

The consumers of the world, though presented with a vast number of clothing choices, are bound by the ideas of designers. Though the community of consumers determines, through their purchasing decisions, determines the styles of clothing produced in the long run, there is a distinct lack of individual freedom in clothing choice. Consumers need a fun, affordable way to create their own clothing. Custom clothing styles and functions, along with clothing/technology integration are vital to a future of individuals who need something different from the “aggregate” style, but can’t afford their own tailor.

Enter the Glover system, essentially a collection of standards for outsourcing clothing creation to the consumer. Using a website/submission form, in person at participating clothing stores, consumers can choose from preset aesthetic patterns and designs, or submit their own. Their Design will be printed on modular, interchangeable clothing pieces. The customer can purchase pre-made clothing sets, or “build their own” by purchasing individual component parts that can be constructed



into a completely custom article of clothing. All of the components will be interchangeable so individuals can tailor their clothing to fit their own sizes/shapes/and styles. The customer will also save money by using their wardrobe to the fullest. The ability to mix and match components of the clothing modules means the wearer will be able to create multiple styles and functions from a relatively small wardrobe; Ideal for travelers, artists and people on a budget. In addition, the Glover system will encompass standards for, and provide “gadgets”; technological clothing additions and the modular clothing piece to house them. Some examples of gadgets will be; pedometers that attach to the bottom of the modular sock, speakers that attach to the inside of the modular hood, Led flashlights on the sleeves of the modular jacket, a Bluetooth speaker/microphone in the shirt collar that syncs with a Cell Phone for comfortable hands-free communication without the negative image that comes from the Bluetooth headset. The greatest part of the Glover system is the system of standards for “synching” the clothing. If a component or gadget doesn’t exist, the Glover system provides the blueprints for customers to create them, allowing for even greater variation and customization of clothing. Glover is bringing the open source movement to clothing.



Initially, the Glover will be marketed towards the youth demographic, specifically ages 13-24, and, in particular, women who will have more to gain from the product as women’s fashion allows, and demands for greater variation in clothing, but the Glover system is for everyone. The ability to customize your clothing to meet your own needs is a value that anyone can appreciate. The Glover system will be beneficial for travelers, students, athletes, professionals in every field from; doctors (modular doctors/lab coats with built in medical equipment), to business people (the modular suit with Bluetooth and PDA synchronicity), to garbage men (attachable reflective stripes, waterproofing, built in radio, and faceguards). Companies will love the Glover system because they can purchase all of their company uniforms, and customize for each position.