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ABOUT THE BRAND

Avgörande (Swedish) translates to “crucial” and a “deciding moment.” The company is driven by the personal application of emotion to activities that have little to no purpose, with influences of extreme sports, exploration and freedom creating the brand slogan “Finding purpose in meaningless exploration”. Those who explore extreme terrains are putting their life at risk for unexplained reasoning.

Avgörande aims to personify the environment; mountains, tents, topography and specific details such as climbing rock holds. The brand’s identity is also about personal expression, so implemented into fabrication is music visualisation and personal photography.

In the 21st century it is no longer a choice to be environmentally conscious, it is now imperative that action is taken. Avgörande focuses on the importance of owning a small amount of garments that are multi-functional, long lasting. Buy once, use constantly. Exploring systems of sourcing and re-using already-created garments for fabrication is an idea in motion in the brand.





AVGÖRANDE

FINDING PURPOSE IN MEANINGLESS EXPLORATION



GEODESIC = PENTAGONS, HEXAGONS, TRIANGLES

BRITISH MILITARY
FOUL WEATHER
CAPE 1917-1945

STRONG SUPPORT ALL-WEATHER



British Military Foul Weather Cape
Maker unknown
1917-1945
Initially issued to British soldiers during the First World War, the MKVII cape buttons up the front and has a large high collar to keep the water out. It could also be used as a waterproof groundsheet and a shelter to keep soldiers dry.
Rubberised Canvas



CHOOSING THE
CORRECT
CLIMBING ROUTE

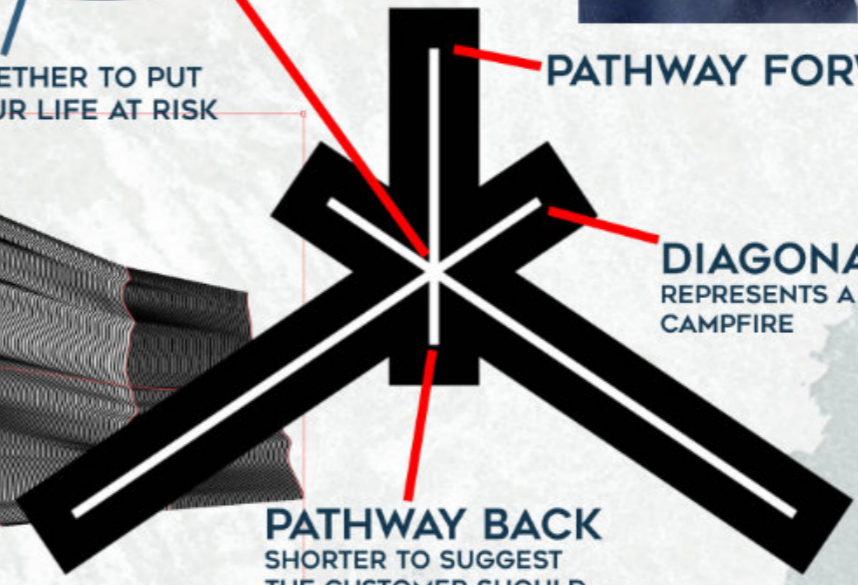
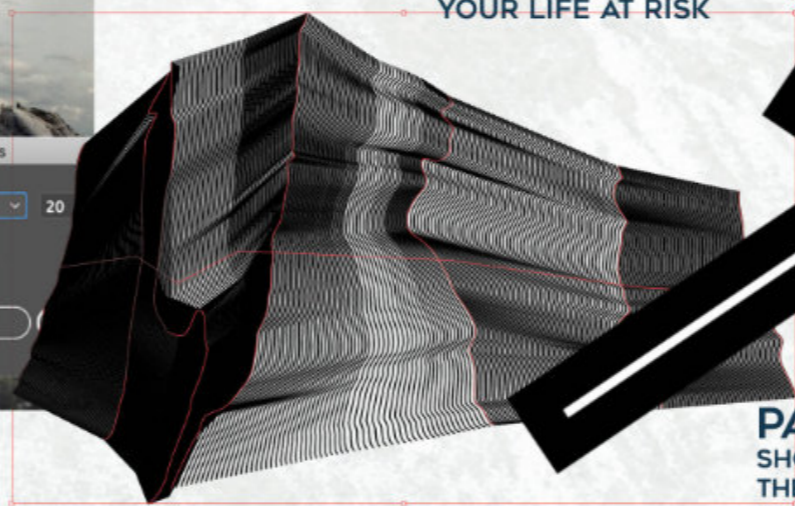
A DECIDING
MOMENT

WHETHER TO PUT
YOUR LIFE AT RISK

PATHWAY FORWARD

DIAGONAL STRUCTURE
REPRESENTS A MOUNTAIN, TENT, AND
CAMPFIRE

PATHWAY BACK
SHORTER TO SUGGEST
THE CUSTOMER SHOULD
KEEP MOVING FORWARD,
DESPITE THE OPTION TO
GIVE UP



SYSTEM PROPOSAL

ETHOS CORE: MULTIFUNCTIONAL RECYCLING



PHEOBE ENGLISH

PATCHWORK
6 DIFFERENT FABRIC REMNANTS
REVERSED DESIGN METHOD:
DESIGN AROUND FABRIC AVAILABLE



CHRISTOPHER RAE BURN

UPCYCLING MILITARY SURPLUS
DESIGN FROM PRODUCT



1. SOURCING RESPONSIBLY

2. MULTIFUNCTIONAL GARMENTS

3. ZERO WASTE PATTERN CUTTING

4. USING OFFCUTS AND REMNANTS TO CREATE
EXTRA FUNCTIONALITY (POCKETS, STORAGE)
OR TO BE PATCHED TOGETHER FOR OTHER NON
FASHION PRODUCTS SUCH AS FURNITURE &
HOMEWARE



DUCK-FEATHER SOURCED
FROM EBAY OLD SOFA

REPURPOSING FURNITURE THAT
WOULD'VE BEEN PUT INTO
LANDFILL

ARGUABLY MORE SUSTAINABLE
THAN SUSTAINABLY CREATED
SYNTHETIC



**MALLEABLE CABLE
IN THE HOOD =
ADDITIONAL WIND
+ RAIN SUPPORT**

**BODY STRAP TO
PREVENT JACKET FALLING**

DRAPE 3

HOLDS = HORIZONTAL GATHERING



2CM EXTRA LENGTH
NEEDED FOR A 1CM PLEAT



STILL NOT
ENOUGH TUCK



CLIMBING ROUTE =
ELASTIC CHANNEL

NEEDS MORE WIDTH
ON BACK PATTERN

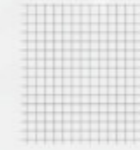
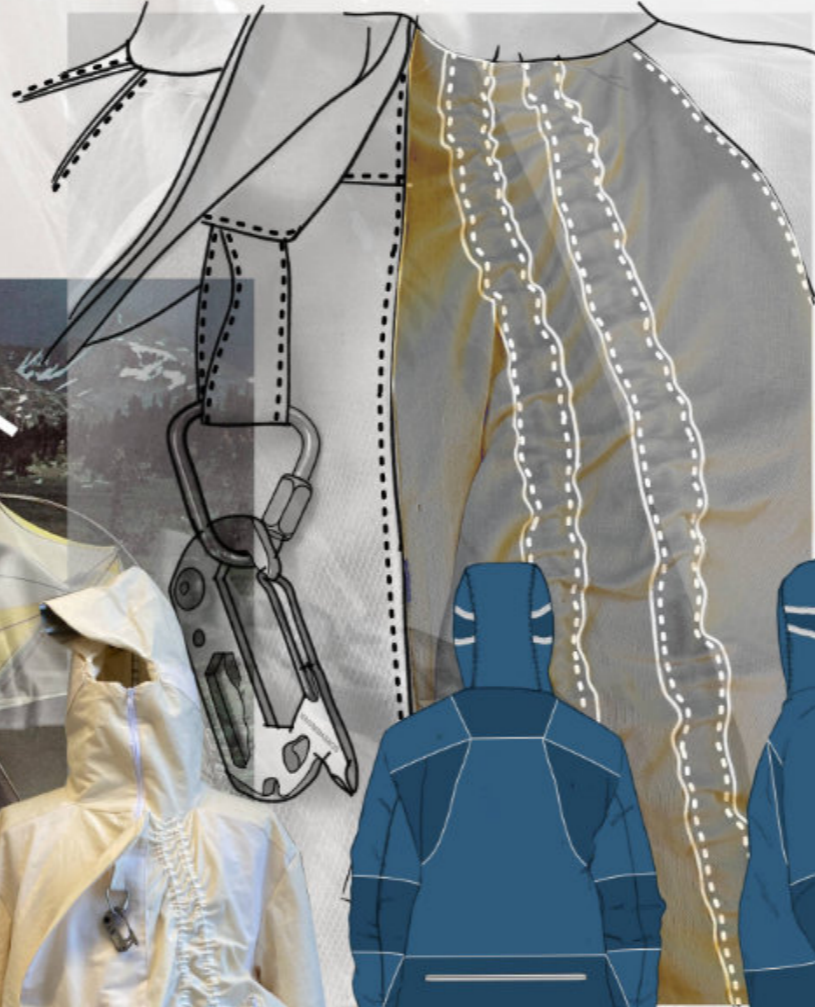
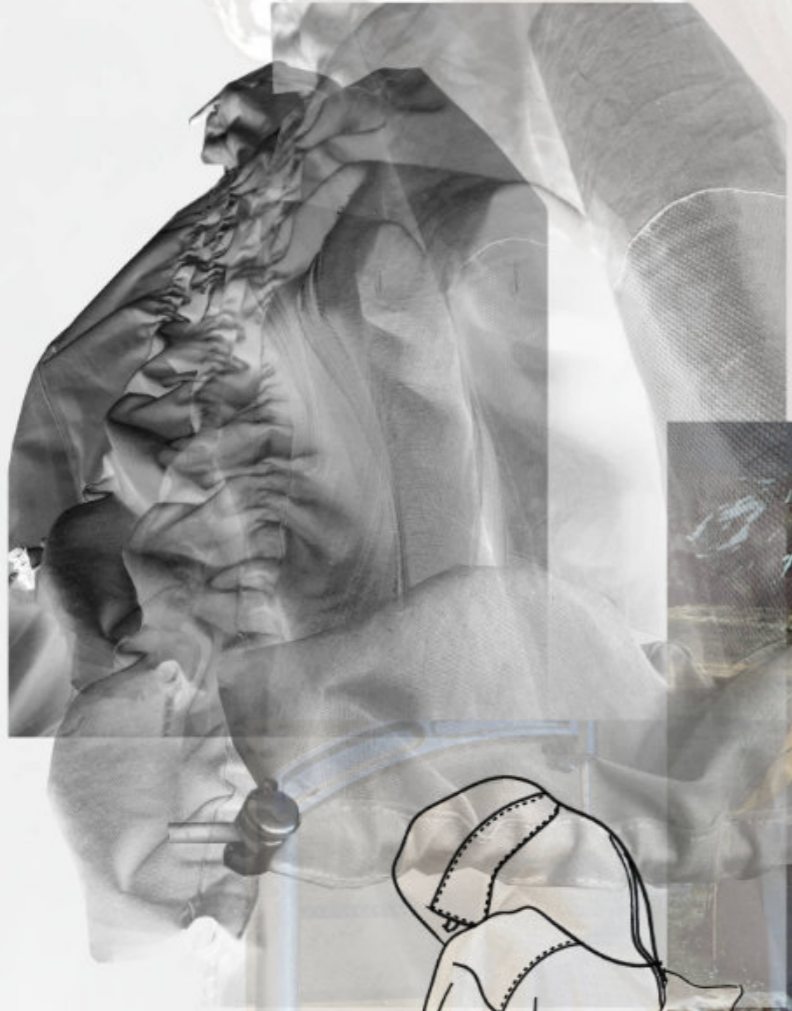




ONE POCKET LOOKS STYLISED WITH THE LOGO ON THE OPPOSITE LEG, HOWEVER, THE FUNCTIONALITY DISSIPATES.

GEODESIC TENT 1977

AVGÖRANDE



M1 Ventilator Mesh
Point North/profabrics



RS1 Reflective Fabric
Pointnorth/profabrics



#2f5b7d



#214662



**PLAYFUL +
ADJUSTABLE**



**GUSSET
CLOSED**

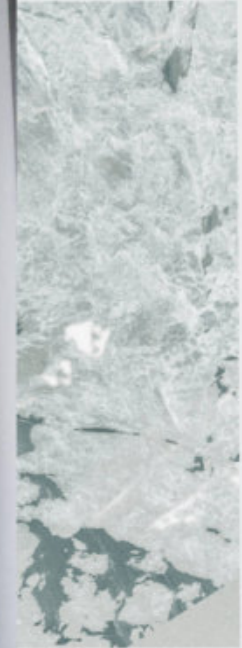
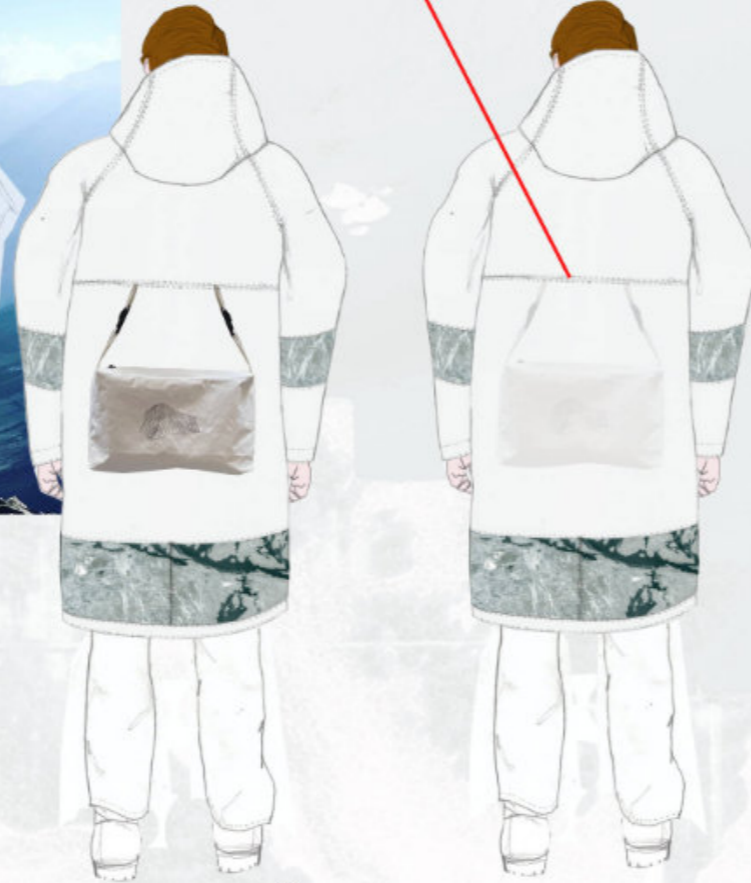


**GUSSET
OPEN**





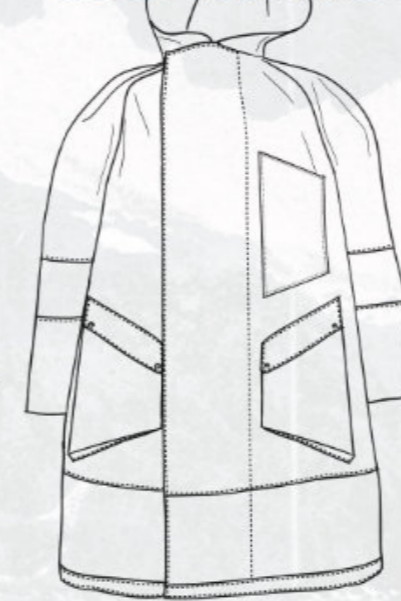
JACKET UNZIPS ALONG SEAM
BAG TUCKS INSIDE JACKET FOR
WATERPROOFING + PROTECTION



BAG IS JUST LAYING ON
TOP, NOT INCORPORATED
INTO THE JACKET

REMOVE SEAM IN THE CENTER:
-CREATES AREA TO SLASH FOR
BAG OPENING
-WILL COST MORE TO PRODUCE

EXTRA PIECE ON THE TOP
CREATES ANOTHER DIMENSION
TO THE GARMENT AND MORE
PROTECTION FOR THE BAG

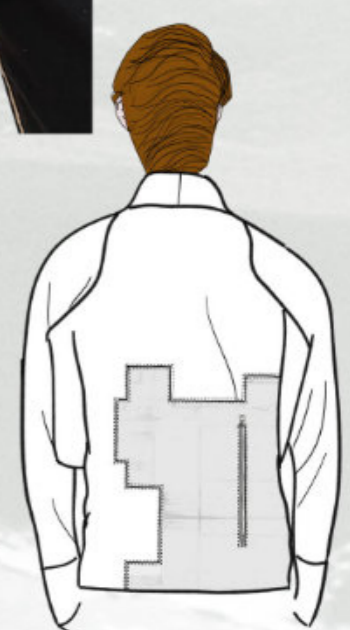


DIAGONAL OPENING IS THE
SAME ANGLE AS THE POCKETS
ON THE FRONT



THE TOP PIECE ECHOES
THE JACKET IN LOOK 4

COMPRESSION

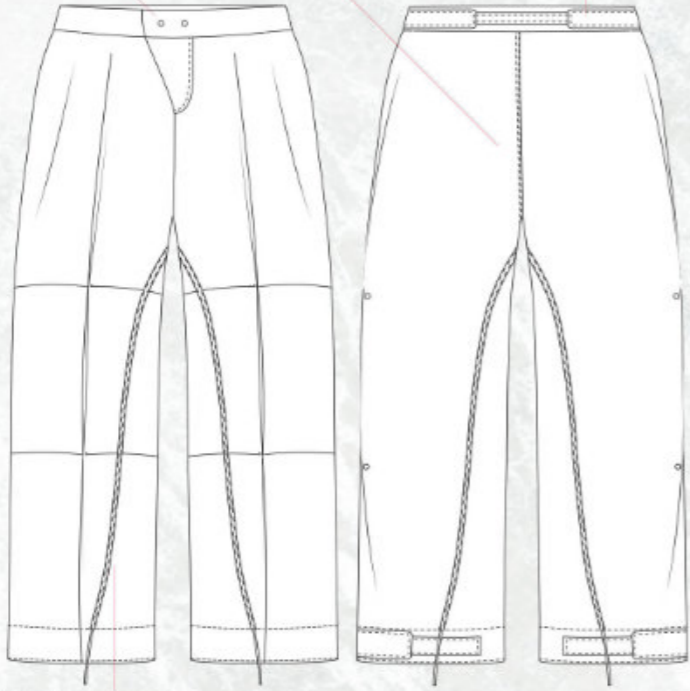




avgorande snap fastener
printed logo

twin needle stitching

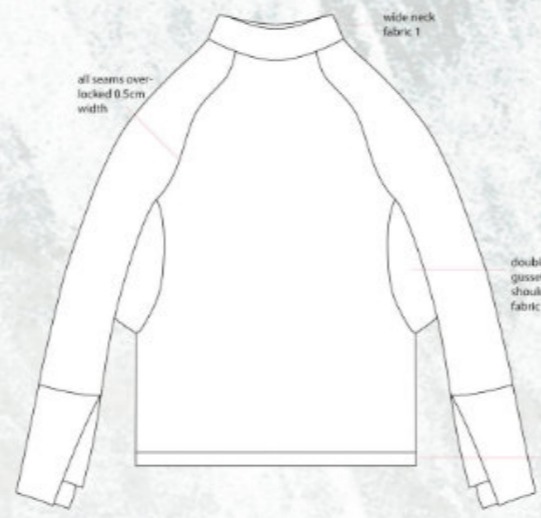
topstitching 0.2cm velcro strap



elastic channel
0.1cm topstitch either
side

wide neck
fabric 1

all seams overlapped
0.5cm
width



one piece neck-
line seam at C.B

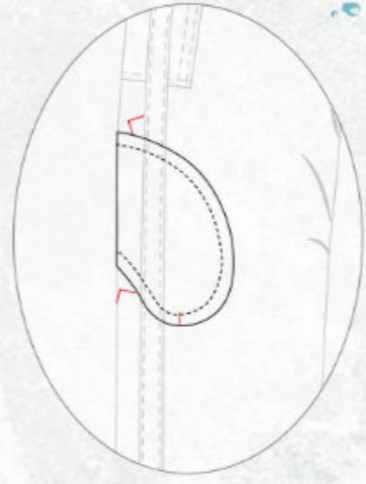
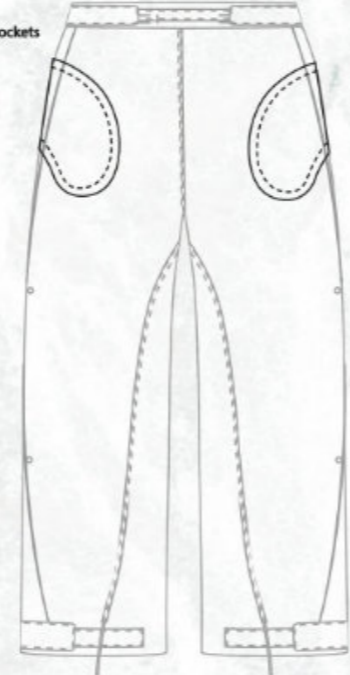
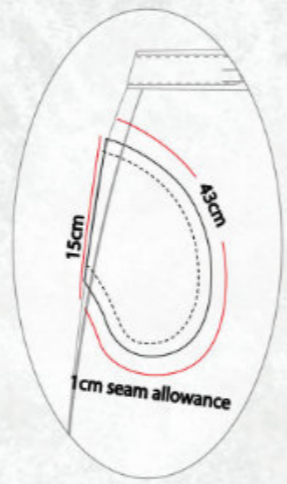
collar top-
stitched into
bodice

double layered
gusset, drop
shoulder
fabric 1

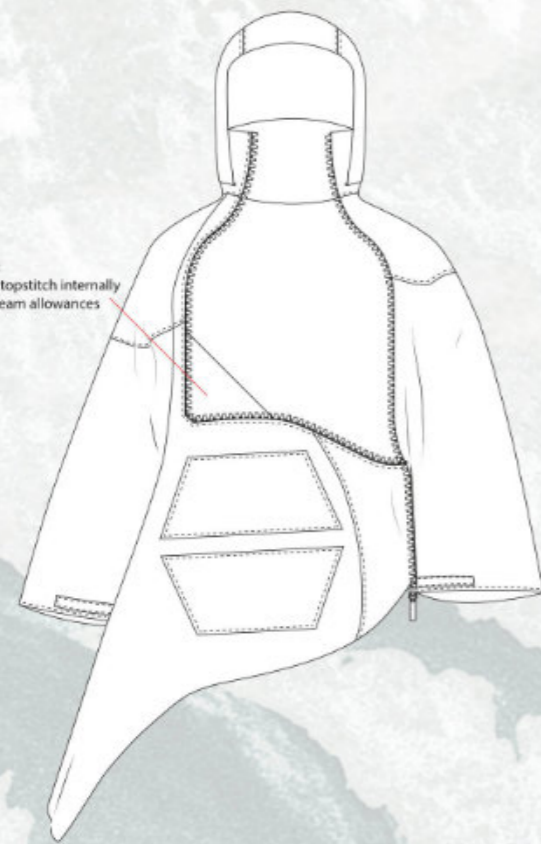
rolled hem
fabric 1



internal pockets



gusset
0.2cm topstitch internally
both seam allowances

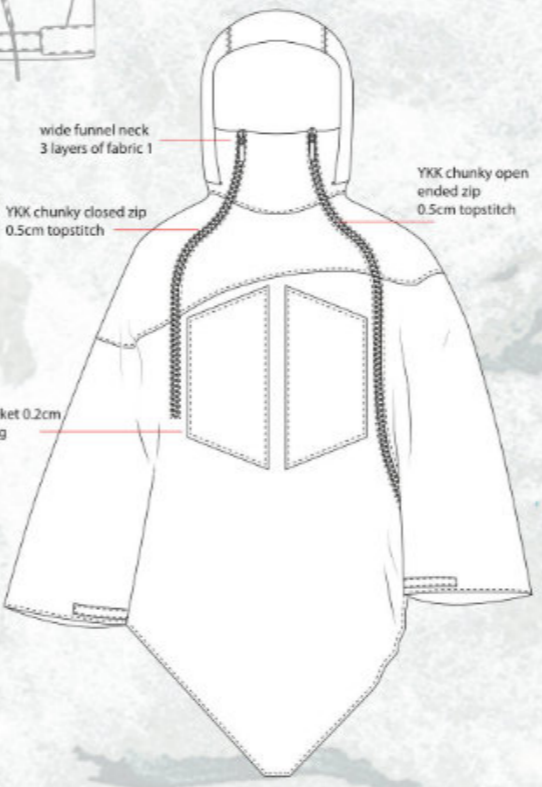


Velcro Brand
20mm width
0.2cm topstitching

wide funnel neck
3 layers of fabric 1

YKK chunky closed zip
0.5cm topstitch

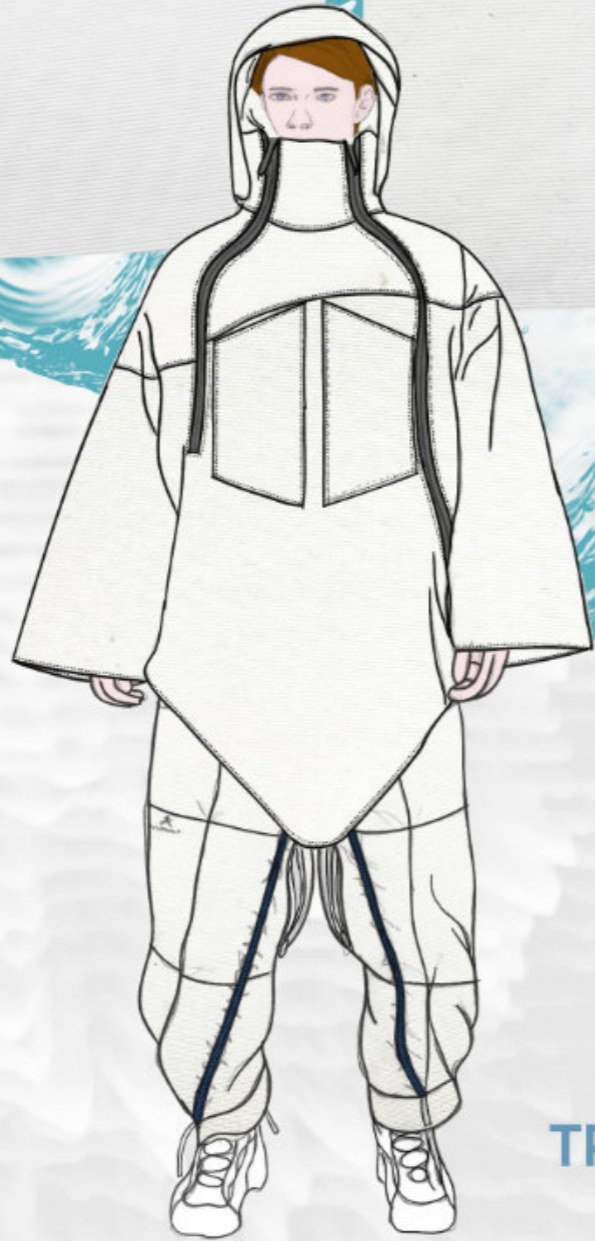
bellow pocket 0.2cm
topstitching



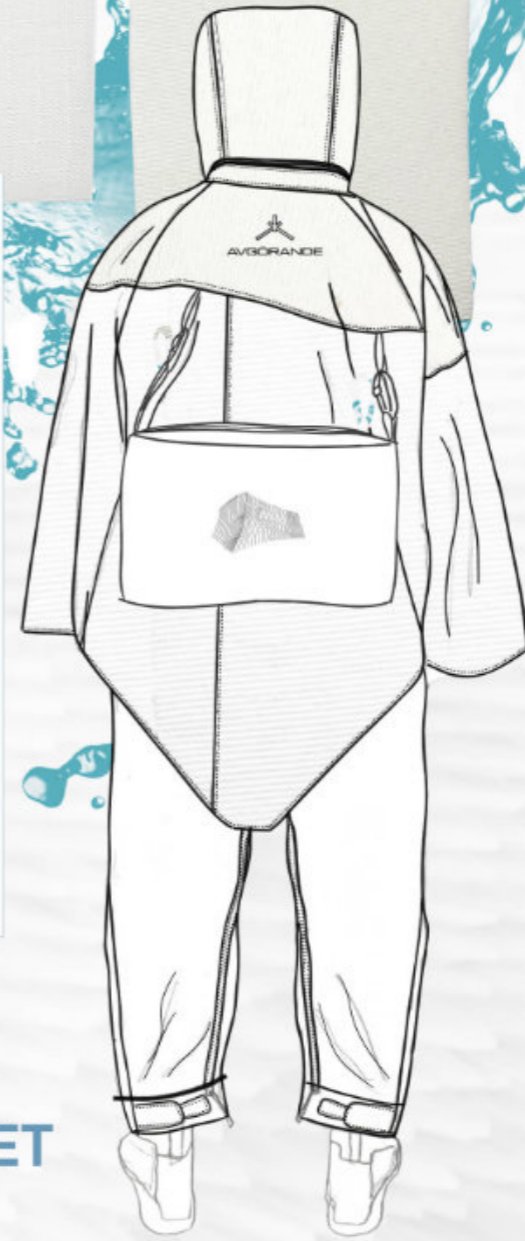
YKK chunky open
ended zip
0.5cm topstitch



AVORANDE

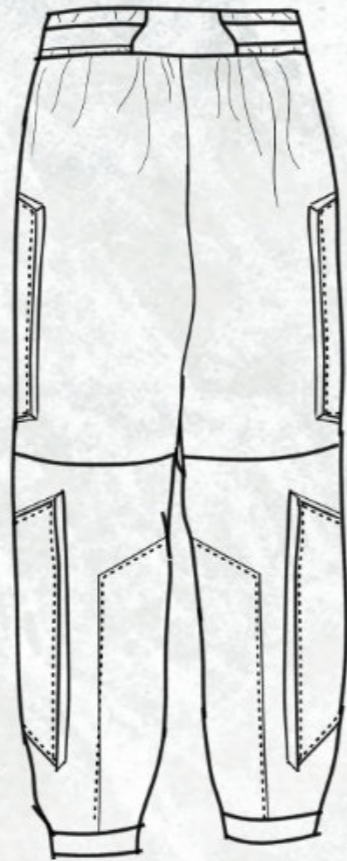
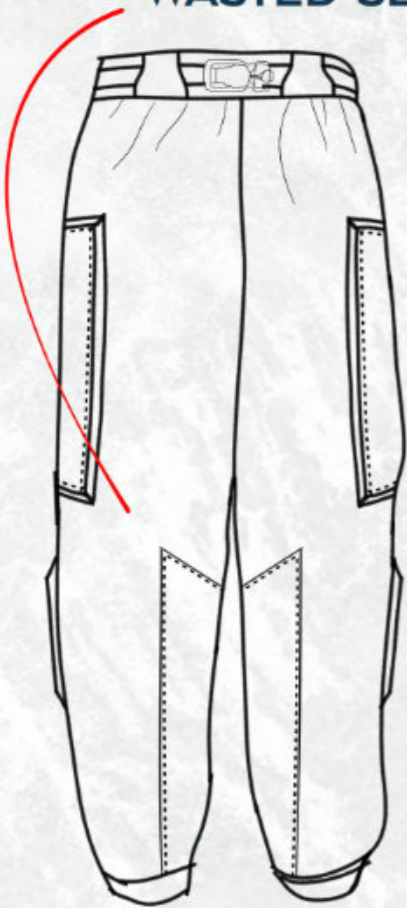


SCAN FOR VIDEO
DEMONSTRATION OF
TRANSFORMING THE JACKET

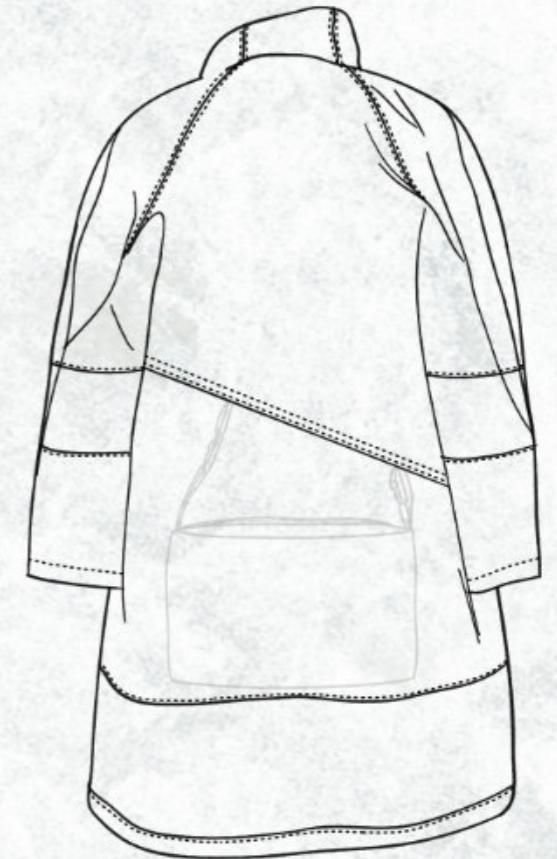
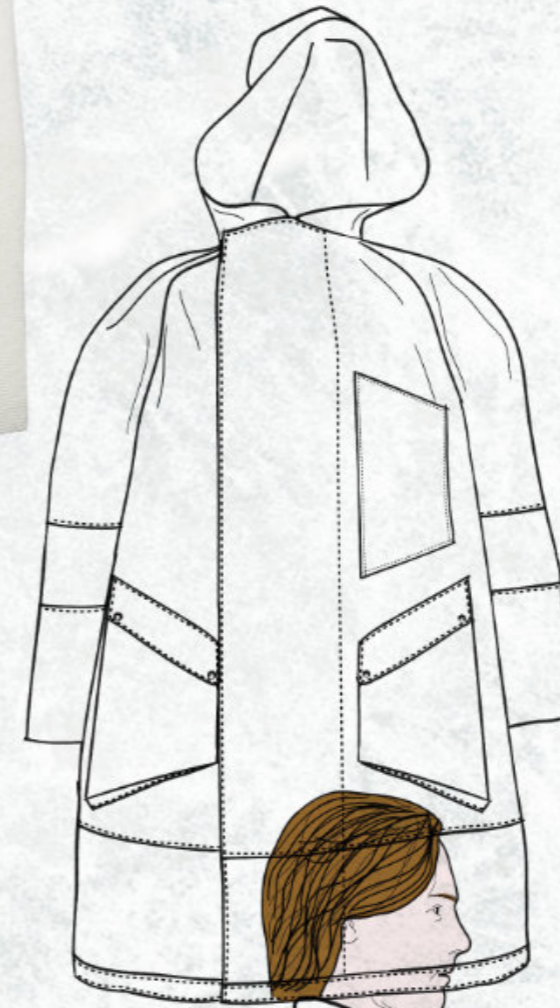


REMOVE FRONT LEG SPLIT,
WASTED SEAM IN THIS DESIGN

FLAP TO OPEN BOX POCKET



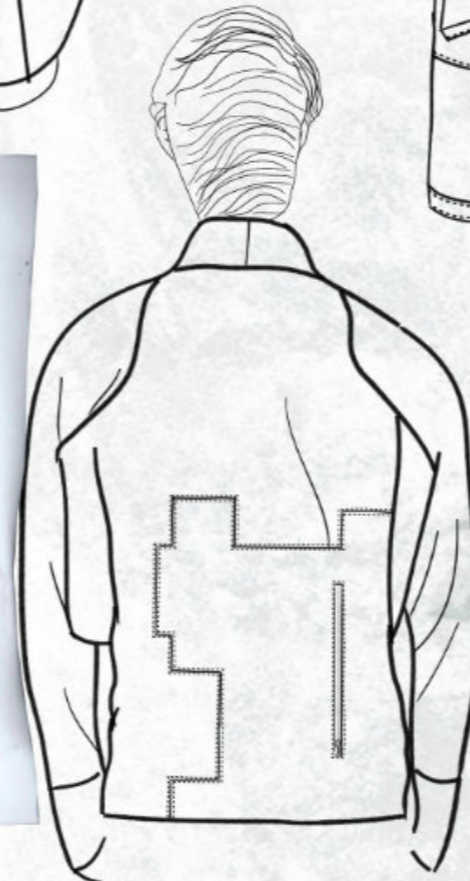
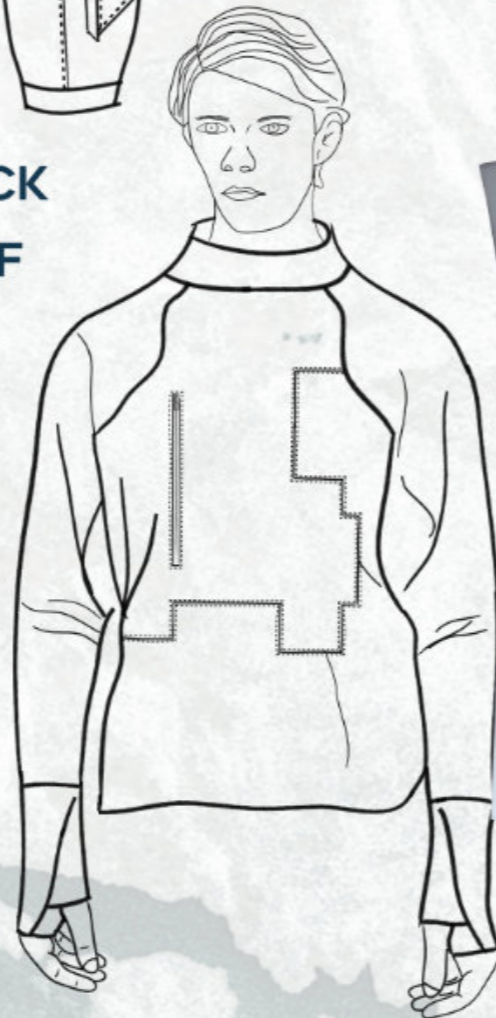
ZIP TO OPEN
WHEN
KNEELING/
CROUCHING



FRONT

BACK

5CM ELASTICATED CUFF



YKK ZIP ORDER



WHITE AQUAGUARD CLOSED (X2)
29.5CM



NAVY AQUAGUARD CLOSED (X2) 18CM
NAVY AQUAGUARD CLOSED (X2) 24.8CM
NAVY AQUAGUARD CLOSED (X1) 25CM
NAVY AQUAGUARD OPEN (X1) 31.7



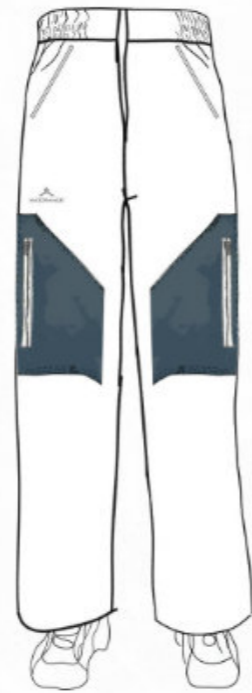
WHITE AQUAGUARD CLOSED (X2)
24.9CM



WHITE AQUAGUARD CLOSED (X3) 18CM
WHITE AQUAGUARD CLOSED (X2) 56.2CM
WHITE AQUAGUARD CLOSED (X1) COLLAR TOTAL = 57.2 (TO EDGE OF SEAM ALLOWANCE) MEASURE AT HOME
TAKE OFF 1.5CM EACH SIDE SO 54.2CM
WHITE CHUNKY DOUBLE-ENDED OPEN ZIP (X1) 7.5CM



BLACK AQUAGUARD ZIP CLOSED (X1) 15CM
BLACK AQUAGUARD ZIP CLOSED (X1) 25.8CM
WHITE AQUAGUARD ZIP CLOSED (X1) 33CM
BLACK AQUAGUARD ZIP CLOSED (X2) 32CM



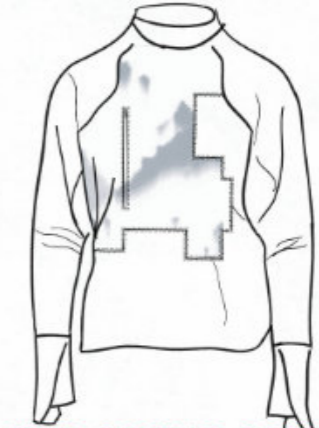
WHITE AQUAGUARD CLOSED (X2) 16CM
WHITE AQUAGUARD CLOSED (X2) 20CM
WHITE AQUAGUARD CLOSED (X1) 16CM
WHITE AQUAGUARD CLOSED (X1) 29.5CM



NAVY AQUAGUARD CLOSED (X1) 20.5CM



WHITE AQUAGUARD CLOSED (X1) 39CM



WHITE AQUAGUARD CLOSED (X1) 20.8CM
WHITE AQUAGUARD CLOSED (X1) 28.8CM



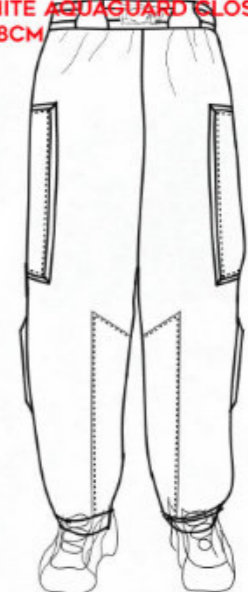
NAVY AQUAGUARD CLOSED (X1) 29.5CM



WHITE AQUAGUARD CLOSED (X2) 15.9CM
WHITE AQUAGUARD CLOSED (X2) 48.5CM



WHITE AQUAGUARD CLOSED (X1) 16CM



BLACK AQUAGUARD ZIP CLOSED (X2) 18CM