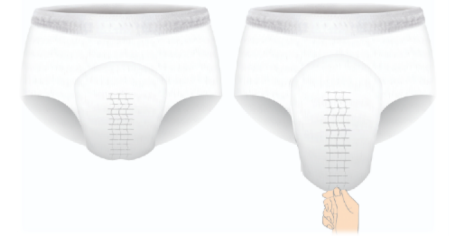


## 1. LOEWE (Core Lift Underwear)

The evaluation of the prototype was also relatively positive

- They were aware of the part of 'Core Lift' and expected it to prevent it from bunching up/sagging
- They expected that the 'Core Life' would allow it to absorb urine more stably



	Overall Evaluation	Newness/ Uniqueness	Purchase Intention
Total	5.00	4.50	4.50
UW User	5.00	4.50	4.50

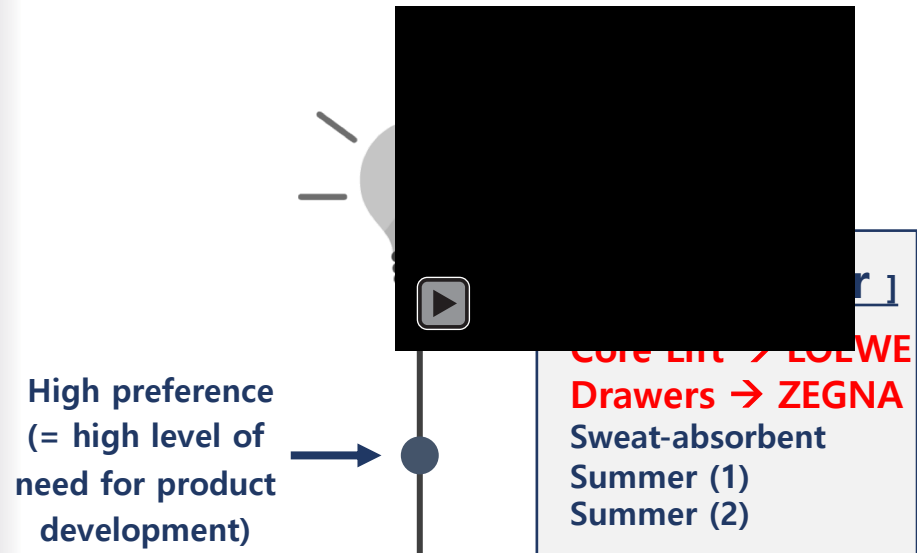
## 2. ZEGNA

The reaction of the prototype was also very positive

- It evaluated that it is quite close to normal underwear they are usually wearing
- They evaluate that its touch feel, thickness and the waist-line are all appropriate



	Overall Evaluation	Newness/ Uniqueness	Purchase Intention
Total	4.40	4.40	4.00
Male	4.40	4.40	4.00



\*[AC-19-4237 2019 Solution Idea FGD]