



TEAM RADIO SHACK CYCLING

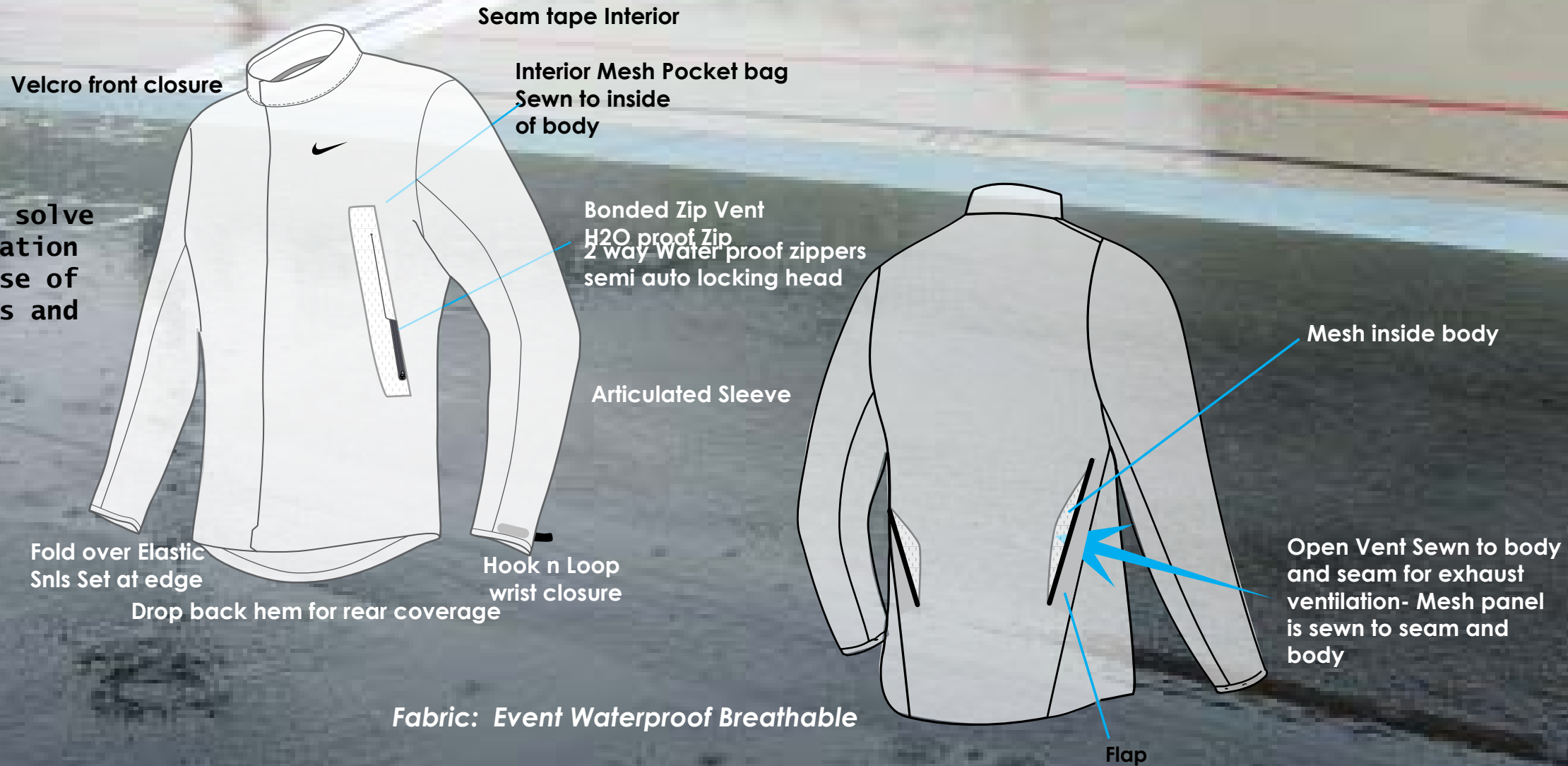


BRIEF:

- * Address rider complaints from previous seasons apparel.
- * Strategically attack the gear that had the most frequent complaints and revise.
- * Nike's last year for sponsoring Radio Shack Cycling Team, send the team out with a bang and loving the gear.



Brief:
Greenhouse Effect, solve the lack of ventilation and improve the ease of use. i.e. closures and fit



Fabric: Event Waterproof Breathable

Velcro front closure for quick on and off

Front and Back vents for breathability and to defend against the Michellin man effect

Velcro wrist closure to secure over gloves



Andres Kloden
Team Radio Shack





Brief:
Redesign a poor fitting
race jersey. Seamline is
going straight across the
chest. Not a good feeling



Improvements:
Add Raglan seam line
Add Semi Auto Locking Zip
Adjust fit slightly to increase
stream line, no extra fabric

Move seam across chest to
follow lines similar to raglan.
More slv to incorporate aerody-
namic, Asahi fabric.

