



# FIRST AID

MEN'S COLLECTION AW24/25  
MILA ULENIUS

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## FIRST AID

This collection is designed for men who value durability and responsibility. The AW24/25 collection includes products intended to withstand time and use. The items are easily repairable and adaptable to suit a wide range of users, with a focus on the recyclability of materials in their design.

The goal of the collection is to offer layerable everyday wear suitable for the varying weather conditions of the Nordic countries. The products are designed to be timeless in both style and color, meant to last from generation to generation. This collection aims to create timeless favorite items that users want to commit to for the long term.

# FIRST AID AW24/25 COLLECTION AND SUSTAINABILITY

## FIRST AID TODAY, ENSURING TOMORROW'S JOURNEY!

At the core of responsible design is the integration of sustainable development principles into every stage of a product's lifecycle. This collection particularly emphasizes the longevity and repairability of the products. Therefore, each more demanding item comes with a **First Aid Kit**, containing necessary repair and maintenance supplies, such as patching materials, buttons, and zipper pulls. This not only extends the product's life but also reinforces a culture of responsible consumption.

In the cutting and seaming process, attention is paid to durability and minimizing waste. Smaller components such as **First Aid Kit** bags and repair patches are made from cutting waste, promoting the comprehensive utilization of materials. By using mono-materials and natural elastane, the clothes become more easily recyclable at the end of their life cycle. Detachable parts, such as buttons and zippers, make repairs and recycling even easier.

The color scheme of the collection is designed to be timeless and subdued, ensuring the long-lasting appeal and versatility of the garments. Neutral colors ensure that the products fit into many outfits and situations, thereby extending their life as they are not discarded with changing fashions.

To add interest and versatility, the collection includes transformable items that can be converted into different garments. This innovative approach meets the needs of modern consumers by offering versatility and practicality.

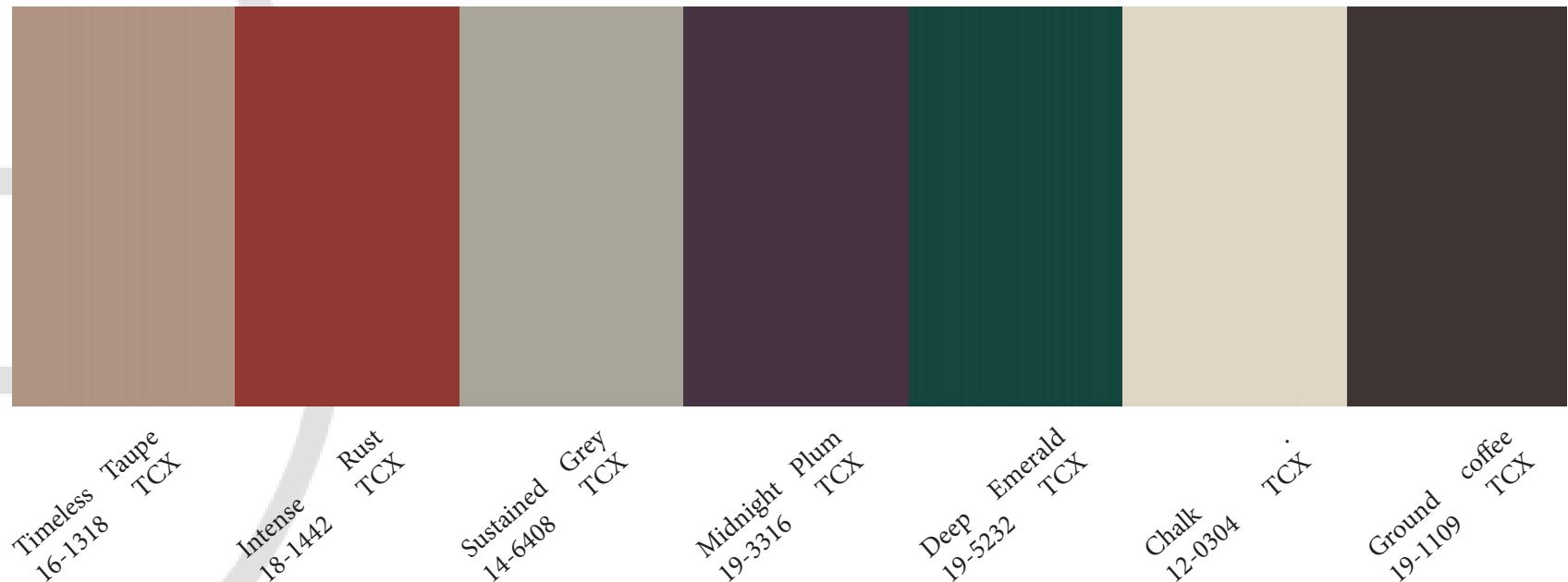
Responsibility is also evident in the product information, which is embroidered as QR codes, thereby reducing textile waste. The theme of responsibility running through the entire collection unites the products into a single capsule collection, where each garment functions both independently and as part of a larger whole.

# MOODBOARD



Sources: <https://artgrab.co/art/moriantezz> , <https://i.pinimg.com/originals/60/e2/2c/60e22c9bd4788d863fb6fa997806381d.jpg> , <https://www.youtube.com/watch?v=uVvGO0gkq34> , <https://www.instagram.com/sabukaru.online/>, <https://i.pinimg.com/564x/a6/2e/81/a62e816e0c892d8eb97da1e710b99b2c.jpg>, <https://fashionfav.com/wp-content/uploads/2022/11/Matthew-Seymour-Paulina-Liskova-by-Nikki-McClarron-for-Jil-Sander-Fall-Winter-2022-Ad-Campaign-26.jpg>

# COLORS



SKETCHES

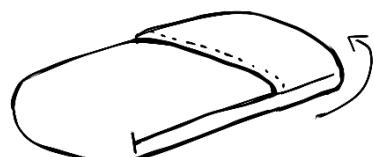
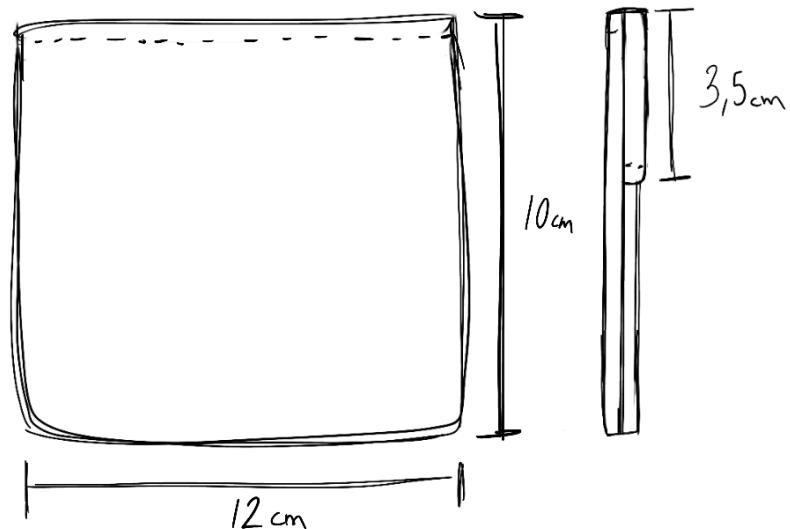


SKETCHES



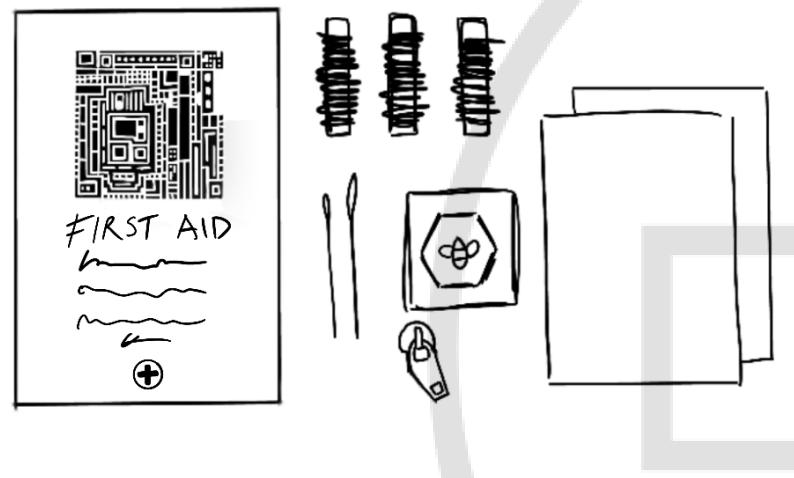
# FIRST AID KIT PLAN

SIZE OF THE KIT:



How the package is  
designed to fold.

CONTENT:



- x QR-code to the brands own web page where is tips and tutorial videos, how to fix and make your clothes life longer.
- x Pieces of the same material as in the product
- x Right color yarns
- x Eye needles
- x Zipper pull
- x Beeswax

COLORFUL FLAT DRAWINGS



## INFORMATIVE FLAT DRAWINGS



FIRST AID AW24/25

LOOK 1

VICTOR - SHIRT

BRAVO- OUTDOOR PANTS

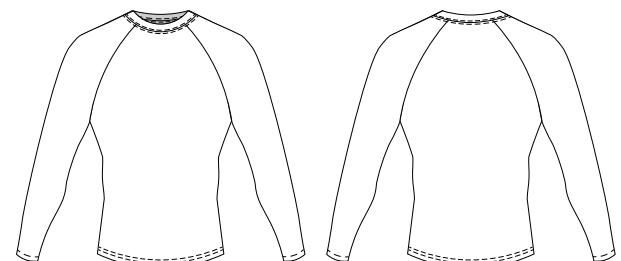


#### VICTOR - MERINO WOOL SHIRT

This shirt is an excellent choice for cool weather outdoor activities and aerobic exercises. Its streamlined design and sporty cut ensure a perfect fit for a base layer shirt. Warm when needed yet cool for year-round use, thanks to the soft merino wool.

The shirt is knitted from soft and thin merino wool yarn, shaped to fit the body. Merino wool fibers trap warm air between the skin and the outer layer. These natural fibers effectively wick moisture away from the skin. Thanks to its antibacterial properties, often airing out the garment is sufficient for refreshing it.

Men/ S-XL  
Recycled merino wool 30%,  
Merino wool 70% /225gm  
Woolwash

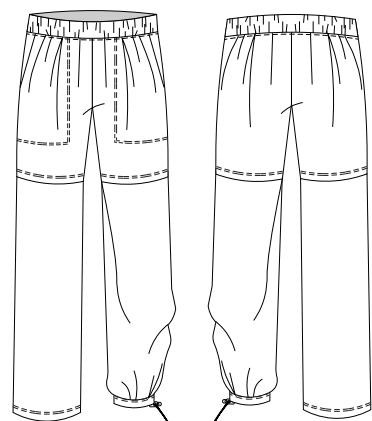


#### BRAVO - OUTDOOR PANTS

Light, rain and wind-resistant, highly breathable, and easily packable shell trousers. The mesh lining keeps you cool and breathes better, and the elastic drawstrings at the ankles help keep you warm. The legs are detachable, turning the trousers into shorts by unzipping, making them also suitable for more active outdoor activities.

The trousers feature front pockets, an elastic waistband with a drawstring, and drawstring adjustments at the leg ends. The product is designed for easy recycling.

Men  
S/M & L/XL  
Recycled polyester 100% /150gm  
Waterpilar 20000mm  
Breathability 15000g/m2/24h



FIRST AID AW24/25

LOOK 2

DELTA - SKIRT/RAIN CAPE

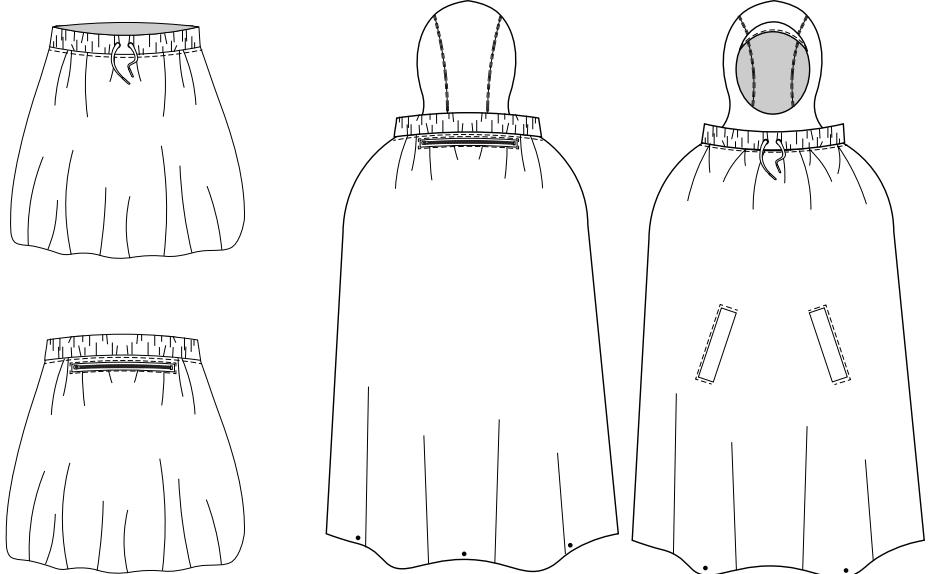


#### DELTA - SKIRT/ RAIN CAPE

A lightweight, moisture and wind-resistant skirt that also transforms into a hooded rain cape. So, you can confidently leave your umbrella at home and wear the item as part of your outfit.

It features an elastic waistband with a drawstring. The waistband has screw-on PET plastic “jeans buttons” to which the hem of the rain cape is attached. The same buttons can be used to attach the hood stored in the skirt’s zippered pocket, which also serves as a storage for items. There are two flapped openings in the front for hands, enhancing the product’s usability. The hood has a reinforced brim. The product is designed for easy recycling.

Unisex/ One size  
Recycled polyester 100% /150gm  
Machinewash  
Waterpilar 20000mm  
Breathability 15000g/m<sup>2</sup>/24h



# FIRST AID AW24/25

## LOOK 3

### CHARLIE - SHIRT AND VEST

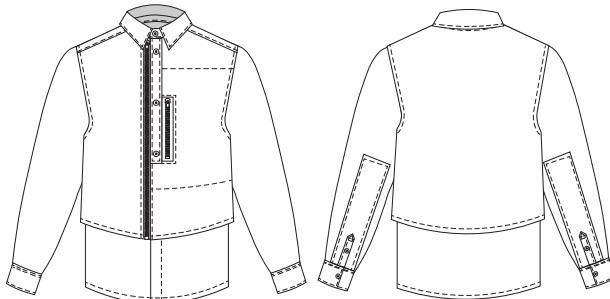
### YANKEE - TROUSERS

#### CHARLIE - SHIRT AND VEST

A sleek, cotton, slim-fit shirt paired with a lightweight, tech-style vest. They work well together and separately, suitable for both casual and formal occasions. Since the shirt is light and airy, it is functional throughout the year and can also be worn under a sweater on colder days.

The shirt is slim-cut with a hidden button placket, decorative patches on sleeves. The vest features decorative button detailing, a zipper closure, and a zippered pocket. Designed for easy recycling.

Men/ S-XL  
Organic cotton 100% /200gm  
Machinewash

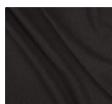
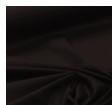
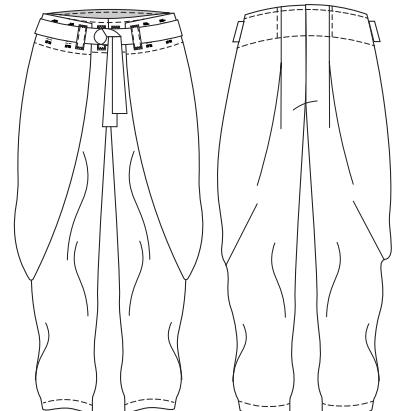


#### YANKEE - TROUSERS

Comfortable wool blend trousers that drape stylishly due to the viscose-wool blend. These onesize trousers come with a waistband featuring belt tightening options to ensure a proper fit. Belts are available in various colors, allowing for customizable styling. Suitable for both everyday wear and special occasions.

Relaxed mid-waist trousers with pleats at the back. The waistband is designed with adjustment holes to accommodate different body sizes. The fit can be custom-tailored using a belt.

Men/ Onesize  
Viscose 60%, Wool 40% /250gm  
Woolwash



FIRST AID AW24/25

LOOK 4

OSCAR - BALACLAVA

WHISKEY - TROUSERS



#### OSCAR - MERINO WOOL BALACLAVA

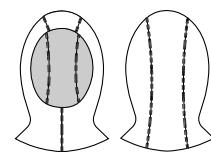
This 100% recycled merino wool balaclava is designed for the demanding conditions of the north. The thin yet warm cap is suitable even in severe cold. Its soft merino knit wicks moisture away from the skin and feels comfortable against the face. Lightweight and breathable, it is ideal for both outdoor enthusiasts and athletes. It effectively warms the neck and ears and fits under a beanie.

The cap is knitted from soft, non-itchy, and thin merino wool yarn. Merino wool fibers trap warm air between the skin and the outer layer. Natural fibers efficiently wick moisture away from the skin. Due to its antibacterial properties, often airing out the garment is enough to refresh it.

Men/ Onesize

Recycled merino wool 100% / 225gm

Woolwash



#### WHISKEY - MERINO WOOL TROUSERS

These warm and soft base layer trousers are an unbeatable choice for cool weather outdoor activities and heart-pumping outdoor sports. Their streamlined design and good fit ensure a perfect fit for base layer trousers. They are also well-suited for wearing under jeans.



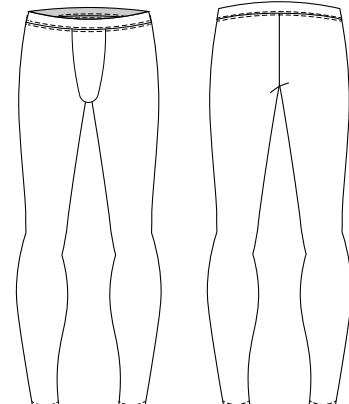
The trousers are knitted from soft and thin merino wool yarn, shaped to fit the body. Merino wool fibers trap warm air between the skin and the outer layer. These natural fibers effectively wick moisture away from the skin. Thanks to their anti-bacterial properties, often airing out the garment is enough to keep it fresh.

Men/ S-XL

Recycled merino wool 30%,

Merinowool 70% /225gm

Woolwash



FIRST AID AW24/25

LOOK 5

ROMEO - CAP

PAPA- WORKVEST

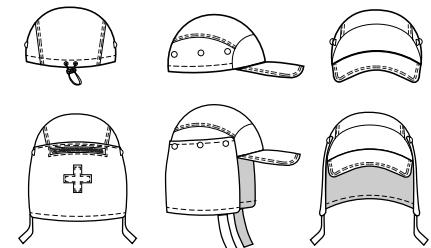


#### ROMEO - CAP

This cap not only shields you from the autumn sun but also keeps your head warm in the coldest winds. For warmer weather, the additional piece can be detached. An adjustable elastic band at the back ensures a tight and comfortable fit, making it perfect for all head sizes.

An all-weather onesize cotton cap. It features a drawstring lock at the back for adjustment. The sides of the cap have PET plastic “jeans buttons” for attaching a neck and ear-protecting extra piece. This additional piece includes a small zippered pocket and an applique at the back. The visor is reinforced.

Unisex/ Onesize  
Organic Cotton 100% /240gm  
Machinewash

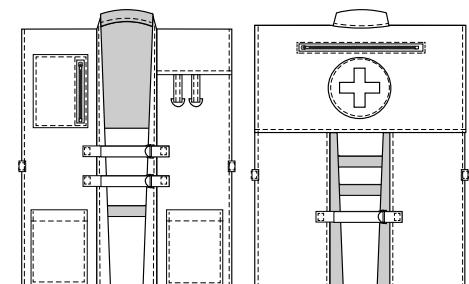


#### PAPA - WORKVEST

The “Everyman’s Work Vest” is a versatile, multipurpose utility vest designed for outdoor use in warmer seasons. Its durable materials make it both comfortable and long-lasting. The vest features multiple pockets for personal item storage and two loops for attaching items.

Crafted from sturdy twill fabric, this one-size-fits-all work vest includes three patch pockets on the front with a zippered chest pocket. The back has a double yoke with a large zippered pocket embedded. The front, sides, and back are equipped with D-ring-adjustable drawstrings. Two D-rings hang over the left chest. The vest is made using ZEROWASTE technology from rectangular fabric pieces. A FIRST AID patch is appliqued on the back. Designed for easy recycling.

Unisex/ Onesize  
Organic Cotton 100% /240gm  
Machinewash



# FIRST AID AW24/25

## LOOK 6

### SIERRA - PUFFER JACKET/VEST

#### SIERRA - WINTER "PUFFER" JACKET/VEST

Crafted from recycled materials, this long jacket is designed to provide exceptional warmth on the coldest days. It ingeniously combines synthetic fill in the sleeves and hood with down fill in other parts. The 4-way stretch material ensures optimal freedom of movement, keeping you active and comfortable during your winter adventures. Additionally, the jacket is treated with PFC-free DWR finish, enhancing its water repellency and durability, making it your most reliable companion when the cold weather hits!

This long and warm down jacket/vest is perfect for freezing temperatures. Features include detachable sleeves that can be transformed into a bag for practicality and spontaneous adaptability. The jacket fastens with a two-way zipper, large and deep pockets in the side seams, and reflective details on the front and back. An inside chest pocket is also included. The hood tucks into a "sausage" on the shoulders and is easily accessible via a zipper. The sleeves have zippered pockets at the biceps and are attached to the jacket with zippers. The left sleeve features a larger reflective detail that also serves as the reversible base of the bag formed from the sleeves. The bag's carrying straps neatly overlay the jacket, adding a unique touch. The adjustable hood and hem ensure a perfect, individual fit. The jacket comes with a FIRST AID kit, which includes repair materials.

Men/ S-XL

Recycled Polyamide 100% / 220gm

Filling: Recycled Polyester 100%

FIRST AID KIT

Machinewash



FIRST AID AW24/25

LOOK 7

NOVEMBER - JACKET/FLEECE



#### NOVEMBER - JACKET/FLEECE

A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a “two in one” characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.

The jacket is made from densely woven cotton fabric that effectively repels water and wind. It has six exterior pockets: two with flaps and Velcro closures, and four zippered pockets. Ventilation holes located in the side seams under the arms open with zippers. The lining includes mesh-lined pockets with Lycra bands. Lycra cuffs with thumb holes are another feature. The jacket boasts a large hood with a stiffened brim. A protective flap for the zipper in the lining, as well as on the front, attaches with Velcro. The jacket has a separate zipper for the fleece to ensure it attaches securely.

The fleece jacket is made from soft organic cotton fleece and includes a zippered patch pocket and a high collar. It attaches to the main jacket with its own zipper. The jacket comes with a FIRST AID kit, which includes repair materials.

Men/ S-XL

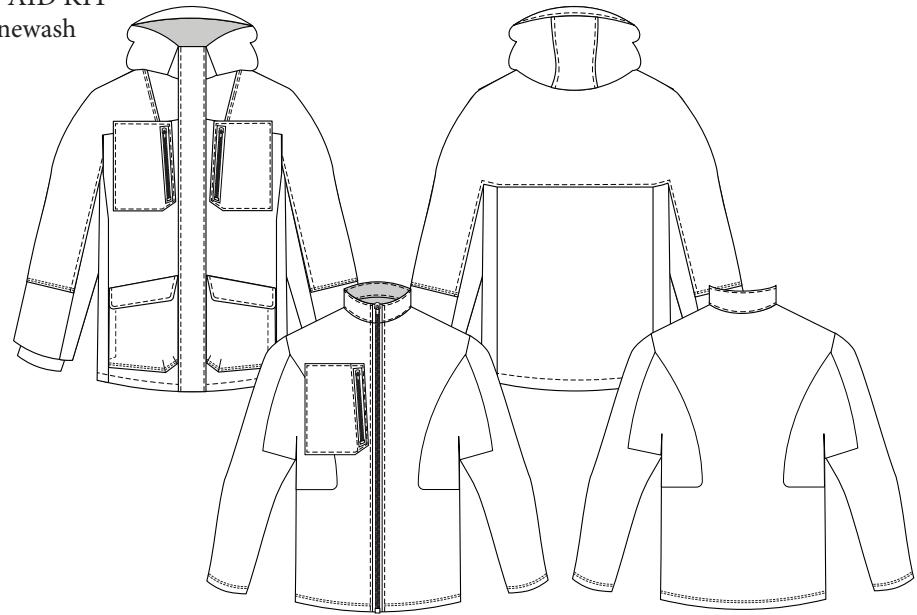
Organic cotton 100% / 325gm

Lining: PES 100% / 54gm

Fleece: Organic cotton 100% / 270gm

FIRST AID KIT

Machinewash



# JACKET TECHPACK

STYLE DETAILS:	STYLE NAME:	NOVEMBER JACKET	SEASON:	AW24-25	PRODUCT DESCRIPTION:  A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a "two in one" characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.
	SIZE RANGE:	S-XL	SAMPLE SIZE:	M	
	CATEGORY:	Lifestyle	BRAND NAME:	FIRST AID	

COLORS:



COL.1:

FABRIC A: Pantone 16-1318 TCX  
Timeless Taupe, Beige  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: beige and black
- lining: black
- stitchings: black
- zippers: black

COL.2:

FABRIC A: Pantone 18-1442 TCX  
Intense Rust, Red  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: red and black
- lining: black
- stitchings: black
- zippers: black

COL.3:

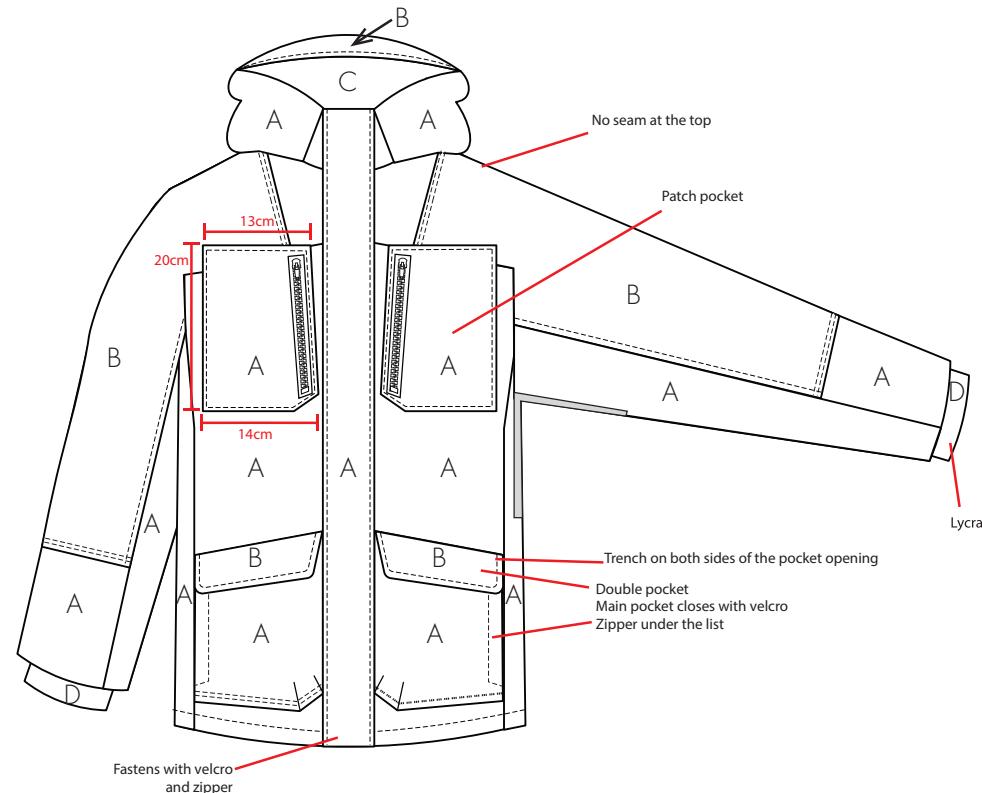
FABRIC A: Pantone 19-5232 TCX  
Deep Emerald, Green  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: Green and black
- lining: black
- stitchings: black
- zippers: black

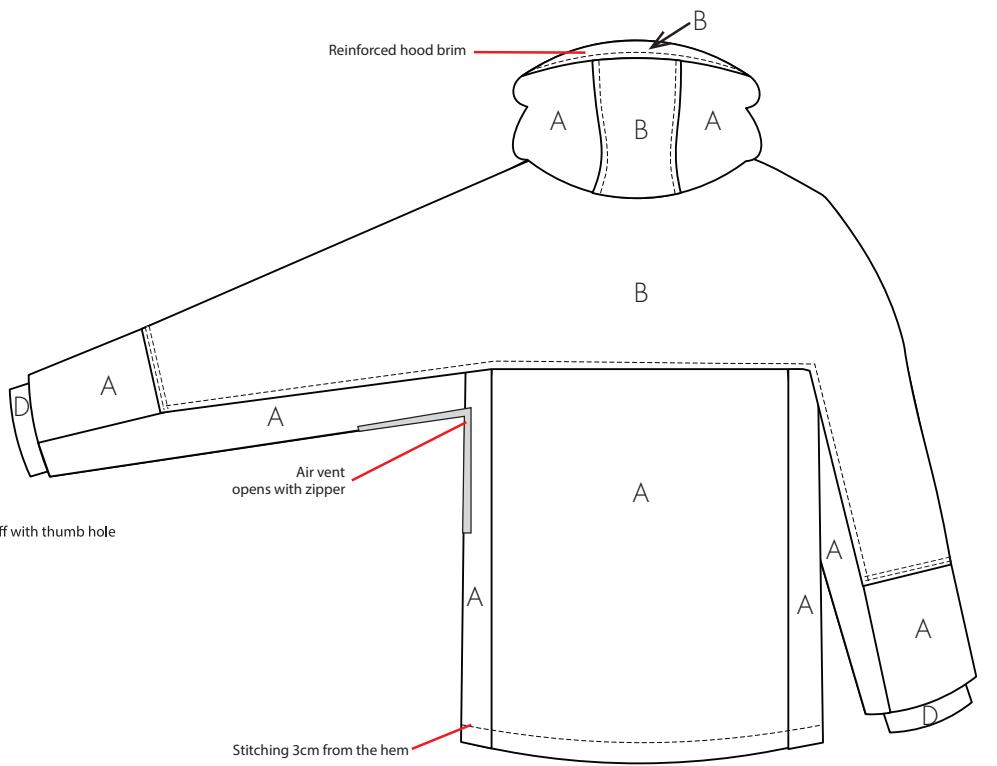
# JACKET TECHPACK

STYLE DETAILS:	STYLE NAME: NOVEMBER JACKET	SEASON: AW24-25	PRODUCT DESCRIPTION:  A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a "two in one" characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.
	SIZE RANGE: S-XL	SAMPLE SIZE: M	
	CATEGORY: Lifestyle	BRAND NAME: FIRST AID	

FRONT VIEW:



BACK VIEW:

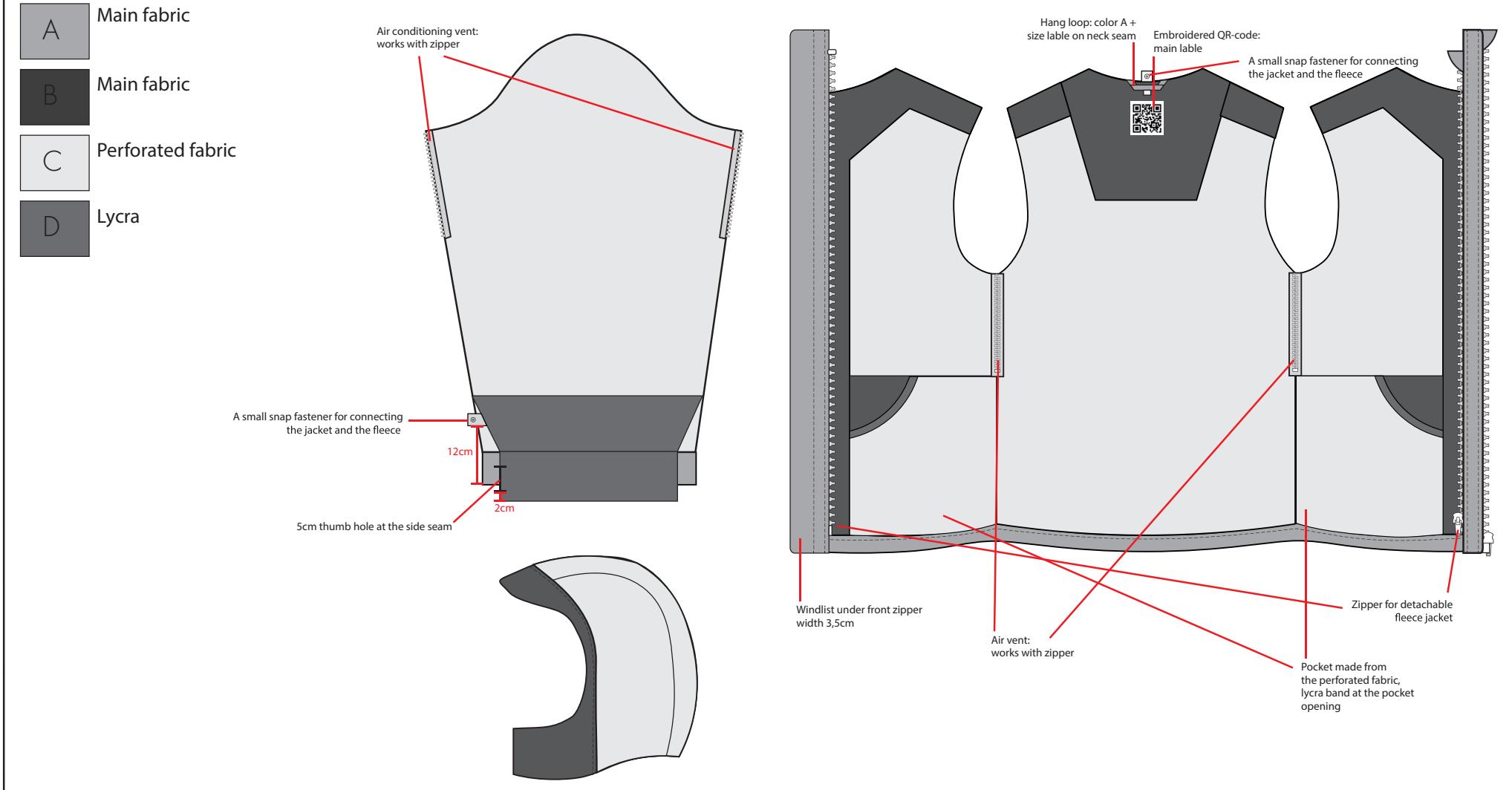


	FABRIC A: MAIN FABRIC	FABRIC B: MAINFABRIC	FABRIC C: LINING	FABRIC D : CUFFS	ACCESSORIES & TRIMMS: ZIPPERS
REFERENCE:	Outdoor fabric	Outdoor fabric	Perforated fabric	Lycra	Patch pockets: 18cm plastic molded zipper
COMPOSITION:	100% CO	100% CO	100% PES	80% PA 20% EA	Double pockets: 18cm coil zipper
WEIGHT:	325 gsm	325 gsm	54 gsm	220 gsm	Air vents: 35cm coil zipper
PLACEMENT:	A	B	C	D	Jacket fastening: 80cm plastic molded zipper
ADDITIONAL NOTES:					Fleece fastening: 75cm plastic molded zipper

# JACKET TECHPACK

STYLE DETAILS:	STYLE NAME: NOVEMBER JACKET	SEASON: AW24-25	PRODUCT DESCRIPTION:  A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a "two in one" characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.
	SIZE RANGE: S-XL	SAMPLE SIZE: M	
	CATEGORY: Lifestyle	BRAND NAME: FIRST AID	

LINING:



# JACKET TECHPACK

STYLE DETAILS:	STYLE NAME: NOVEMBER JACKET, FLEECE	SEASON: AW24-25	PRODUCT DESCRIPTION:  A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a "two in one" characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.
	SIZE RANGE: S-XL	SAMPLE SIZE: M	
	CATEGORY: Lifestyle	BRAND NAME: FIRST AID	



## COL.1:

FABRIC A: Pantone 18-1442 TCX  
Intense Rust, Red  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: red and black
- stitchings: black
- zippers: black

## COL.2:

FABRIC A: Pantone 19-5232 TCX  
Deep Emerald, Green  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: Green and black
- stitchings: black
- zippers: black

## COL.3:

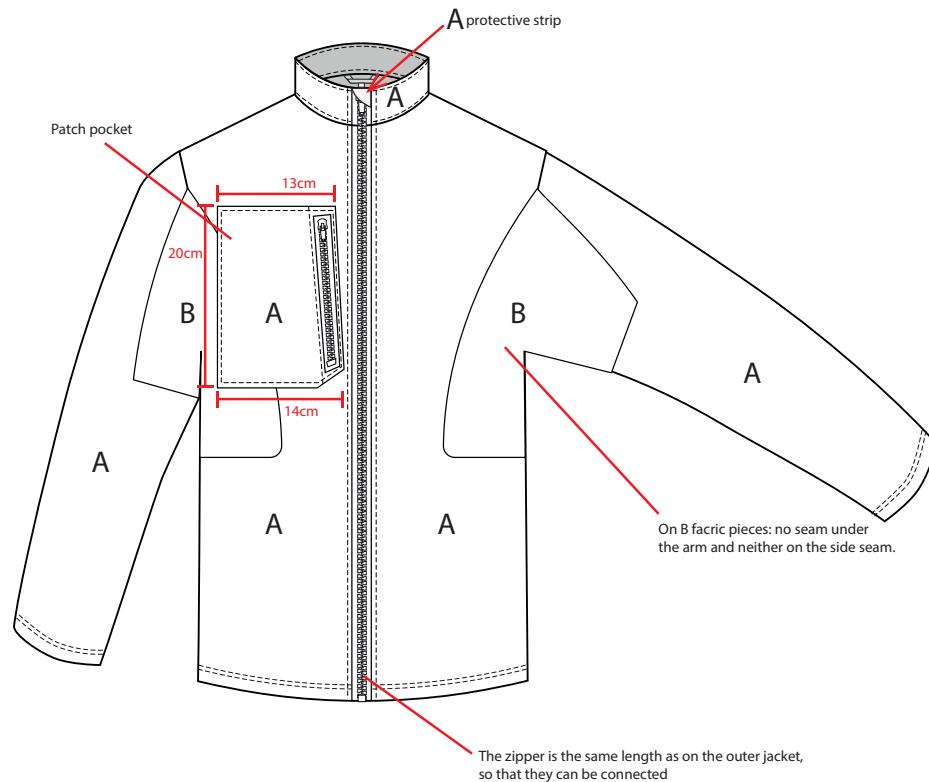
FABRIC A: Pantone 16-1318 TCX  
Timeless Taupe, Beige  
FABRIC B: Pantone 19-1109TCX  
Ground coffee, Black

- main fabric: beige and black
- stitchings: black
- zippers: black

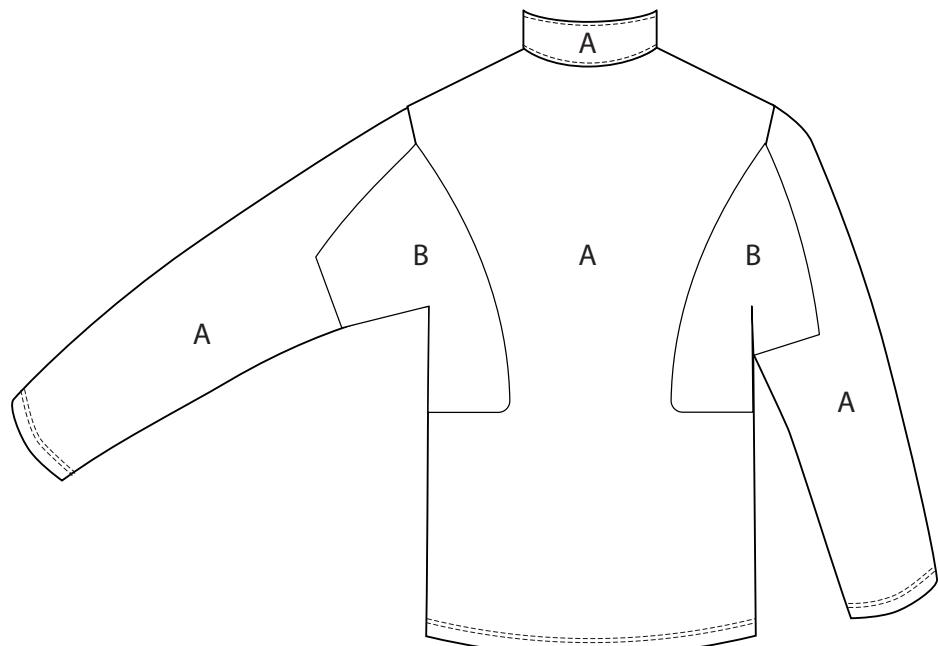
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	SIZE RANGE: S-XL	SAMPLE SIZE: M	
	CATEGORY: Lifestyle	BRAND NAME: FIRST AID	

FRONT VIEW:



BACK VIEW:



	FABRIC A: MAIN FABRIC	FABRIC B: MAIN FABRIC	FABRIC 3:	FABRIC 4:	ACCESSORIES & TRIMMS: ZIPPERS
REFERENCE:	Fleece	Fleece			Patch pocket: 18cm molded plastic zipper
COMPOSITION:	100% CO, organic	100% CO, organic			Fleece fastening: 75cm molded plastic zipper
WEIGHT:	270 gsm	270 gsm			
PLACEMENT:	A	B			
ADDITIONAL NOTES:					

# JACKET TECHPACK

STYLE DETAILS:	STYLE NAME: NOVEMBER JACKET, FLEECE	SEASON: AW24-25	PRODUCT DESCRIPTION:  A lightweight, water-repellent, and windproof mid-season jacket, ideal for various outdoor activities. The jacket features a "two in one" characteristic with a zip-in and detachable fleece jacket for cooler autumn weather.
	SIZE RANGE: S-XL	SAMPLE SIZE: M	
	CATEGORY: Lifestyle	BRAND NAME: FIRST AID	

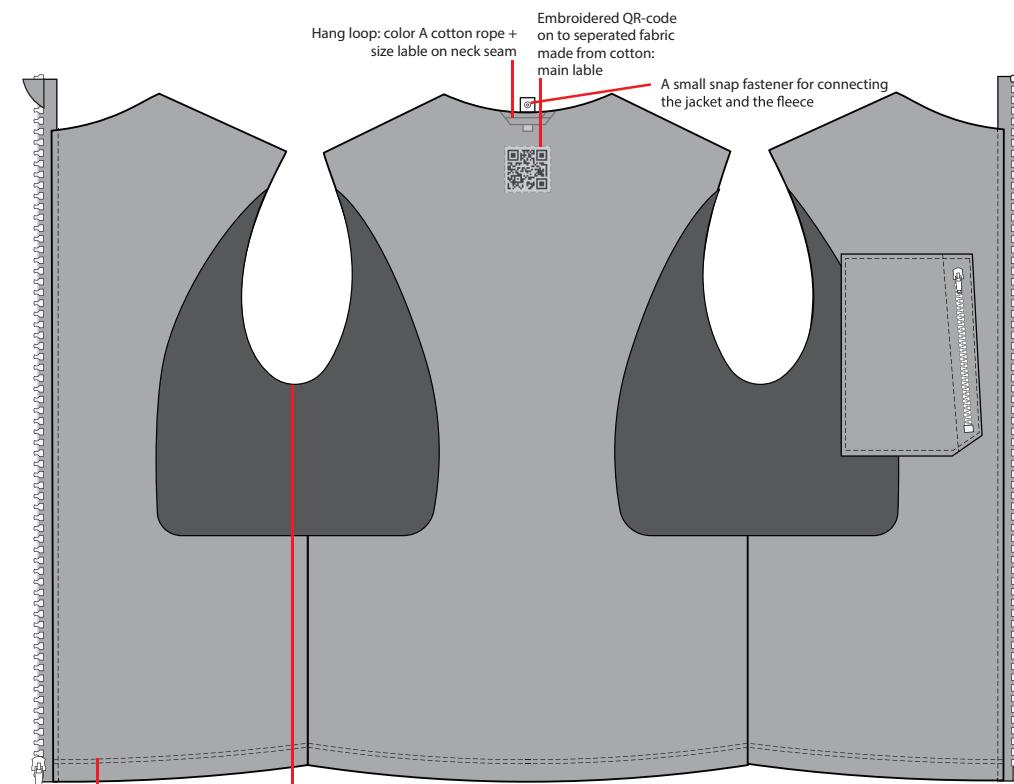
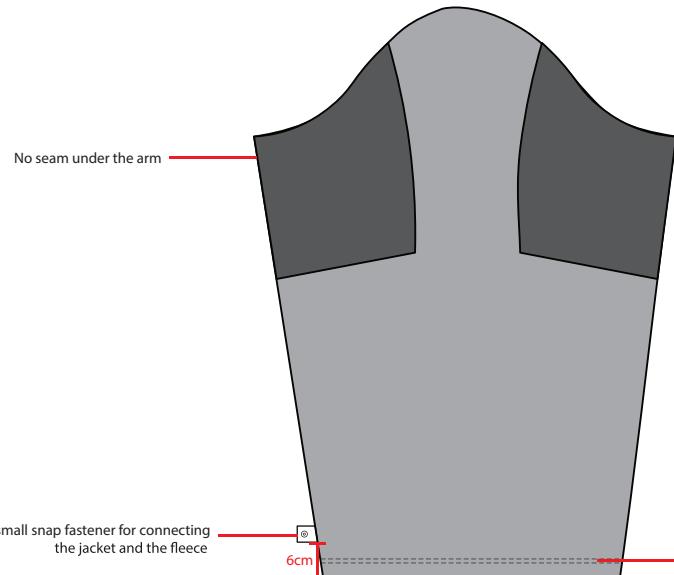
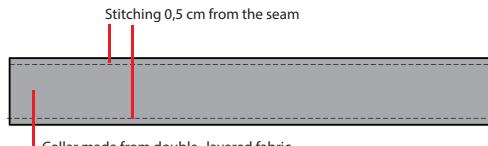
## LINING:



Main fabric



Main fabric





**MILA ULENIUS**  
Fashion and clothing student

Cell: +358 409680927  
Email: mila.ulenius@metropolia.fi