



# BRISTOL UTILITY VEST

## WOMEN'S 5038

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### CASE STUDY

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**MARKET:** Automotive

**PRODUCT USE:** Women of Engineering Conference

**OPPORTUNITY:** A major automotive manufacturer was hosting a training event for women in engineering. They wanted something that could be used in a professional environment that was also fashionable and comfortable. The age range demographic included those young engineers just out of college to women who were close to retiring. This made finding the right style even more challenging.

**SOLUTION:** The manufacturer's first thought was a cardigan but feared it was not fashionable enough for the younger demographic. Knowing their audience and end-goal, they chose the new Utility Vest as ideal combination of trend-right styling and comfort for an ageless appeal. The pockets came in handy for storing game pieces during some of their team-building activities and the comfort and styling made it a great piece to wear all day, from lectures to evening events.