

GARMENT DESIGN + ANALYSIS

Refatara Noor

New York City College of Technology

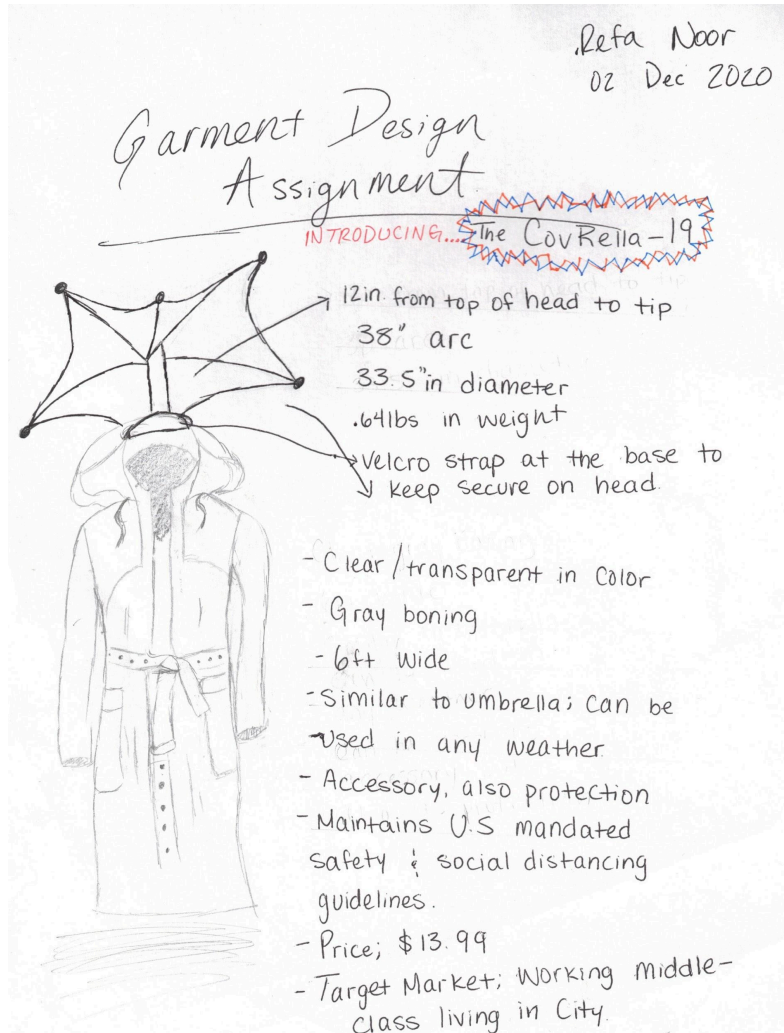
20th Century Dress - ARTH1204

Professor Palmer

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Understatedly, COVID-19 or the Coronavirus has changed the modern world as we know it in 2020. From how we eat, to how we pass time, and of course to how we dress. Here in the United States--particularly New York City, we have mandated guidelines as to how we can interact with someone whilst staying at a safe distance, and that distance is six feet. Along with wearing a face mask that covers the mouth and nose, which is an absolute **must**, it is highly recommended not to touch or hug another person.

With that in mind, the CovRella-19 provides ultimate protection from either the weather or even people. Think of it as an umbrella but for your head. It's span goes to six feet and as people walk by, they will walk around so as to not bump into you. This is a gender neutral item, meaning it can be worn by anyone regardless of age, gender, or height. It towers only one foot above the head and has an arc of 38-inches. The velcro strap at the base of the 3-inch stem allows for secure wear through harsh winds as well. The standard colors are clear or black with gray boning but the exterior design is expected to expand to other solid colors and prints to better fit in with the wearer's mood or outfit for the day. This unit can be worn for protection from environmental factors such as rain and harsh sun--being UV ray impenetrable, as well of course as an option of protection for those who are extra cautious of the spread of this novel Coronavirus that has shook the world to fear and heartbreak.



The nylon material-based CovRella is priced at \$13.99. This price is easily attainable from people in any social class. Wanting to cover our finances from production that includes high quality material but also be available for just about anyone is the main reason for this price; it is not too cheap and it is not expensive either. The target market for this product is to the working middle-class in densely populated cities. Even though a national quarantine was put into effect at the climax of this deadly virus' life, essential workers still had and continue to have to go to work at hospitals, morgues, and police and fire departments. Now, that outdoor dining and minimal shopping is being allowed, more and more people are outside and in places like New

York City, where the estimated population is 8.4**million**, it is vital to keep not only ourselves, but our family members safe too.