

SKYPEOPLE

Sky Diplomat

Down Blazer

「 Sky Diplomat」 Down Blazer
CONCEPT

About Sky Diplomat

It infuses the warmth of a winter down jacket with the elegance of a suit. At first glance, it certainly commands its own spotlight, offering not just the insulating properties of a down jacket, but also an air of chic elegance of a suit.



Why is a suit? - In deciding on its product category, we aimed to offer a unique down protection product explicitly tailored for sophisticated urbanites, enabling them to dress stylishly during the winter season.

Based on the market analysis, urbanites often require a decent and comfortable jacket in winter. However, because of the fluffy down filling, most down products tend to appear puffy. This characteristic often reinforces the common stereotype consumers have of down jackets. Upon opening your wardrobe, choosing a cozy yet warm winter jacket suitable for business or work occasion can prove challenging. We should not neglect our somatosensory demands in our quest for elegance, nor should we compromise our approach toward fashion. Therefore, in order to meet the requirements of the market, user, and product, 「Diplomat」 down blazer has been created .





Unlike certain fashion brands that place significant emphasis on trends and aesthetics when designing suit products, we consistently uphold SKYPEOPLE's product philosophy of "form follows function". Our primary focus revolves around one central question: What demands should a good down suit fulfill for the users?

By continually engaging with our target customers, exploring real-life application scenarios, and identifying the potential real needs, we once again launched a product designed to provide a balance between warmth and dignity.





Concerning the aspect of warmth, we anticipate that our products have a sleek and tidy appearance yet excellent heat-retention function. For this reason, Italian Thindown goose down, which can replace the traditional goose down filling, has become our first choice. The product redefines people's perceptions of goose down items by leveraging the benefits of its fabrics. It enhances the product's lightness and style while maintaining warmth. Its customizable feature also broadens the potential for diverse product shapes. In addition, our GRS-certified Thindown materials underscore our dedication to environmental sustainability.


In terms of elegance, tailoring is expertly crafted to precisely suit the curve of the shoulder without excessive padding. This attention to detail accentuates a natural and refined appearance, highlighting the figure in a seamless manner.

Its classic tailoring, featuring notch lapel, maintains the fundamental elements of a traditional suit yet relaxed enough for everyday wear.

A woolen splicing pocket on one side of the chest adds an extra touch of style to the look. A sleek snap closure at the front facilitates easy wear and removal, accommodating a range of pairing styles.

The unassuming yet intricate brand sleeve badge is strategically stitched at its four corners. It's not ostentatious but provides a subtle presence.





When it comes to fabric selection, we've chosen the SKYPEOPLE Noise-Free Light Touch™ nylon fabric, considering the average city dweller's indoor and outdoor experiences. This fabric has an average friction decibel level of approximately 68.5, providing a subtle and gentle sound. This fabric promotes quiet, sleek movements, enabling wearers to move freely without the potential embarrassing noise often associated with other materials. The fabric boasts a soft and delicate feel, complemented by its unique matte texture. Its comfort will accommodate you for all types of social occasions throughout the winter season.



THANKS

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