

SUITPACK

Business attire on the move

THE CHALLENGE >

The inconvenience of carrying smart or spare attire in a compact, crease free manner is cited amongst the greatest perceived barriers to adopting more sustainable forms of commuter transport, including cycling, and to exercise during breaks in the working day. A carriage solution needs to balance apparently conflicting needs of garment protection, minimized weight and size, while providing a vessel suitable to contain a change of clothing, towel, shoes, personal toiletries, and often computing equipment. .

THE SOLUTION >

Starting with research and insight into core user needs then concept development and testing, CDP worked through an iterative prototype path to create an elegant, lightweight backpack solution which protects smart office clothing and a laptop, and supports a convenient change routine.

A novel configuration of compartments, form and bolsters, dimensionally optimised and integrated into a lightweight, compact shell structure enables protected transportation of everything required for the office day, or overnight trip.



“Life in the city can be fast and days in the office are often long, so commuting by bike is a great way of incorporating exercise into my daily routine. But clothing is a problem, I either turn up with crumpled clothes, or keep clothes under my desk.” – Business commuter interviewed early in project research.

BENEFIT TO THE END USER >

Suitpack transforms into a convenient, hanging changing station so you can quickly exchange commuting or exercise gear for work wear in the shower room. And it's not just commuters, cyclists and runners who will benefit from Suitpack. Frequent overnight and short trip international travellers will find Suitpack's airport hand-luggage compatible dimensions ideal for avoiding the delays and inconvenience associated with baggage check-in.

The Suitpack concept is generating interest across the globe from both individuals and retail businesses, and Cambridge Design Partnership is now seeking a partner to commercialise the Patent Pending design.

