



Title: Toggle Coat.

**Designer: Wanjira Gitau.**

Design house: Shera's Garments.

# Toggle Coat

A toggle coat is a coat that connects and disconnects. It can be detached forming two parts. And still be attached to form a complete coat together.

This is a full coat, similar to a trench coat. It is connected with a leather strap at the middle point/waist area forming a physical vertical separation.

To offer the user more flexibility and versatility, the coat is double-sided, with no defined inside or outside. Furthermore, once the coat is separated, the bottom has an inbuilt bag, to which the user could easily fold the coat into, carrying with ease and convenience.

# About the coat- Build

- The upper part and lower part will be detachable serving as different outfits sourced from the same piece of cloth. The straps used as the closing mechanism will provide an alternative to plastic buttons, allowing for sustainability and durability.
- The coat will have standing collars which will be defined by straight stitches giving a polished official yet casual look. To complete the look, the coat comes with a pouched patch on the far end of the right side pocket which will work as a carrier for the bottom part of the coat once detached.

# Materials used and source

The coat will be tailored using natural leather, ethically sourced from farmers.

At Shera's garments, sustainability and durability are important, an area we focus on as we purchase our materials.

Furthermore, we believe that acquiring resources using methods that protect the environment is crucial to re-imagining the future of the fashion industry.

This has provided us with the opportunity to work with Hand made soko (<https://www.handmadesoko.co.ke/listings/raw-leather/>) to acquire our materials as well as collaborating with them.



# Advantages of the toggle coat

- It is unisex and not limited to a specific gender.
- It can be altered to preferred height.
- It can serve as an outfit for multiple occasions because of its double sided design.
- It's both a casual and official wear.
- Easily portable once separated.
- It is convenient, with its in tailored pouch.
- Provides comfort and warmth to the user.
- It is sustainable and durable.

# Disadvantages

- It can be time consuming attaching and detaching the coat.

# Target Market

The target market for the Toggle coat, is all genders between the ages of 25-40 years, with a medium to high income who live in urban centers and are keen on purchasing warm wear.



# Why Toggle Coats?

The cold and warm seasons in Africa can vary in intensity, and recently with the effects of global warming, these weather conditions have continued to become harsher, creating a need for a day or night wear that is both relevant during the cold and warm seasons. With the Toggle coat, it offers this option making it the best choice for both cold and warm seasons giving the customer/ client versatility as well as durability.



# Statement of Intent

- 
- The Toggle coat is not only gender inclusive, but with its aesthetically pleasing natural leather material, it brings beauty to the wearer while simultaneously safeguarding the environment. Furthermore, with its durability, the Toggle coat offers a solution to fast paced fashion whose focus is instant gratification.