

Stormy Kromer The Town Coat

F/W 2011-2012

For sale at retailers and current Stormy Kromer Mercantile webpage:

<http://www.stormykromer.com/mens/outerwear/the-town-coat>

also source for photos and catalog copy this page



The Town Coat \$279.99

The sleek, modern cut and refined, five-button front make this Stormy Kromer coat perfect for those special occasions in life. Like Tuesdays. Or any other day you feel like being warm. That's why it's made with rugged, 26 oz., 100% pure virgin wool. And why every day of the week looks a little bit better.

Modern cut, unlined. 100% virgin wool. Made in USA with globally sourced materials. Dry clean only

Stormy Kromer The Town Coat

F/W 2011-2012

Design idea:

Create a semi-dress / semi-casual, closer-fit, 3/4 length heavy wool coat for men who dream of being in the woods during their weekday office commutes.

Feelings of outdoorsy, retro re-interpreted for modern men, specialness, lasting quality.

Combine styling elements:

Retro men's hunting and sportswear

Current trends of closer fit and lean length

relate back to current Mackinaw Coat, SK Classic Cap, F/W 2011-2012 Airman's Jacket.

Semi-tailored.

Freedom of movement.

Determine new SK men's closer-fit outerwear fit.

My process:

designed and sketched this coat. Submitted design options of six unique fronts and six unique backs. Design options not shown in this file, as they may be used for future development.

conducted study of men's fit and size grade standards of outdoor brands we admire.

conducted study of fit and patterns of other men's heavy wool outerwear brands I admire.

developed pattern block for new SK men's closer-fit outerwear fit.

made first pattern combining best fit proportions.

made second sleeve pattern with adjusted sleeve cap.

made third pattern with adjusted front sleeve cap and front of sleeve seam, and redesigned front pockets.

provided informal bill of materials in order for engineering dept to create its' internal bill of materials for costing.

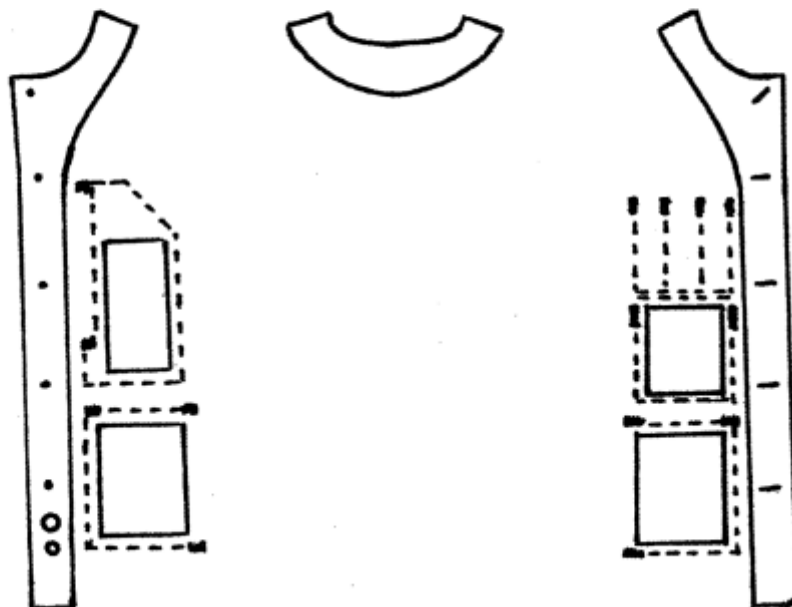
SK051 Men's ThreeQuarter Coat Update

August 12, 2010

First pattern developed from this sketch.



Detail of Inside Facings and Pockets



Stormy Kromer The Town Coat

F/W 2011-2012

Photos show the process of fitting second sample on two co-workers who demonstrate the range of body types within "SK's ideal size Large."

Features favored cargo pocket option and second pattern sleeve cap.



Detail sleeve photo for my reference to adjust pattern at front sleeve cap and front of sleeve seam!

Stormy Kromer The Town Coat

F/W 2011-2012

Photos show the process of redesigning the front pockets.

After second sample fitting, we had a work-in-progress line review. We did not “love” this design. We realized the front looked too busy, too “pocket-y.”

So we removed pockets from second sample.

Chalk-drew new style lines.

Held up pattern pieces from other SK styles against the coat in order to determine whether any of those pocket shapes looked great on this. SK Kromer Trouser pocket did.



Photos show body of coat with redesigned front.



Stormy Kromer The Town Coat

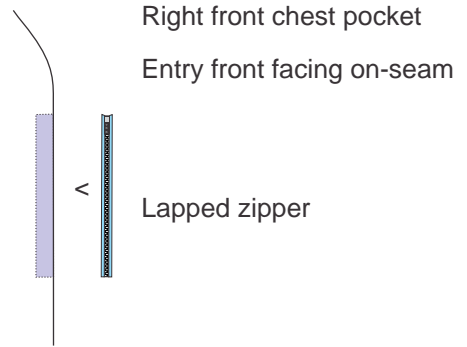
F/W 2011-2012

Photos show final sample, to be used as costing sample.



This updated sketch accurately reflects final sample / costing sample of October 7, 2010, with one exception: Sketch shows underlay external neck facings. Costing sample has overlay external facings.

Per engineering, underlay easier to do. Production per sketch.



Front hip pockets
Front edge catch in facing seam
Sides on-seam princess seam
Bottom turn under, catch in hem

