STUFF STASHERS.
Because women deserve peace of mind - and pockets too.

Fall/ Winter 2018

Did you know that over 50% of female joggers under the age of 30 have been harassed in some way? The thoughtful addition of pockets that are large enough to actually carry the essentials a woman needs for preventative purposes plays a crucial role in a woman’s feeling of safety.

Not only are these pockets large enough to carry a phone, some pepper spray, and a house key, but also they are cleverly designed to blend into the garment details, without feeling bulky. The stylish and innovative nature of these pockets make these garments suitable for athleisure as well, which elevates these pieces from sportswear to casual wear for every errand.

Target Market: Women ages 20-27

Theme: Providing women with essential storage space so that they can always be prepared.

Income: $40,000-$70,000

Features: Spacious pockets for personal and safety essentials.

Colors inspired by PANTONE Winter Neutrals Palette Winter 2017/2018