

## Functional textiles

# Market niche found!

Professional work clothes are available for almost every branch and every line of occupation. There are exceptions however, if the target group and the number of its potential wearers are presumed to be too few for example. Too few? At first glance, perhaps.

von Sabine Anton-Katzenbach

This is what the qualified men's seamstress Heike Hüning, who originally comes from Münster (D) and now lives in Hamburg (D) cast at the media branch, resulting in her creating the media jacket and media waistcoat which was recently presented at the Techtextil.

*The highly functional and water-tight media jacket, certified in accordance with EN DIN 343 for weather protection clothing, is the right outfit for film-makers, event technicians, stage builders, meteorologists, construction site managers and architects*

The idea of a special outer garment came to her when she worked part-time in the film industry. She noticed that producers, actors and actresses and the camera people occasionally had to work in the pouring rain for hours during location shootings, because the demanding shooting schedules did not permit any interruptions, even in bad weather. The film-makers protected themselves with outdoor jackets but they were only suitable for use on set to a certain extent. There was a lack of important details such as a watertight storage of documents or a practical place for the walkie-talkies (GP 300). Hüning saw a need for action and in 2001, she started to develop her own branch clothing. In cooperation with **W. L. Gore**, Putzbrunn (D), and the manufacturer of ready-made clothes, **Fuchs + Schmitt** from Aschaffenburg (D), a multi-functional jacket was produced which was presented to the public at the Festival Camerimage 2002 in Lodz (PL) for the first time.

### Multi-layer principle included

The media jacket is based on the multi-layer principle and is designed to ensure optimal condi-

tions both when shooting on location and indoors. It comprises two parts: a waterproof outer jacket and a windproof inner jacket. They can be joined together by means of a zip but they can also be worn separately. So that both of the jackets have the same functions and practicalities which are required for shooting, the most important pockets such as that for the walkie talkie have press studs, enabling them to be simply removed and attached to the other one, as required. Press studs which are not in use are simply protected by matching covering tapes. This is the same principle as with the disposition clip which serves the fixing of the identity card in place, for example.

In addition to the removable pockets, both of the jackets offer a number of other pocket solutions which are waterproof in some cases. They are designed for technical equipment such as lamps and special tools, writing implements and keys, sunglasses, mobile telephones and documents up to a size of DIN A4.

The watertightness of the outer jacket which is also required when it is being worn in rain for a number of hours was ensured by the inhabitant of Hamburg with a low-noise Gore-Tex 2-layer laminate. This guarantees a perma-



Photo: Isabel Synder, Los Angeles

**GÜTERMANN**

**An innovation in thread technology**

German thread manufacturer Gütermann, Gutach (D), has developed a totally new thread technology, the Micro Core Technology (MCT). Gütermann characterizes MCT as a quantum leap in thread manufacture.

MCT is the first microfilament polyester-based core spun technology and not comparable to any other existing manufacturing technique.

Gütermann specifies the key benefits of the new core spun threads with microfilament wrapping: uniformity without fluctuation in thickness, greater mechanical resistance to stress, brilliant silky gloss and minimal abrasion. According to informations of Gütermann MCT threads are produced from raw material which is technically precise in definition, the production process is reproducible. The benefits for the user: No dust and minimal projecting fibres during sewing. The MCT thread is sewable with minimal thread tension ( $\leq 25$  cN) because the uniformity of threads and their excellent sliding properties. So the tension puckering can clearly reduced and the stitch and seam appearance is completely even. In addition, the thread surface – with no projecting fibres like in conventional core spun threads – is made up of micro loops and insure, that the thread optimal interlocks with the fabric. This fixation and the essential lower thread tension during the processing guarantee additional thread stored in the seam and ensure an elastic comfortable seam, first time for lock-stitch seams.

[www.guetermann.com](http://www.guetermann.com)



Photo: Heike Hüning

layer laminate which the inner jacket is made of also has this property.

**Jacket followed by a waistcoat**

The media waistcoat is designed as an addition to the media jacket. It is also designed to withstand bad weather and is therefore made of a windstopper 3-layer soft shell laminate from W.L.Gore which has active breathing properties. On the other hand, the pockets are made of a waterproof material in order to provide tools and electronic equipment from the best possible protection against humidity. They can be buttoned on to the waistcoat or worn on a belt, as required. All of the materials and findings have been so selected that nothing can rustle or reflect during shooting.

The customers are not only production teams, directors and actors and actresses now, but also even event technicians, stage builders and meteorologists. The jacket is also interesting for architects, construction site managers and surveyors on small and large construction sites. The mar-

*The media waistcoat with its numerous practical details is the latest addition to the media jacket*

ket volume which was small at the beginning has multiplied itself. It all comes down to lucrative markets only being noticeable at second glance.

**Vita**

Heike Hüning was born in Münster (D) in 1969 and grew up in the Gütersloh (D) region. After taking her Abitur, she trained as a men's seamstress with Greiff Mode in Bamberg (D). This was followed by internships with two renowned fashion brands. A scholarship from the Philip Morris Foundation enabled her to study fashion design at the AMD academy in Hamburg (D), which she completed with a grade one. In the ensuing period, she worked for fashion labels such as Marc Cain, Windsor and Indigo Snowboard, which was accompanied by parallel cinema and television work. In 2004, she accepted an offer to work on Sylt (D), where she was among other tasks, entrusted with the developing of an alteration and design studio for a clothing retailer on the island. She returned for good five years later and as a self-employed designer, she has since then continued to work on the realisation of her early idea of a media jacket.



Photo: Andreas Münchbach, Hamburg

*Heike Hüning is responsible for the idea behind the media jacket and the media waistcoat*