



# Fit & Function Bra



## Summary

Chicco invites all creatives to immerse themselves in the child's world and develop the concept for a highly multifunctional and adjustable nursing bra that facilitates breastfeeding and can be used in conjunction with a series of integrated accessories.

**Official contest page:** <https://bit.ly/Fit-and-Function-Bra>

## Company description

Chicco is a multi-specialised parenting brand. Parenting is a concept that means more than biological parenthood, it is an extended attitude, including also grandparents, uncles, friends and all the caregivers of children in general. For over 60 years, Chicco has been working closely with and for families, listening to and supporting their needs by developing simple and effective solutions thanks to Chicco Research Center which is in constant dialogue with families, observation of children's and parents' behaviors, as well as being in continuous collaboration with experts and scientific community. Today, Chicco is one of the top 10 Italian consumer goods brands with a global market of over 120 countries and 360 single-brand stores, out of which 111 are located in Italy.

## What we are looking for

Breastfeeding can be complicated, requiring a mother to rely on good knowledge and awareness to manage different and not always foreseen situations. Having access to all the information needed to select the right tools at the right time can help overcome specific problems.

The **nursing bra** is among those products that are purchased prior to the birth of the baby. However, there are a number of other **accessories**, often less well known, to support a mother during breastfeeding.

Often, these accessories must be used and worn in combination with the nursing bra.

However, these accessories are often not designed to be integrated into the bra, generating considerable physical and emotional difficulties for the mother: she finds herself wearing "objects" that may impact the way she looks and sees herself, damaging her femininity, leading to emotional and physical discomfort.

With the objective of creating a user experience for the mother as serene and easy as possible, Chicco wants to explore new solutions for an adjustable nursing bra and integrated accessories that, as a system of products, are characterized by the highest level of wearability and usability, as well as adaptability to every situation and/or growth phase of the child.

Chicco is invested in making new mothers experience breastfeeding with serenity by helping them feel ready and prepared thanks to the opportunity to integrate the right accessory at the right time to their multifunctional Chicco bra.



## Guidelines

For the correct implementation of your proposals, please keep in mind the following guidelines:

### Product Typology

Chicco is looking for an adjustable nursing bra concept and a dedicated series of integrated functional accessories.

**Adjustable multifunctional nursing bra:** a nursing bra concept solution with new features and functionalities compared to traditional nursing bras.

The multifunctional nursing bra shall:

1. ENSURE EASY ACCESS TO THE BREAST allowing comfortable breastfeeding without the need to remove the bra through a dedicated functional structure, resealable openings or other solutions. The necessary gestures should be performed easily with one hand.
2. BE ADJUSTABLE and easily adaptable to accommodate the mother's sudden size fluctuations during the breastfeeding period. It is possible to think of the bra with a view to sustainability both from the point of view of materials and durability. It is necessary to find a solution that goes beyond the logic of a bra for each size: the same bra must be able to accommodate the circumference of the waistline and follow the growth of the breast cup during the different stages of breastfeeding (it must cover at least two sizes approximately), ensuring maximum comfort at all times;
3. WELCOME NURSING ACCESSORIES that are specially designed to be inserted into the bra while remaining undetectable when worn under clothing and comfortable during use on the part of the mother. The bra must necessarily be designed to guarantee the maximum effectiveness of the accessories and at the same time preserve the discretion and femininity of the woman who wears it (see the paragraph dedicated to the breastfeeding accessories that can be integrated);

BE COMPATIBLE WITH BREAST PUMPS by providing a space and a way to fix the bell of electric breast pumps or manual breast pumps to the bra so that the mother can have her hands free when pumping the milk (use this [electric breast pump](#) and this [manual breast pump](#) as a reference).

4. BE SELF-EXPLAINING: the nursing bra must be easy to use and should suggest to mothers the existence of allied accessories;
5. BE EASY TO USE: the nursing bra must be easy to put on, open and close in order to facilitate breastfeeding;
6. BE COMFORTABLE AND BREATHABLE so that it can be comfortably worn both by day and night;
7. BE PRACTICAL, functional and easily washable;
8. PROVIDE SUPPORT for developing breasts. The bra must be structured in such a way that it gives support to the growing breast: the straps must not be too thin and the size and fabric chosen must be able to support the weight of the breast, conveying the feeling of support/safety to the mother without compressing excessively. It must not include underwire.



9. **BE DISCREET AND NATURAL**, without particularly elaborate aesthetics in terms of fabrics and graphic prints. It should NOT include lace decorations. The bra will have to follow the natural curves of the mother who appreciates bras that maintain feminine shapes without altering them;

**Integrated breastfeeding accessories:** a range of accessories for breastfeeding that are developed by redesigning/improving existing accessories, so that they are compatible with the new multifunctional nursing bra.

The 4 accessories currently available to be rethought in consideration of the new bra are:

- nursing pads (WASHABLE AND REUSABLE, NO DISPOSABLE)
- milk collection shells (consider shells also as spacers between tissue and nipple to avoid rubbing when sore)
- thermogel for hot/cold therapy
- silver nipple protection cups

Nice to have: Participants are welcome to submit new accessories in addition to those listed above.

Accessories shall be:

1. **INSERTABLE AND FIXABLE TO THE BRA:** they must be easily inserted and fixed to the Chicco multifunctional bra. It should be possible to use them with any nursing bra on the market, but compatibility with the Chicco bra must bring a series of functional advantages;
2. **ANATOMICAL:** taking into account the anatomy of the breast and its evolution;
3. **COMPATIBLE WITH THE NEEDS OF MOMS.** Below are some insights that emerged from a target user survey:
  - the need to have some room between the nipple and the fabric to avoid rubbing or crushing;
  - the need to adjust to swelling, preventing the nipple from being compressed;
  - the need to keep the nipple dry and clean in a breathable environment;
  - accessories must be discreet under the clothes. They should be worn without worries as they maintain their position and do not stand out;
  - accessories must be easily washable and reusable.

**For further information on current nursing bras and breastfeeding accessories, you can refer to the attached *Material files*.**



## Production materials and technologies

Plastic materials: they shall be suitable for industrial and sustainable production processes. Textile materials: participants have the possibility of proposing innovative and eco-sustainable materials.

## Aesthetic style and logo

The bra must not have a particularly elaborate aesthetics in terms of fabrics and graphic prints. It must NOT include lace decorations. In terms of style, the accessories must be consistent with each other and with the bra. The “Chicco” logo shall be present and visible on each single product of the collection.

## Dimensions

For bra dimensions and sizing, refer to the attached *material files*. As for the dimensions of the accessories (breast pads, milk collection shells, thermogel or other solutions) they must be compatible with the size of the bra cup, anatomical, discreet and not too bulky. The silver cups are dedicated exclusively to the care of the nipple and therefore have smaller dimensions.

## Deliverables

It is possible to submit more than one entry per participant. Please submit the images and files that best represent your project (sketches, storyboards, renderings, descriptions, etc.). The images visible in the gallery (maximum 5) must have an aspect ratio of 4:3; accepted file formats: .jpg, .gif or .png; color mode: RGB; maximum single file size: 1MB. Remember that on the upload page you can submit a dedicated .zip folder with additional supporting materials. Don't forget to add an abstract and a description with all the information about your project. Maximum size of the .zip file: 100MB.

## Evaluation criteria

In the evaluation of your submissions the Sponsor will take the following criteria into account:

Consistency with the brief (35%)

Originality/Innovation (30%)

Technical Feasibility (20%)

Aesthetics/Design (15%)

## Language

English. All submitted texts should be written in English (abstract, description, tags, ecc.)



## Contest timeline

Upload phase:	4 November 2022 – 1 March 2023 (1.59 PM UTC)
Concept review:	7 December 2022 (1.59 PM UTC)
Client vote phase:	from 1 March 2023
Winner announcement:	approximately by the end of April 2023

## Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to [contest@desall.com](mailto:contest@desall.com) or through the contact form. The review is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

## Eligibility and submission criteria

Participation is free of charge and open to designers and creative talents of any nationality aged 18 or older. Participants will be able to present one or more projects, but only the projects submitted through the website <https://innovation.artsana.com>, from the upload page relating to the contest, will be accepted.

## Award

1°: € 3000

The selection of the winner will be the result of an unquestionable evaluation by Chicco.

## Extra Award (option right fee)

€ 1500

For the duration of the option right, Chicco offers the chance to all participants to receive an Extra Award, setting a fee of € 1500 for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, please login and read the [Contest Agreement](#) from the upload page.

For questions about the brief please use the “Have a question” button or write to [contest@desall.com](mailto:contest@desall.com)



## Submission Guidelines

**Project images:** the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

**Descriptions:** we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

**Additional material:** in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

**Hidden option:** only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.