

1/2 **skip laundry**

Asking myself where "laundry problems" start I submit a solution for the original problem.

SKIP LAUNDRY

Laundry Experience:
 Endless, boring work. Something that has to be done. I'm rarely sorting or pre pre-treat my laundry. I use soap nuts and scented oil.
 But I LOVE FRESH SMELLING CLOTH

Solution:

- DIRT-REPELLENT-FABRIC**
Fabric that repel dirt and ist resistant to bad smelling bacteria.
- SELF-REFRESHING-FABRIC**
Perfume capsules for fresh fragrance.
- RECOLOR-FABRIC**
An App to change the color of your cloth.

Process Step:
 Which part(s) of the wash-cycle-process are you improving?
EVERY STEP
 Rething: Don't clean - KEEP IT CLEAN

VISUALIZATION OF YOUR IDEA

Solution

skip laundry and design cloth/fabric that stays clean, that repel dirt and bacteria and always smell fresh by spreading fragrances. Maybe even fabric that can be colored by an App. Think three steps ahead - not one (or 10 back ;)). Solve the origin of laundry problems and skip laundry!

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Washful Thinking



2/2

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Creative's profile



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Creative's top 5 skills

Graphic Design, Product Design

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