



FW2011 DESIGN INTELLIGENCE

The connective tissue of apparel design.

FACETED DESIGN

A **functional** and **dynamic** mood inspired by the anatomy and architecture of living forms. Designs are based on linear structures, surface shapes and textures – all accentuating the human form.

Faceted, crystalline and cellular shapes complement or facilitate the essence of function and are ergonomic in nature.

Features:

Functional Textures – Play with contrast of shine to dull – or smooth to textured to create surface effects.

Critical Stretch

Thermal Principles

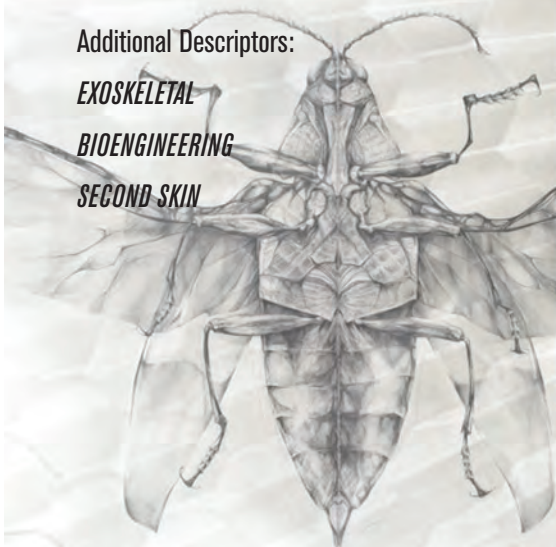
Seam Placement and Construction – to facilitate biomechanics.

Additional Descriptors:

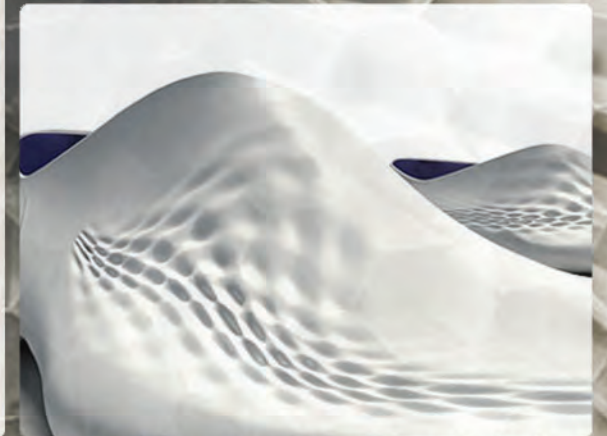
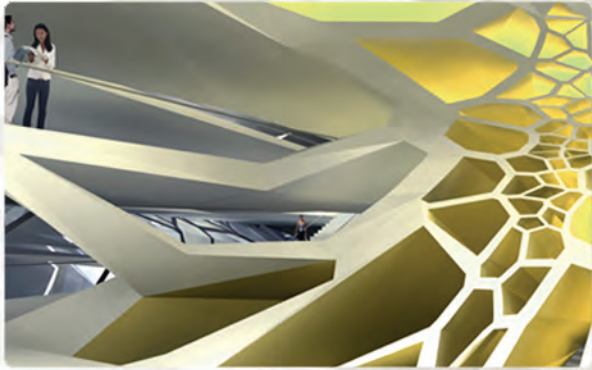
EXOSKELETAL

BIOENGINEERING

SECOND SKIN



FACETED DESIGN *cont.*



LIGHT-SPEED

The balance of **shaped panels**, **textiles** and **engineered graphics** result in futuristic designs that empower the athlete to go faster. Intuitive detail, articulations and fit are functional, and will contribute to the flow and aesthetic. Linear formations and textures convey kinetic energy.

Features:

Perforations – Laser cut materials for ventilation

Textile Innovations – Thermoregulation fabrics, lightweight softshells, 2.5Layer membranes should be considered

Protective and Climatized Inner Layers – Second skin knits with technological properties.

Articulation – in critical areas, ie: knees and elbows

Gradated Colorings – Fabric dying and printing is engineered to enhance aesthetic

Additional Descriptors:

ETHEREAL

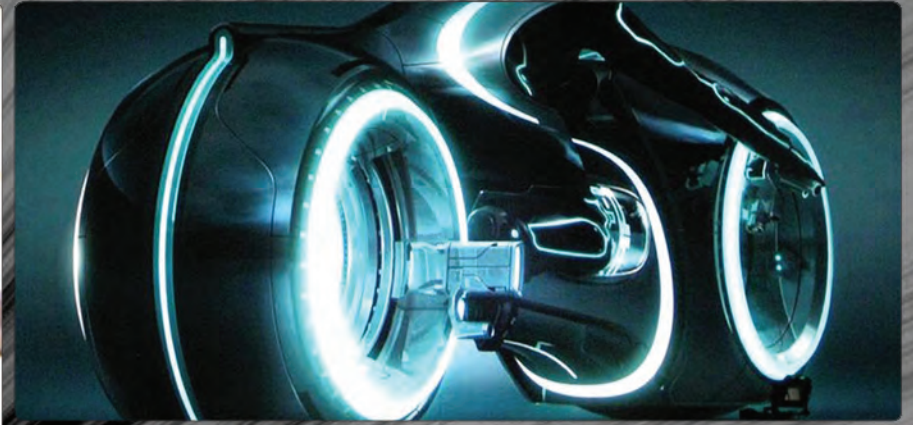
TRANSPARENT

LIGHTWEIGHT

SPEED



LIGHT-SPEED *cont.*



THE NEW ORDER - *MEN*

Military Deconstructed. The designs will draw elements from military uniforms with a fresh interpretation for athletic wear. These functional details will resonate with those who desire a fraternal camaraderie.

Features:

Functional Detailing – belt loops, pockets/storage, closure systems, and hem treatments.

Protection – Overlay films, finishing or laminates will enhance protection. “Armour Plating.”

Intricate Necks – Funnels and Scuba necks to facilitate comfort and or function.

Additional Descriptors:

RUGGED-YET-ATHLETIC

UTILITY

PROTECTIVE DETAILS



THE NEW ORDER - *WOMEN*

The culture of **Academic Sports** is revived in progressive designs that echo color, graphics and style of an earlier generation. This entertaining attitude evokes memories of school rivalries.

Designs should be overtly feminine, in an athletic vein, to provide more options for practice.

Features:

Bold Graphics – Appliqués, colors and prints are reminiscent of vintage team art

Athletic Cuts – The fit is more contoured

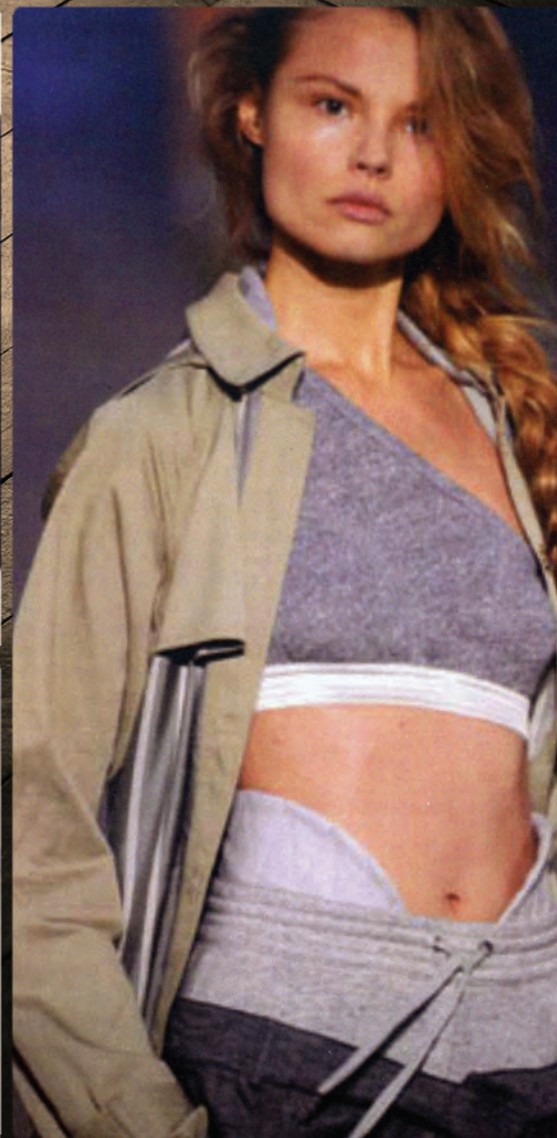
Classic Fastenings – Look for lace-up closures and antique snap covers

Additional Descriptors:

COLLEGIATE

BACK-TO-THE-FUTURE

BOLD



CONNECTIVE TISSUE

COLOR IS A GIFT

*Intricate Placement,
Engineered, Gradated and
Hidden color.*



INSIDE-OUT DETAILS

*The Interior is as important as
the Exterior. Consider both with
trims, materials and features to
better connect with the
consumer.*



STUDY OF LINE

*The Magnitude, Length and
Direction of Line should
enhance the aesthetic - or be
functional.*



SUSTENANCE

*Continue UA Green Initiative.
ECO-Design and ECO-Materials
for intelligent design.*



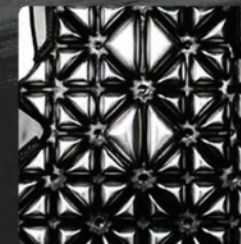
ASYMMETRY

*Push the boundaries with
Graphics, Prints, Placement
and Panels.*



HYBRID-FUSION

*Integration with other styles,
Layering, and Fusion of
Textiles will improve
performance and aesthetic.*



DESIGN ETHOS

ATHLETIC

- > Product for Sport and Athleticism
- > Facilitates Biomechanics
- > Functions Better than most other Apparel
- > Improves an Athlete's Performance

AUTHENTIC

- > Shared DNA from Original UA Product
- > Innovative
- > Fits Perfectly

ARTISTIC

- > Intelligent Design
- > Aesthetic Detailing
- > Exquisite Construction
- > Iconic

