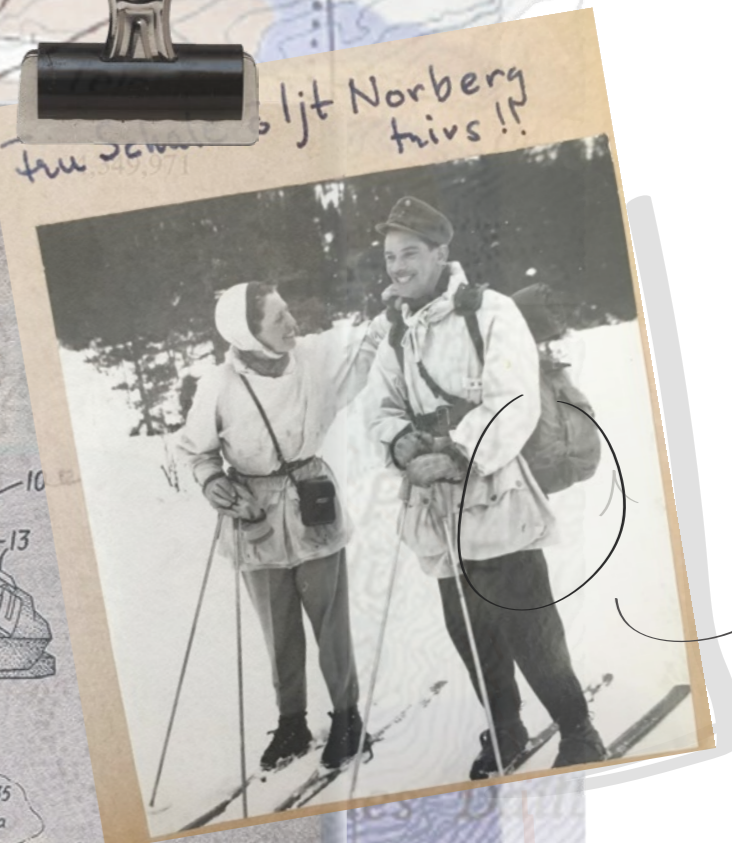
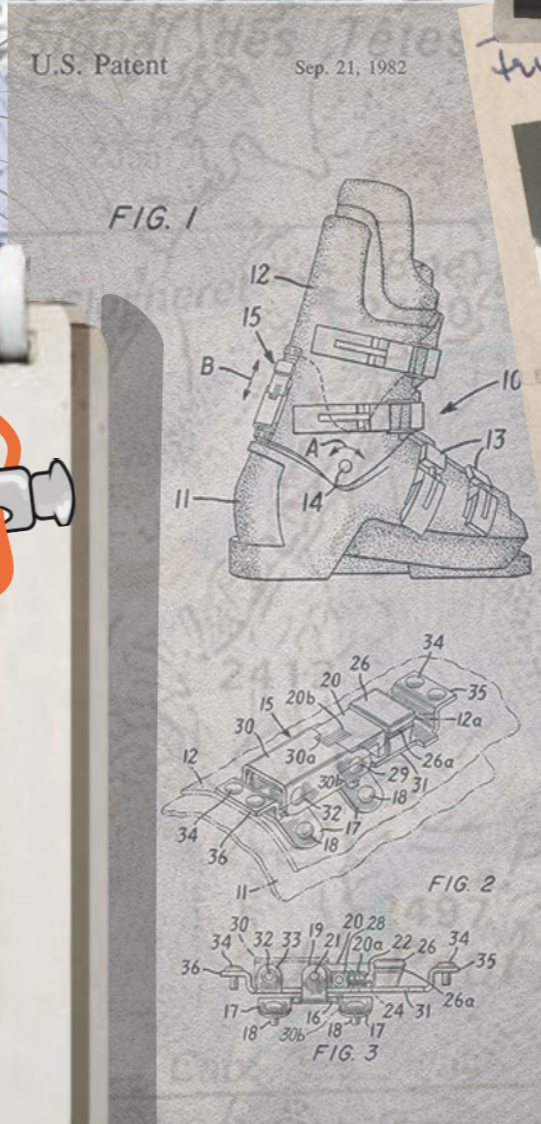
NT:2W

No Time To Waste Time's mission was to produce a product range and promotional film, inspired by the sentimental value held in the film photography of my family ski holidays. This has been implemented in a nostalgically driven colour palette derived from my family members utilitarian skiwear. Organic ski surroundings and the ski map routes from holiday destinations have informed my interchangeable and detachable silhouettes. The practicality of the ranges pioneering innovations such as 100% waterproof quilting and transformable balaclava/ skirt to bag designs are demonstrated within the film. This echoes the aesthetic of a personal home video, enticing customers with it's comforting, and heart felt concept.

The digital clock logo of my brand resembles the dates found at the bottom of family film photography, as well as an abbreviated term I used to exclaim at the top of the ski slopes, "There's No Time to Waste Time". Moments like these were documented on my father's vintage camera, which I have utilised within the making of NT:2W's film to acknowledge the current nostalgia movement driven by target audience, Generation Z. There really is no time to waste when it comes to the rate of our consumption. Therefore, NT:2W urges customers to recognize their ability to combat climate change, in a notion to protect our deteriorating ski landscapes from the consequences of the fashion industry.



*climbers equipment
inspiring toggle
design.*



*Overhead silhouette
& product*

vintage sports magazine aesthetic
as branding inspiration.



vintage style quilting
inspiration

imagery from father's ski
trips to inform branding
aesthetic

NT:2W

colour palette inspiration
from families ski wear and
rock formations in
mountainous ski settings

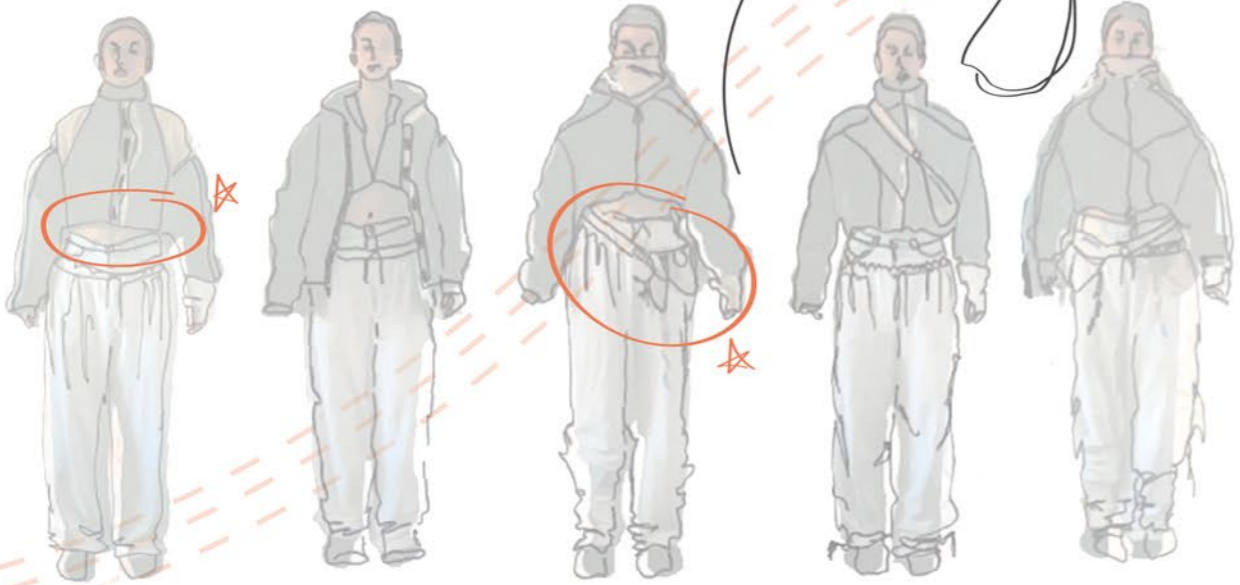
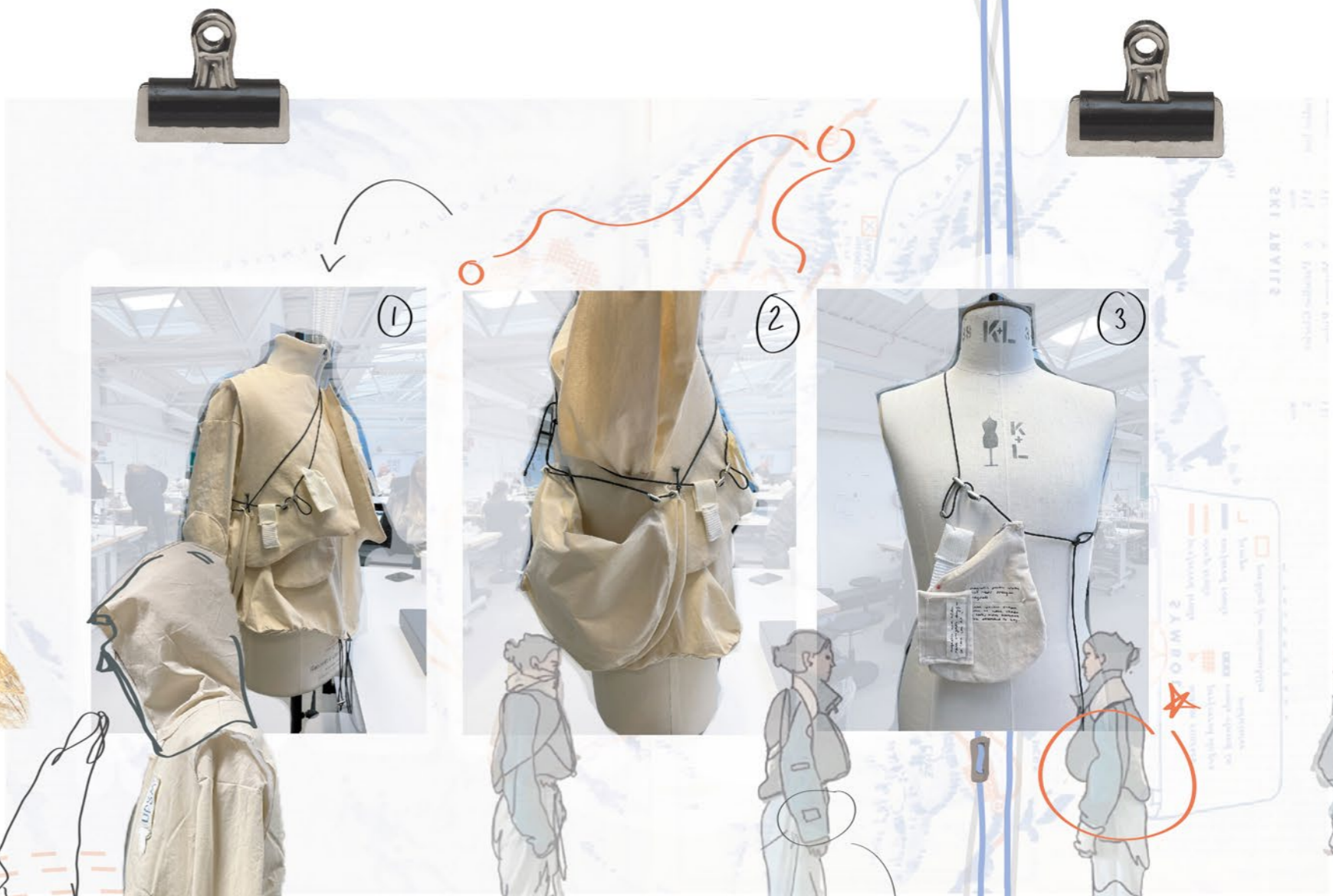


organic formations
on top of
infrastructure



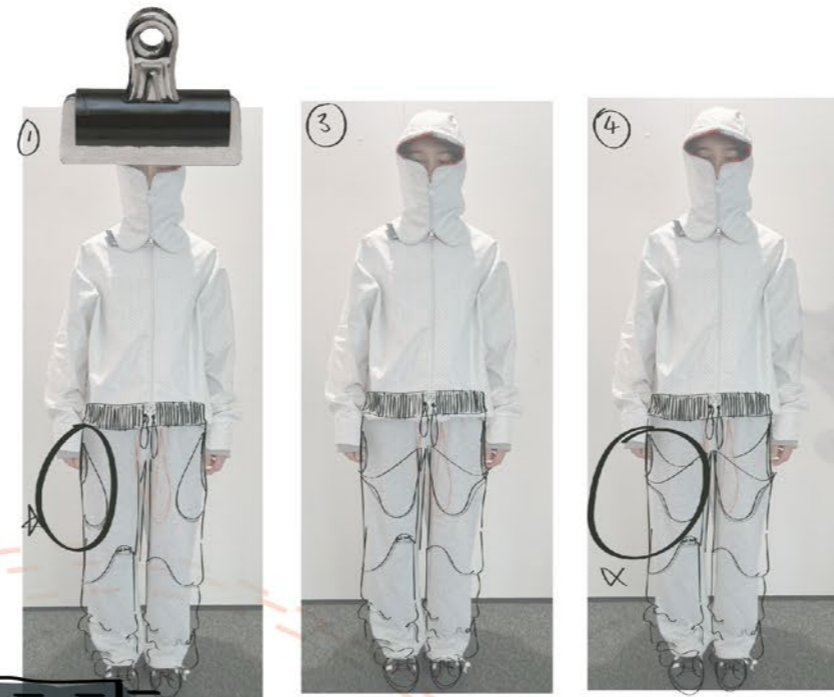
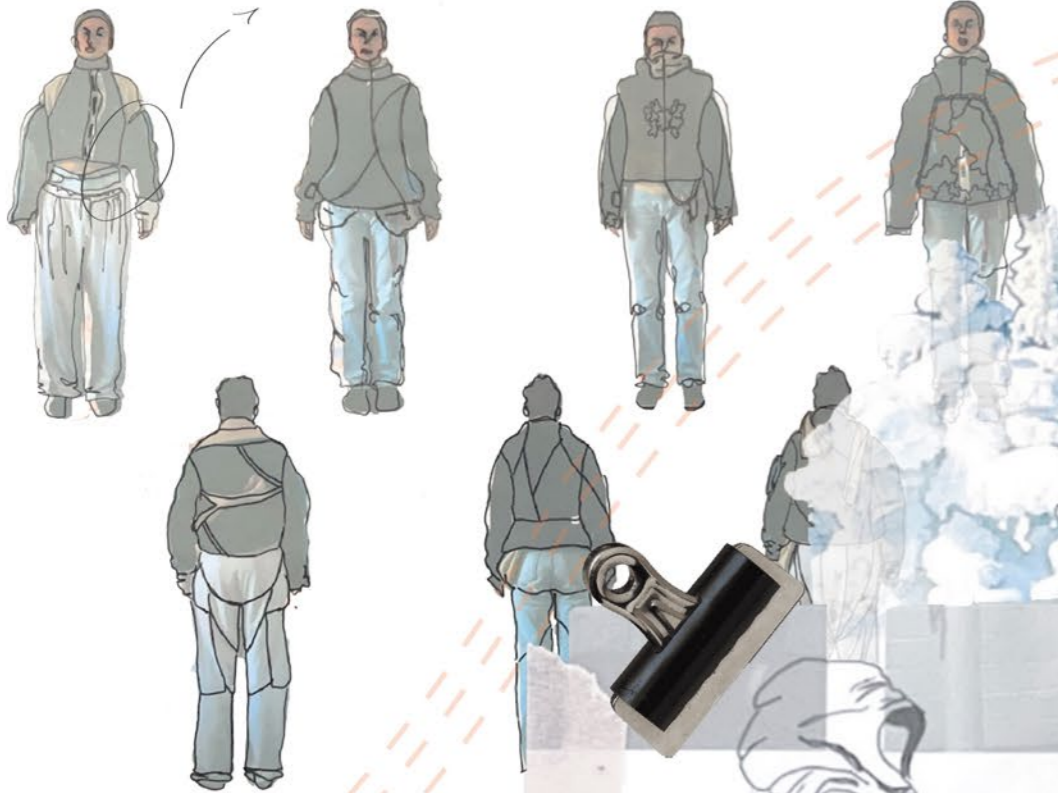
→ layered designs
inspired by ski thermals.

ski map routes informed my detachable cross body accessory holder, which is situated in the lining of the jacket, similar to how you open a ski map

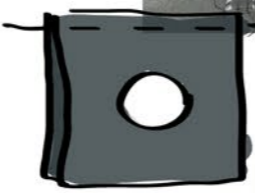


→ kahadava to cross body bag, that magnetic accessories can attach to

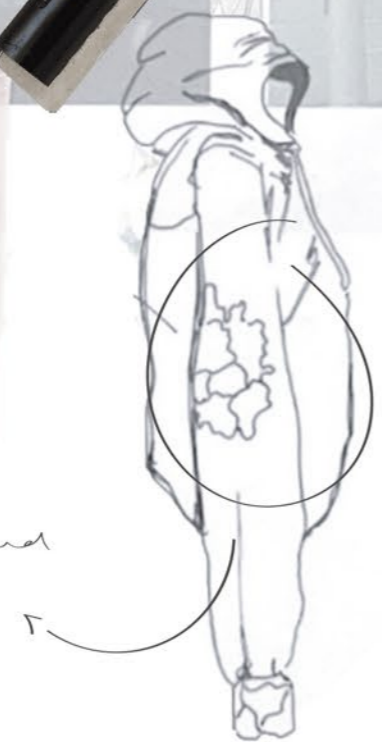
*cropped form
overlayer, demonstrating
the layers.*



*pocket
shape
development*



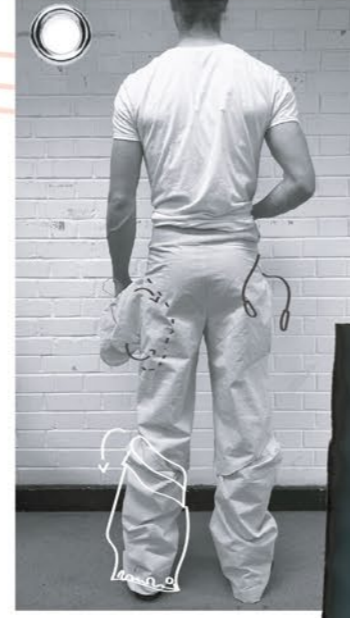
*practical elbow
for storage / padded
elbow pads.*



sewn in magnets within inner of
linings to create a sleek and
minimalistic aesthetic, ensuring
products can be easily styled with
customers already formed timeless
wardrobes



adjustable toggles for inclusive unisex sizing.



Rolland Fogel's body No. 10000000
Taken at Forest Hill



short transforms into bag

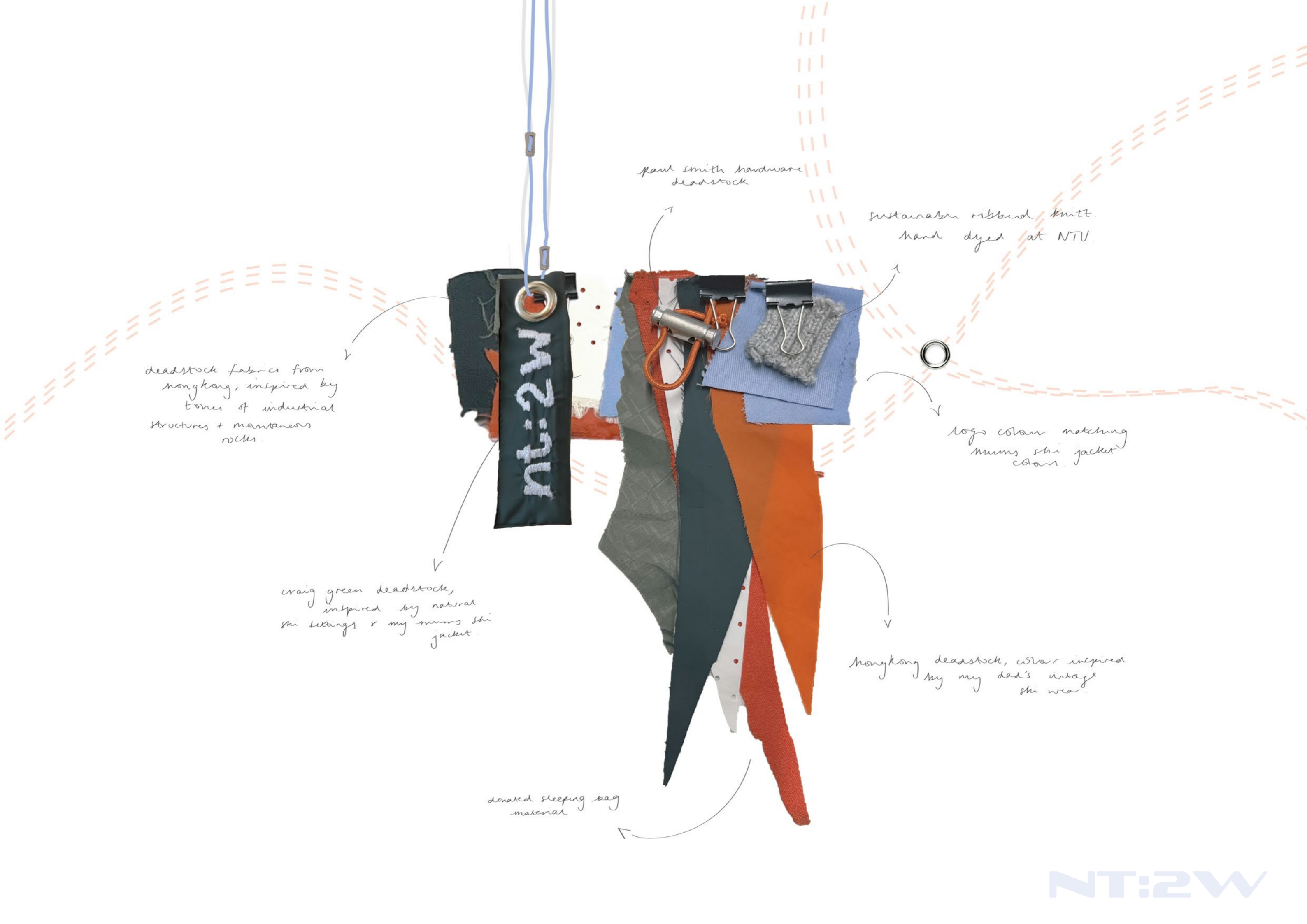


nt2w quilted logo.

strategic embroidered logo placements in correlation with eyelet positions, enables the products to be detachable and adjustable through the use of elasticated cord.



NT:2W



Paul Smith hardware
deadstock

sustainable ribbed knit
hand dyed at NTU

deadstock fabric from
hongkong, inspired by
tones of industrial
structures + mountains
rocks.

logo color matching
mums ski jacket
color.

craig green deadstock,
inspired by natural
ski settings + my mums ski
jacket.

hongkong deadstock, color inspired
by my dad's vintage
ski wear.

donated sleeping bag
material

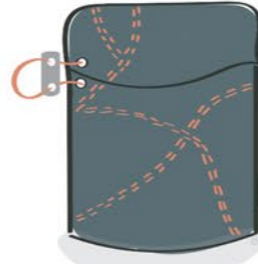
magnetic card holder



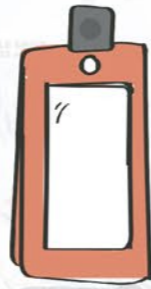
magnetic coin purse



ultra-sonic welded flask case



magnetic phone holder



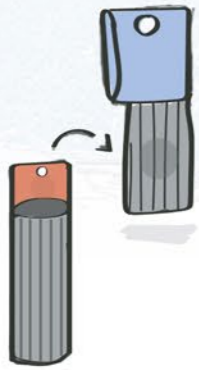
across body magnetic accessory holder



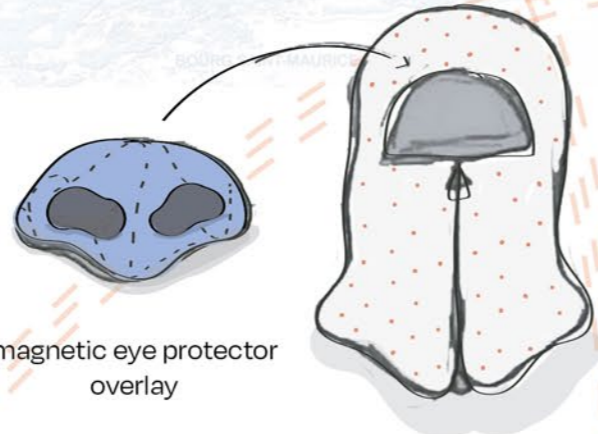
balaclava bag



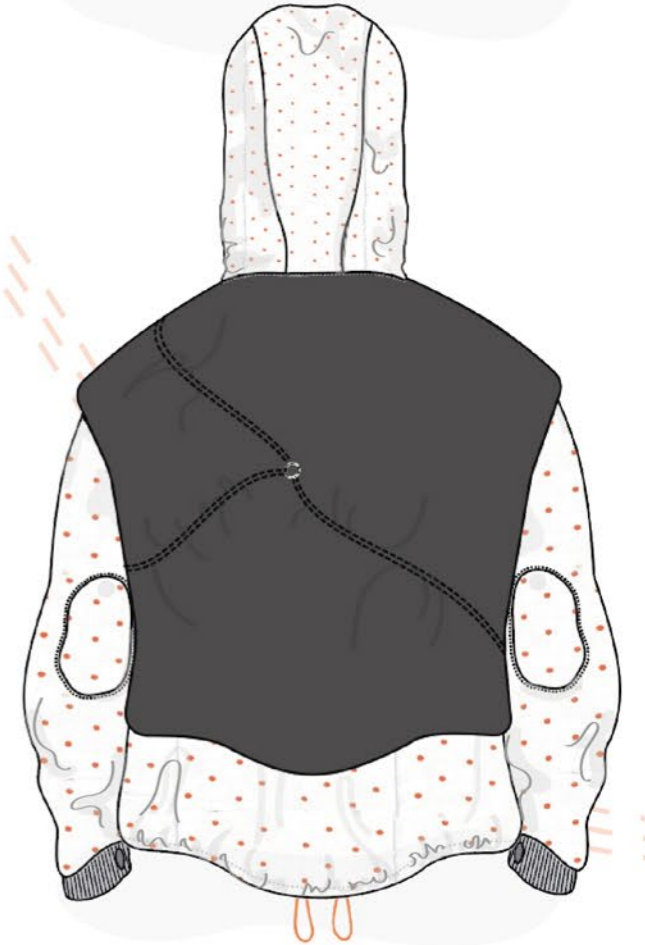
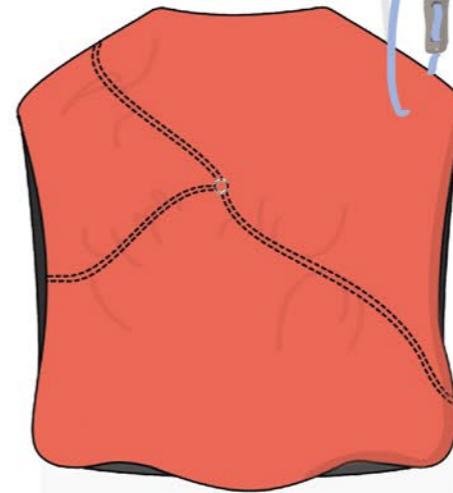
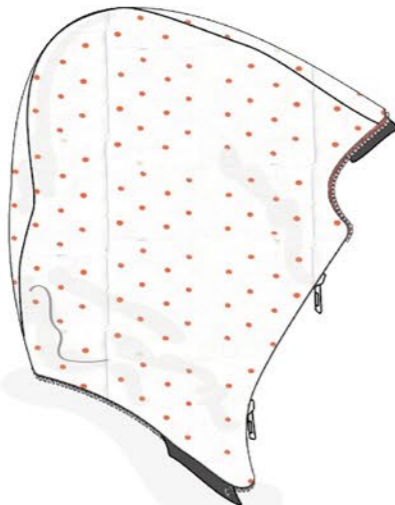
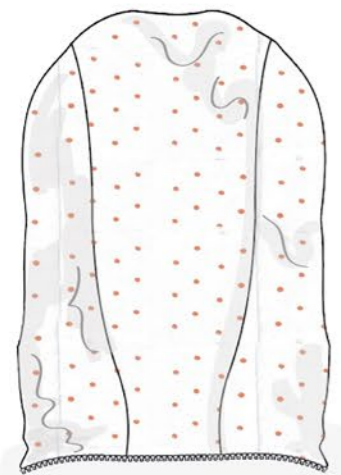
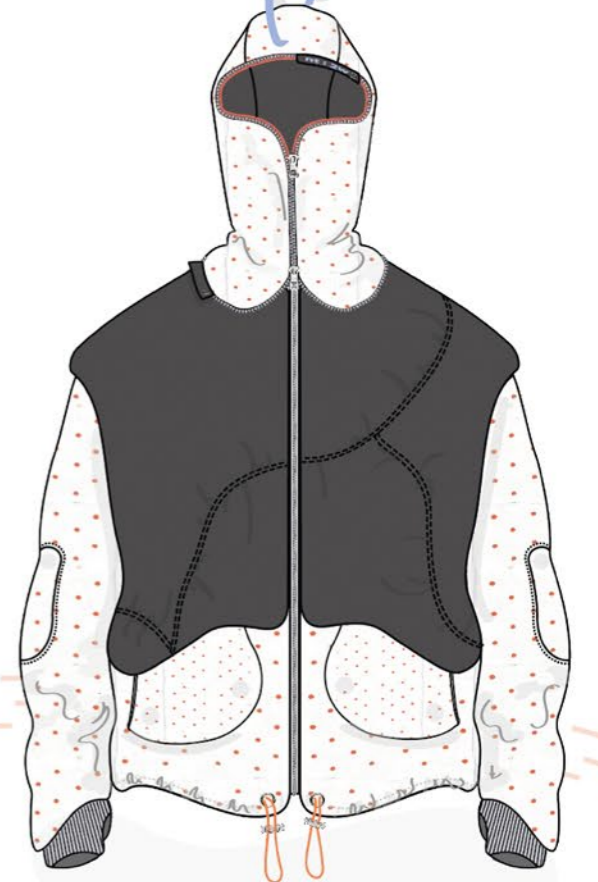
magnetic lighter case



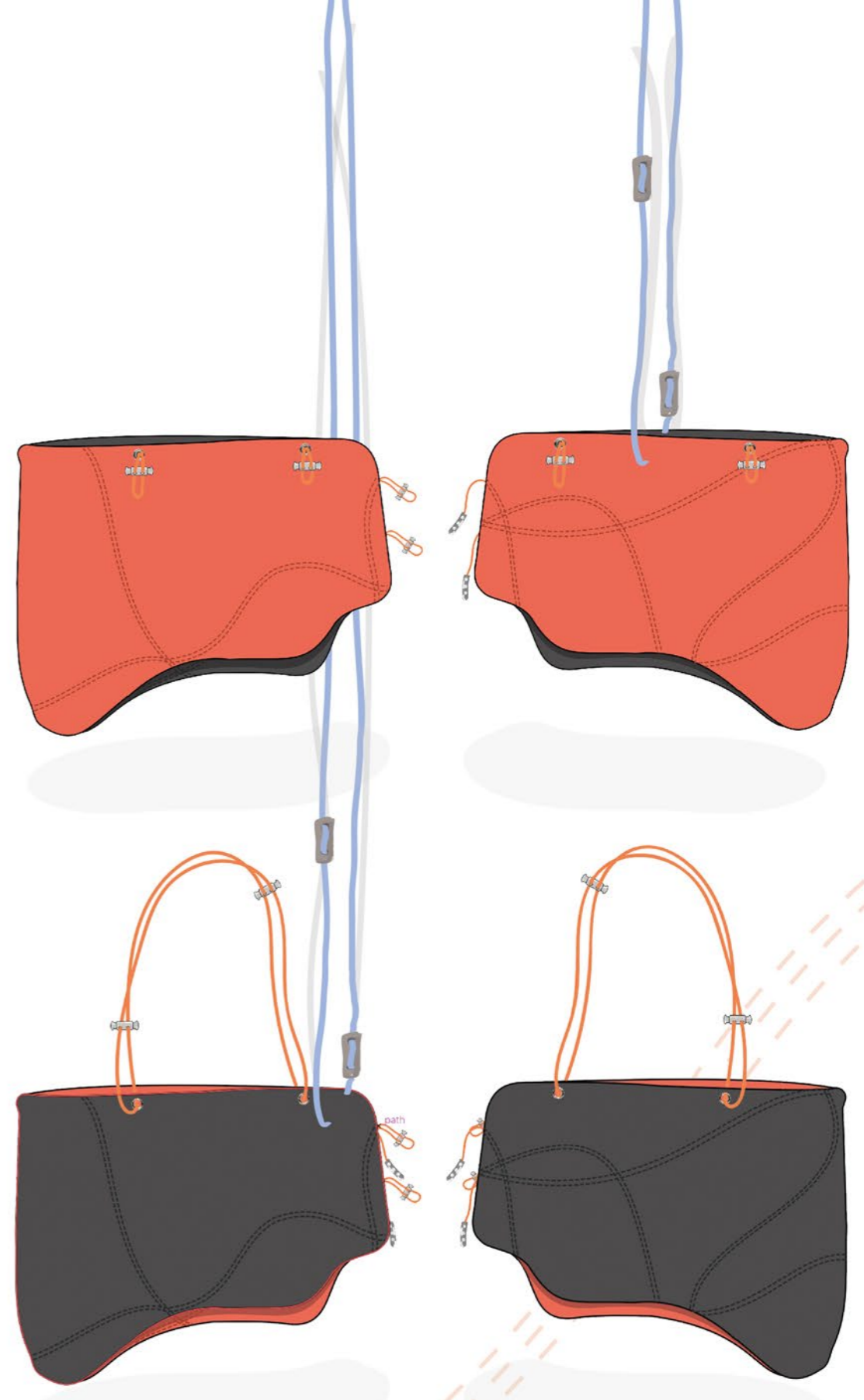
magnetic eye protector overlay



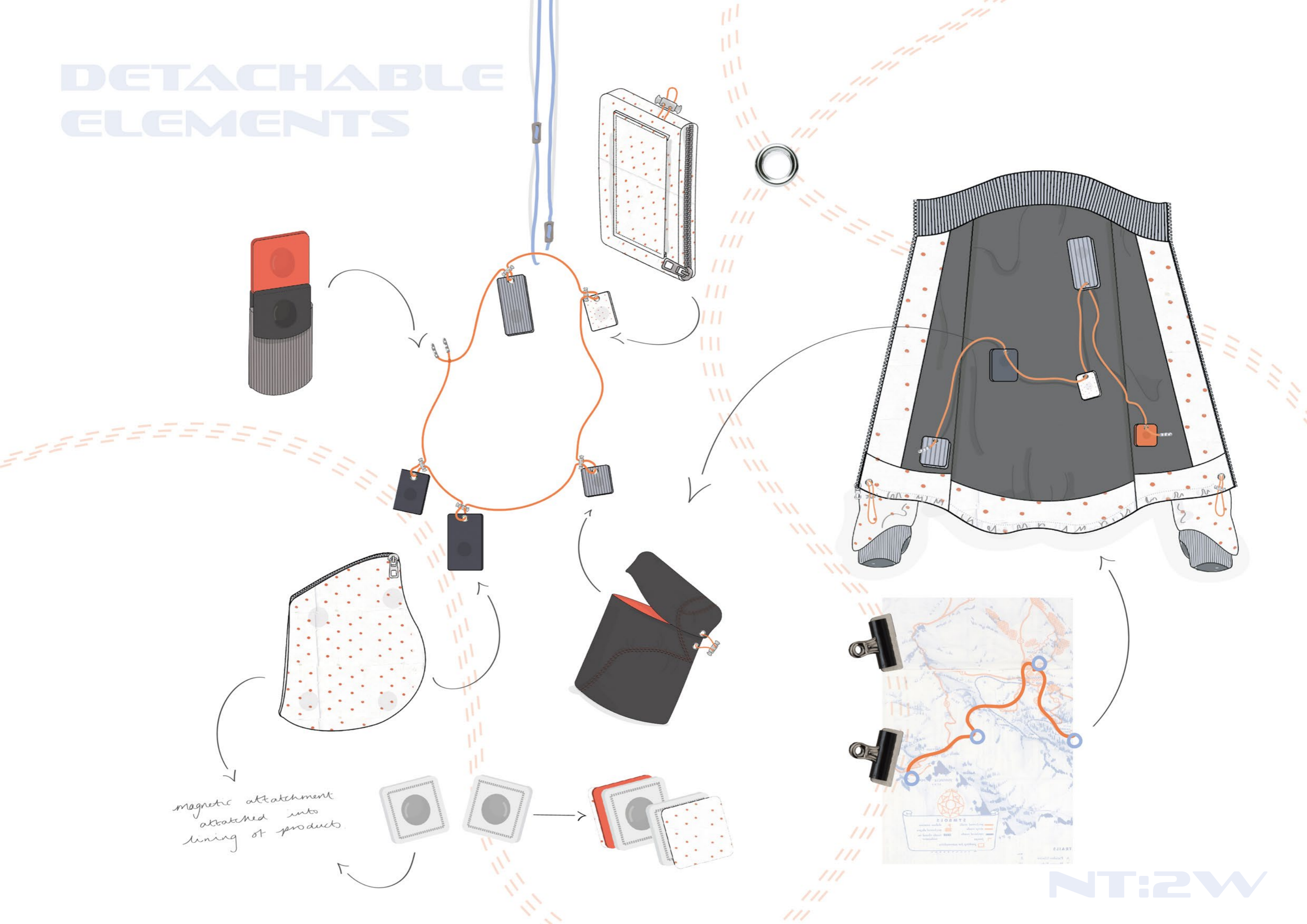
PRODUCT RANGE



PRODUCT RANGE



DETACHABLE ELEMENTS



magnetic attachment attached into lining of product.





NT:2W