

STRETCH WALLET

Stretching the idea
of what a wallet
could be.

4 week solo-project at Offsite by Advanced Design



BRIEF

Design a wallet that reduces bulk while maintaining function.

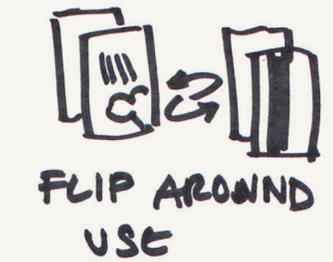
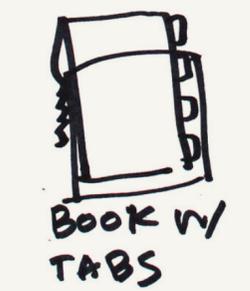
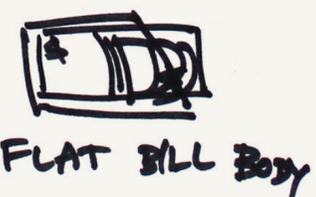
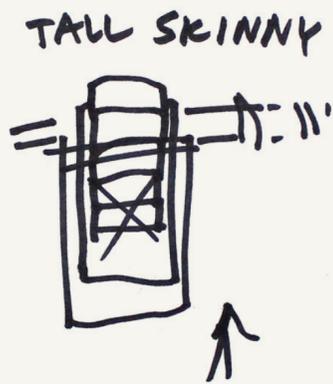
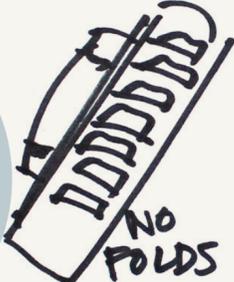
PERSONALIZED BRIEF

How might we design a wallet that reduces bulk while maintaining function **within the athletic-wear space.**

IDEATION

What are all the possible solutions for reducing bulk?

Which are most unique/novel?



Which is the best concept and why?

ARCHIVE FOLDER



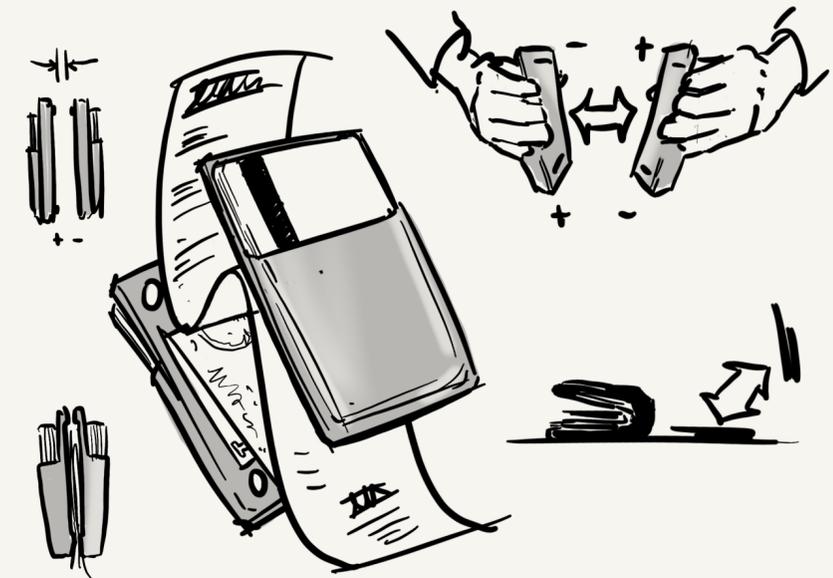
- + unique problem: solving trash
- too masculine archetype
- actually adds material
- niche problem

STRETCH AROUND



- + unique materiality
- + least masculine solution
- + can fit a large spectrum of contents
- + broadening the archetype of a wallet
- + branding opportunities
- might not be sturdy enough... Let's test it!

SANDWICH SECTIONS



- + addresses bulk in pieces
- + the "essentials"
- magnet potentially hurts cards
- easier to lose
- can only hold so much

VIABILITY

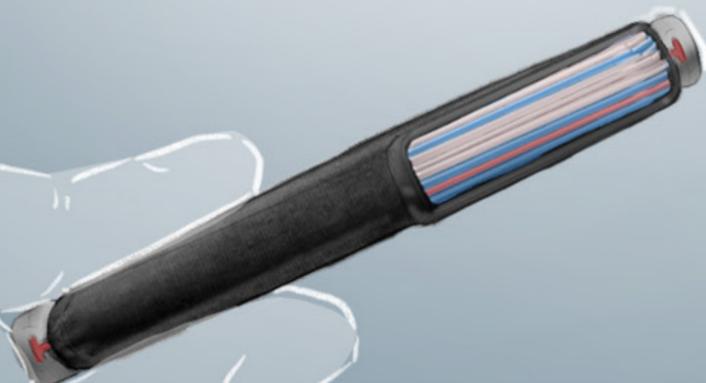
How can we make sure this idea is technically possible?

Prototyped using socks and foam-core!



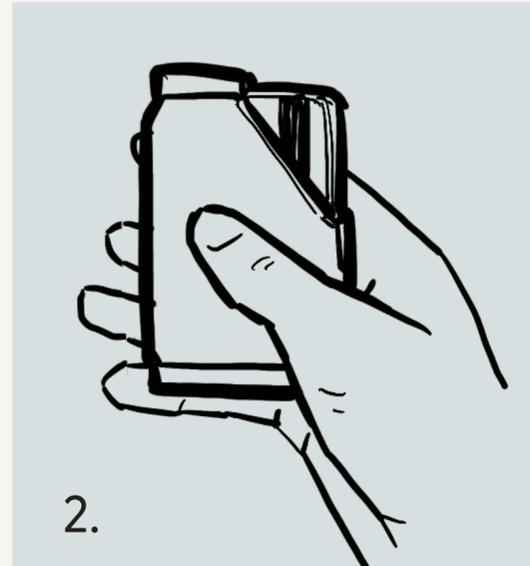
STRETCH WALLET

Smaller for everyone

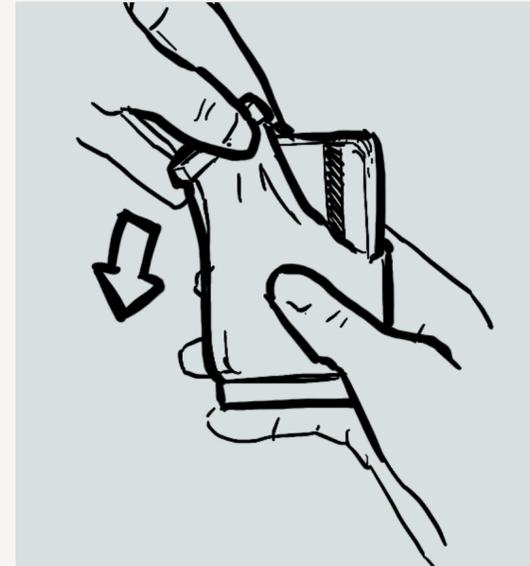




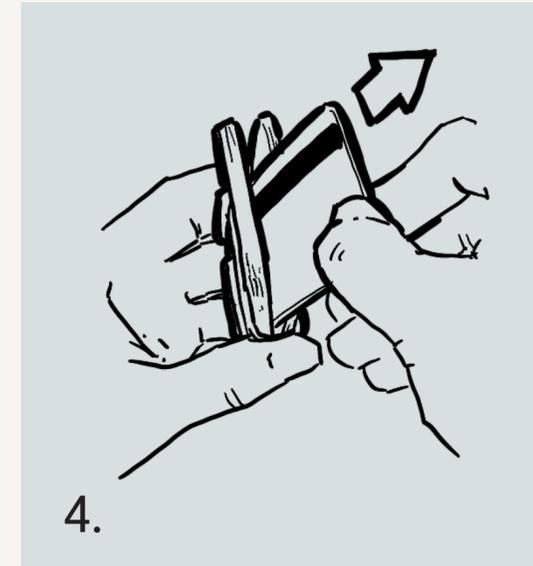
Fits in any pocket



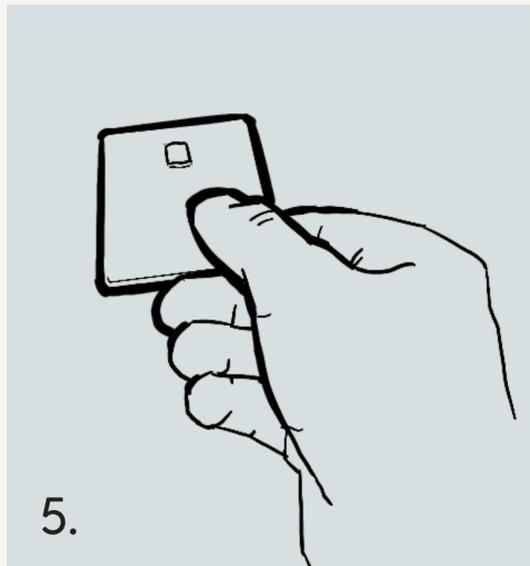
Take it out



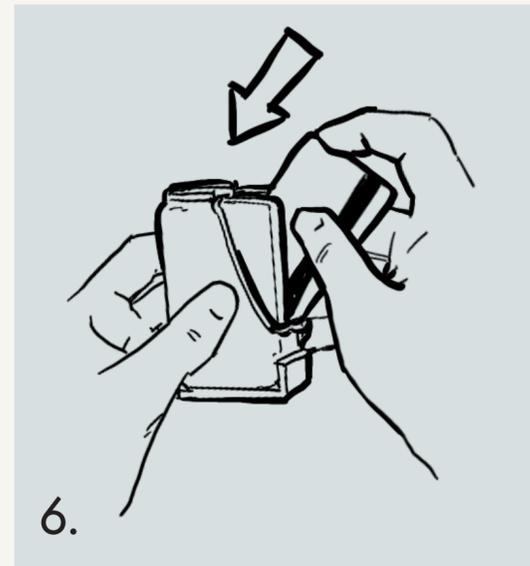
Open it up



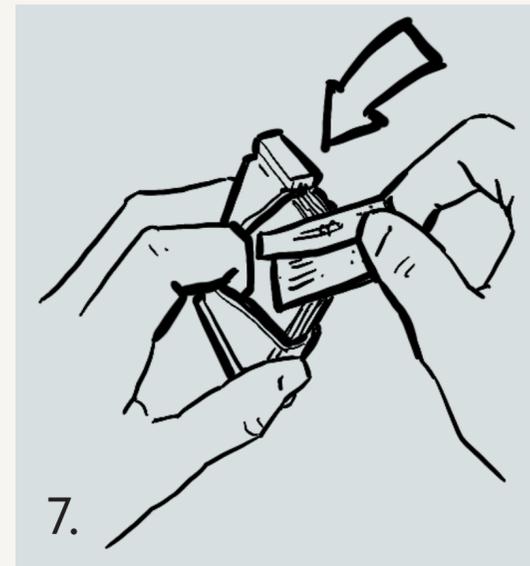
Find the giftcard



Pay for beverage



Replace the card

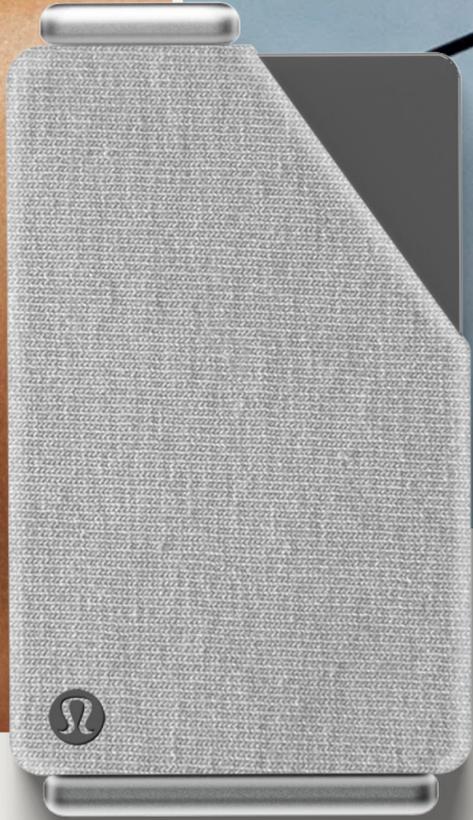
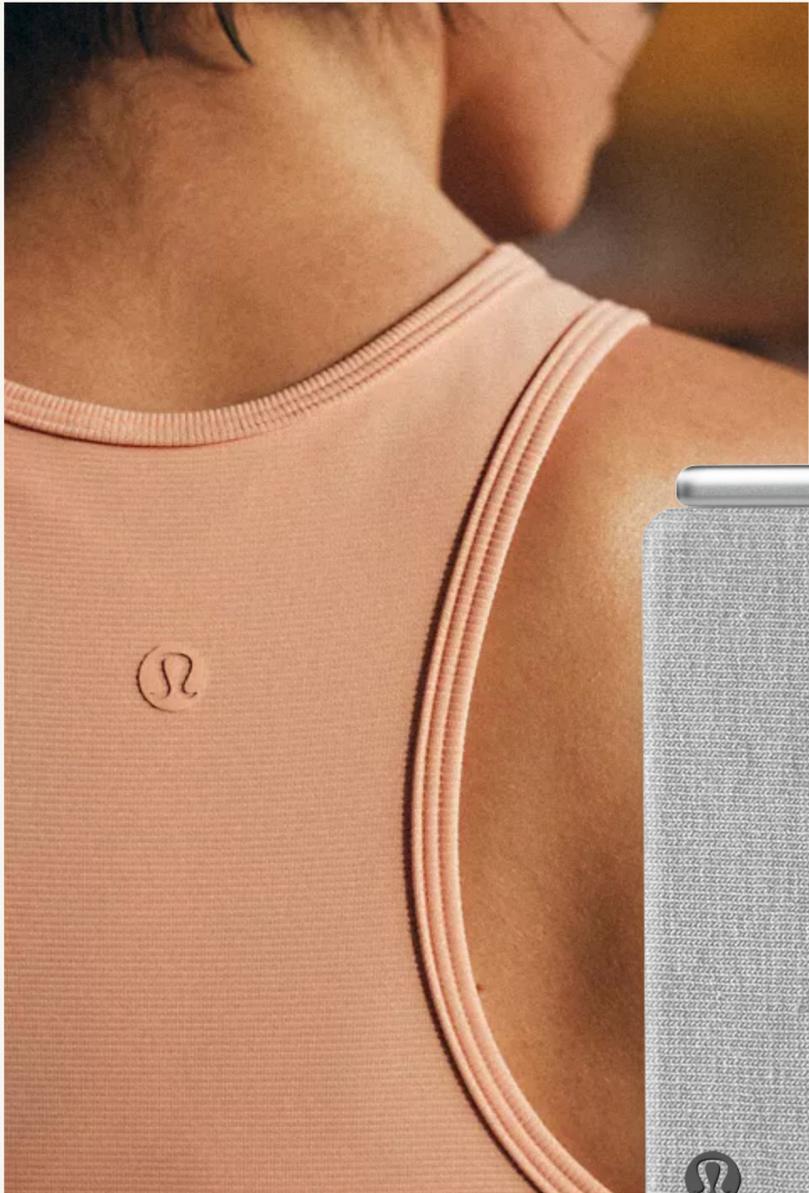
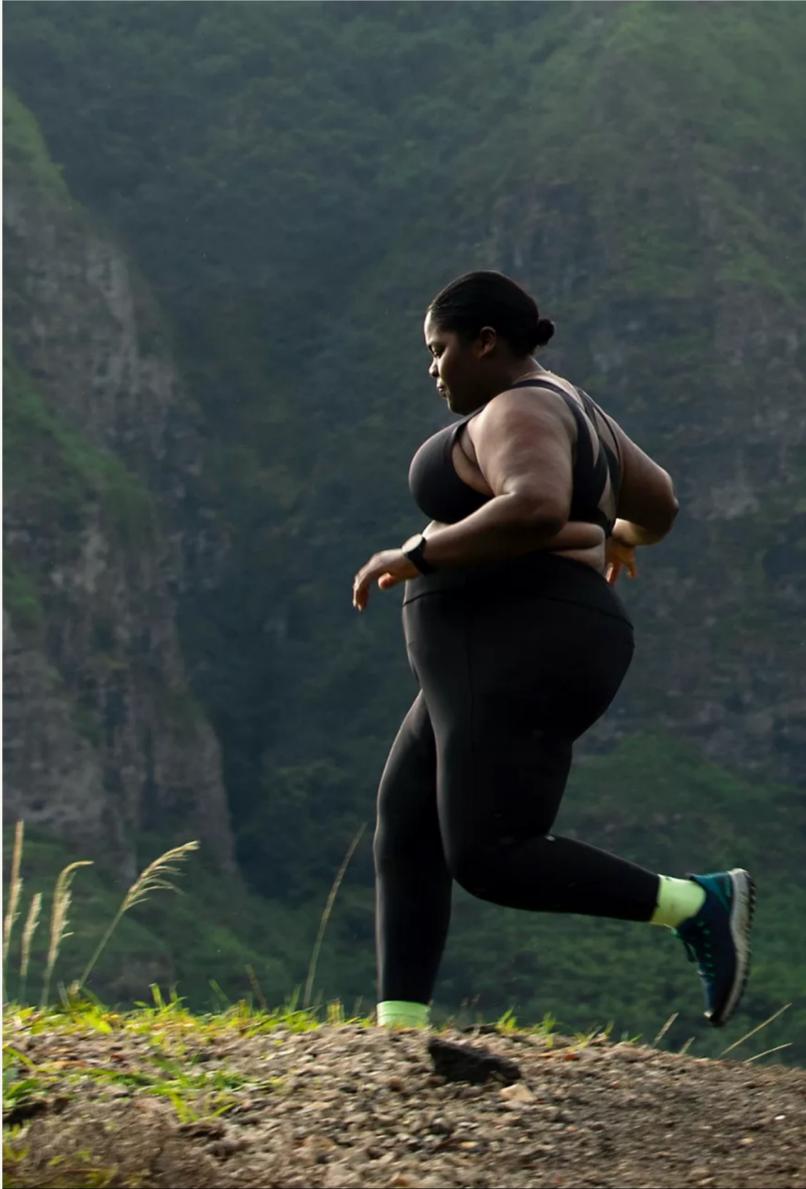


Store any extras



Be on your way

Branding opportunities



lululemon

Colorway Exploration

