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# **WOOL** FRESH

Nature's Innovation

An exegesis submitted in partial fulfilment of the requirements for the degree of Master of Design, Massey University, Wellington, New Zealand, 2016.

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## Disclaimer

Some information relating to this Masters of Design research is the intellectual property of Wool Fresh, AgResearch and Texus Fibre. As a result, it is excluded from this exegesis.

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Figure 1 - 2. The Wool Fresh Bag by Llana. 2016

# LLANA

The Wool Fresh Bag | 2016



“ New generations of designers, academics, engineers, scientists and other professionals embrace multidisciplinary critical and creative thinking to approach a complex new world. ”

Astella Saw, 2014, p.26

## Abstract

This Masters of Design research has contributed to product design innovation within the strong wool industry. This design research was conducted in the context of an industry partnership with Wool Fresh. This entrepreneurial venture was initiated by Darrius Glover, Chief Executive Officer (CEO), Boston, USA. Darrius constructed a research based design team to develop and establish an innovative textile within the gym bag market.

Three Masters of Design students combined their expertise from the areas of industrial, spatial and fashion to provide an interdisciplinary approach to design. Their research was conducted in parallel with textile scientists and engineers at AgResearch and Texus Fibre, New Zealand. This interaction between scientific innovation and design established the theoretical framework for this research. The project progressed through three key phases; the development of the Wool Fresh textile, the integration of Wool Fresh into a bag and the associated branding.

Wool fibres naturally absorb and regulate odour, moisture and bacteria. The Wool Fresh nonwoven textile was developed by AgResearch to enhance these properties. This advanced textile is antibacterial and reduces the odour and moisture in sports apparel. The textile innovation is the primary component of the Wool Fresh bag by Llana. Designed for sophisticated, style focused women the bag eases the transition from workout to workplace. As a vessel for the Wool Fresh innovation, Llana enters the market on the fringe of product design and high end fashion.

The commercial aim of Wool Fresh is to provide an alternative application for strong wool and make its benefits available to a wider audience. The viability of the Wool Fresh Bag will be tested in the ensuing months when the results of this research are publicised. If successful, this will ensure the longevity of Llana as a sub brand of Wool Fresh.



Figure 3. Base Detailing: 2015

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