Design Rationale

INTRODUCTION & PROPOSAL

Based on the brief of this examination and further researches, this series of uniform designs is for Nigeria’s wheelchair basketball team. As the sportswear affects the athletes’ performances and the particularity of disable people, so these designs will focus more on function than aesthetic pleasing.

AIM & OBJECTIVES

The aims of this project are to provide them comfortable and high-performance uniform that suitable for wheelchair basketball players, in order to achieve that the silhouette of the uniforms are bit different to the normal basketball team’s uniform. Also the features of the fabrics are light, breathable and soft.

BRAND VALUE:

Mars uniform company is a brand that not only provide fashion for healthy people, but also consider the situation of the disable people as well. The brand value is to consider the customers’ demand and use design to make people live better.

CUSTOMERS:

The customers of this uniform project are the team members Nigerian wheelchair basketball team. Which is a basketball team that form by a group of lower body disabled athletes. As they need to do intensive sports quite often while they are sitting on the wheelchairs, they are demanding the uniform that is easy to put on and take off, also it need to be breathable, absorb the sweat and dry quickly.

INSPIRATION & COLOR PALETTE:

This uniform project is mainly inspired by the situation of the wheelchair basketball team, which they have no special uniform for them other than the common uniforms, which may affect their performance in competition and also not convenience for them in everyday training. In addition, the pattern and colour of this project are inspired by the culture and their national flag which is olives green and chalk white. the colours of the uniform are also olives green and chalk white which represent the nature resources of Nigeria and peace, which are the colours that use in many of their costumes as well. So, the colours of these uniform are presenting the symbol of Nigeria and also the light colour is more sustainable and cooler to wear.

FORM & DETAILS:

There are 4 different looks in this project that include two sets of training uniforms, a set of outer wear and a wearable blanket. The training uniforms are tank tops and shorts, one of these two is males’ uniform and the other is for female. The tank top has an opening in front which allow the wheelchair basketball players to sketch more freely when they are playing, even when they lower part of the bodies are tied into the wheelchairs. The length of the top is also shorter than the common basketball uniforms to prevent the extra fabric layering together when they are sitting.

The length of the short is above the knees and the crotch of the short are more curly than the common sport shorts as while people sitting there will be extra fabric around the crotch, so by make it more curve is to reducing the unnecessary fabric there. The waist bands of the shorts are also designed specially, the back of the trouser is longer than the front, which allow the wheelchair basketball players can sit without the back of the shorts going down and lower than the front. In addition, there are opening on the front for one short and one on the sides for the other short.

The outerwear includes a sport jacket and a long trouser. There are also a lot of detail there for the wheelchair basketball. The top is a sports jacket with hat and high neck, there is a zipper in the centre front and also zipper for two front pockets. The bottom is a trouser with opening around the butt and you can open it on the centre back of the trouser, which allow wheelchair basketball players to take off the trousers while they are sitting. And there are there click buttons on the back of the waist band that allow them to adjust the waist length. In addition, there are also two click button on both sides of the butt that prevent the expose of the body parts. There is a pocket in front of the thigh that is easier than the pocket on the side for wheelchair basketball players to use.

The wearable blanket can work as a outerwear and also a raincoat. That the wheelchair basketball players can easily take off from the opening in front of the neck. It has a hat and it cover most of the body. There is also a belt on the back that help to pack up the blanket after use.

MATERIALS:

The main parts of the training uniform are made by Arism fabrics that is very breathable, light, soft and dry quickly. But there are also some parts of the top such as below the arm hole and the neck are made with mesh fabric that allow air flow more fluently.

MARKET LEVEL:

The market level of this uniform brand is mainly focus on the mid-level group as normally disable sports team are not as big as the common sports team, so they may not able to afford very high price uniforms like what NBA and some national teams do. But as they also have fund and welfare from the government and designs for disable athletes are not cheap. So mid-level group will be the target customers of this brand.