

Stormy Kromer The Straight Shooter Shirt

F/W 2012-2013

For sale at retailers and current Stormy Kromer Mercantile webpage:

<http://www.stormykromer.com/hunting/the-straight-shooter-shirt>

also source for photos and catalog copy this page



The Straight Shooter Shirt \$89.99

Deer stands and duck blinds aren't known to be the comfiest of places, so we created this tough twill shirt to keep you warm and, well, on top of your game. It also comes with blaze - orange acrylic trim, making you visible, and if you're not the blaze type, try out the tundra.

100% cotton twill. Made in USA with globally sourced materials. Machine wash.

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Design idea:

Update styling of past season SK Straight Shooter Shirt.

Use existing stitching, pocket setting and button setting machinery.

Update "Classic fit" to be "Modern men's fit."

Incorporate active sportswear fit features?

Add shooting recoil pad?

Right side only, or left side only, or both sides?

To be part of a coordinated new SK upland hunting group:
Shirt, Vest, Pant, and relate back to SK Hunting Caps.



Past season
SK Straight Shooter Shirt

My process:

Consulted with upland hunters regarding clothing brands and the specific items worn, useful / non-useful and liked / disliked features, care method, other gear and game carried, terrain, duration, conditions.

Conducted study of men's hunting shirts: features, styling, fit, materials, cost.

Observed hunters' shooting stances to determine shooting recoil pad placement and dimensions, and desired "lift" in armhole / sleeve area.

Studied hunting, tactical and active sportswear fabrics fibers, features, camouflage patterns.

Sourced potential new "hunting orange fabric" and camouflage fabric suppliers.
Explored the purchase of brand licenses to buy and use established camo patterns vs creating own SK custom camouflage pattern.

Studied recoil pad materials and impact features, and options of ordering individually molded inserts vs piece goods cut in own shape / finished at SK factory.

Sourced potential recoil pad and impact piece goods suppliers.

Designed and sketched this shirt. Submitted design options of eight unique fronts and three unique backs. Design options not shown in this file, as they may be used for future SK development.

SK engineering investigate whether existing pocket machinery can set potential new pocket designs of outer edges same as current, but with new interior features.

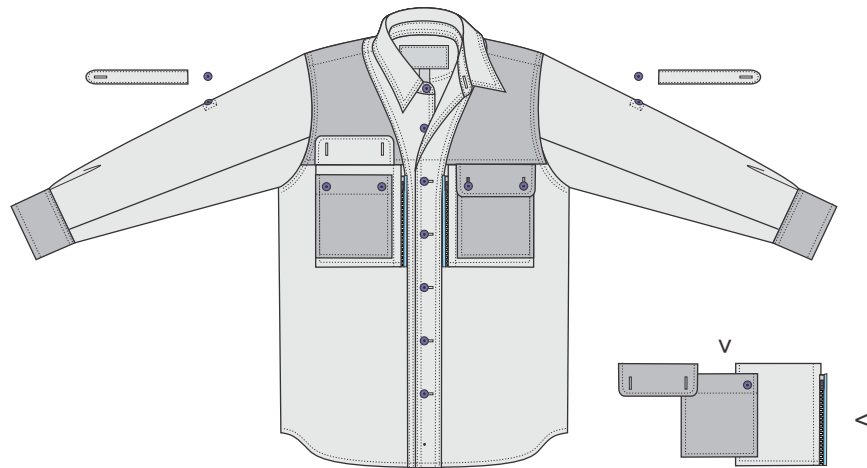
Developed new closer-fit pattern block. Traced past season shooting shirt pattern, in part, then narrowed body and sleeve, and added cut-on underarm gusset to body and sleeve.

Option H front and back chosen to make first pattern.

Pattern notes:

Make shoulder yoke pattern variations for external facings per sketch, and also internal facings.
TBD during sample making.

Make sleeve pattern optional one-piece or two-piece in order to compare fabric yield vs sewing cost.

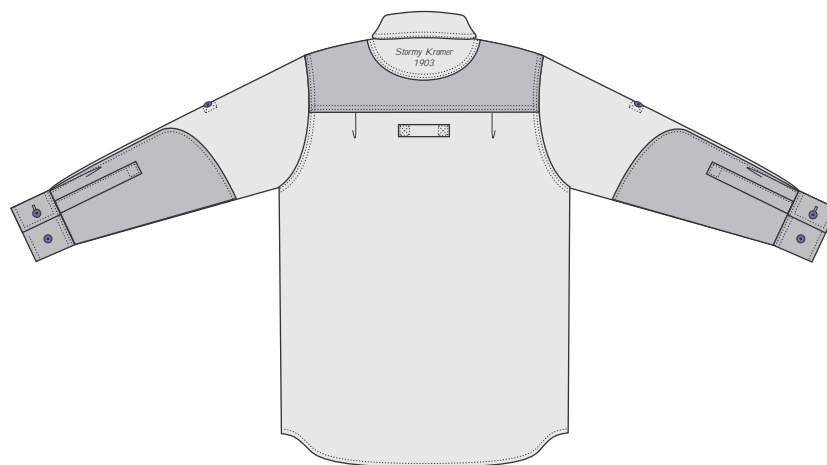


External front + neck facings

Inside front yoke pockets both halves for recoil pad

Center-front entry zipper pockets caught in facing and yoke

Top-entry stacked patch pockets with flaps



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Photo shows:

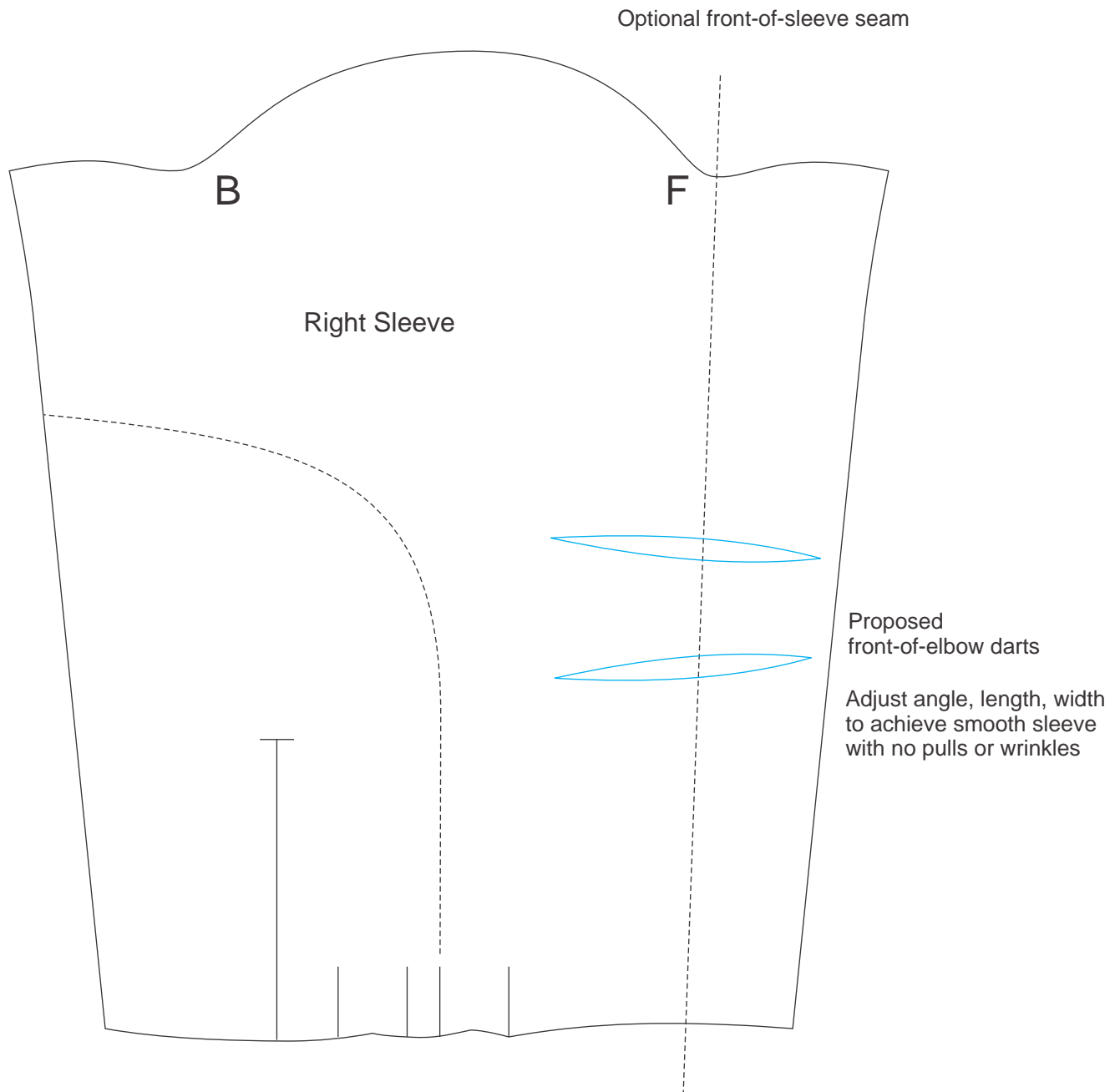
I developed these new pieces of first pattern this style:

Front body, shoulder yoke, zipper chest pocket, back body, sleeve, sleeve overlay, sleeve roll up tab (copy to make tab facing.)

I then traced onto boards to be digitized into Optitex.



The remaining pieces for this style were copied from past season shirt pattern file in Optitex: Top collar, under collar, collar stand facing, collar stand, front facing, back facing, chest pocket, pocket flap, pocket flap facing, back tab, sleeve placket, sleeve placket facing, cuff, cuff facing.



7-5-2011 Decision made to keep sleeve straight per first pattern. One piece. No darts.

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Photos show the process of fitting on form the first sample made from my first pattern.

Sample has inside facings.

Pockets, buttons and sleeve tabs left off.



Very close at this point to target cost. Must restyle features again:

Go back to external facings per design sketch

Reverse colors of back yoke piecing

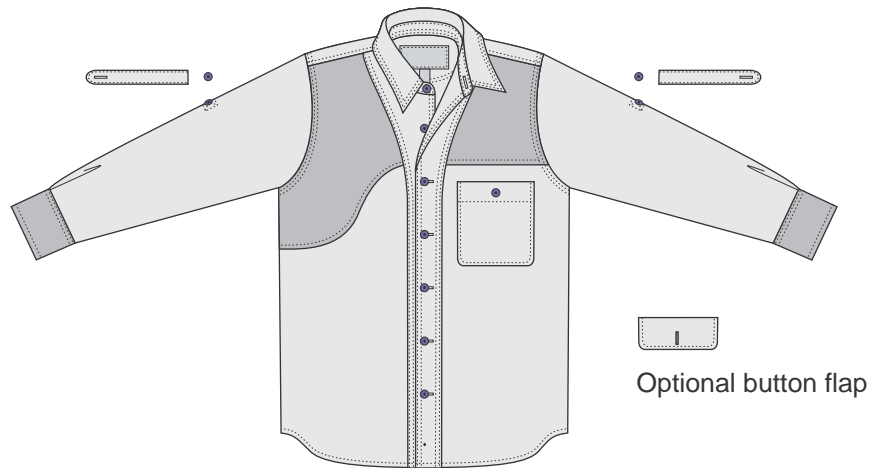
Restyle front yoke shape:

echo curved shape of sleeve overlays, (and echo SK Harbor Jackets' curved details,) try new shape on one half, then both halves, decide upon right half only

Apply pockets, then decide upon one SK current pocket on left half only

Recoil pad inside wearer's right only

This sketch combines features of 6-29-2011 first pattern + restyled front and back per 8-12-2011 photos.



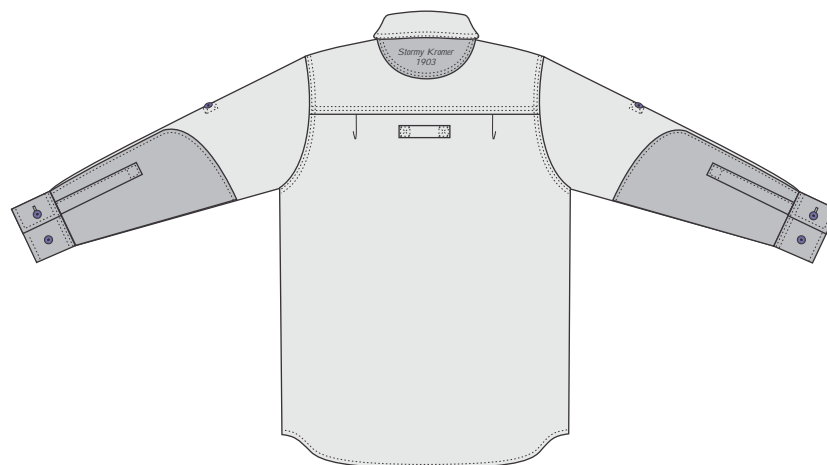
Added shoulder seam

New front right yoke shape

One inside front right yoke pocket for recoil pad

Current SK left patch pocket

Optional button flap above pocket, top edge insert in yoke seam



Reversed colors of back yoke piecing

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Photos show the process of fitting on body the second sample made per 8-12-2012 first sample review / restyle comments.

Buttons and sleeve tabs left off.



Detail of inside front right yoke pocket for recoil pad

S K079 Stormy Kromer Men's Redesigned Shooting Shirt

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Final sketch.
Production sketch.



Features eliminated during costing:

Inside front right yoke pocket for recoil pad + recoil pad

Left pocket button and buttonhole

Sleeve rollup buttons and buttonhole tabs

