

Summer Internship *Report*

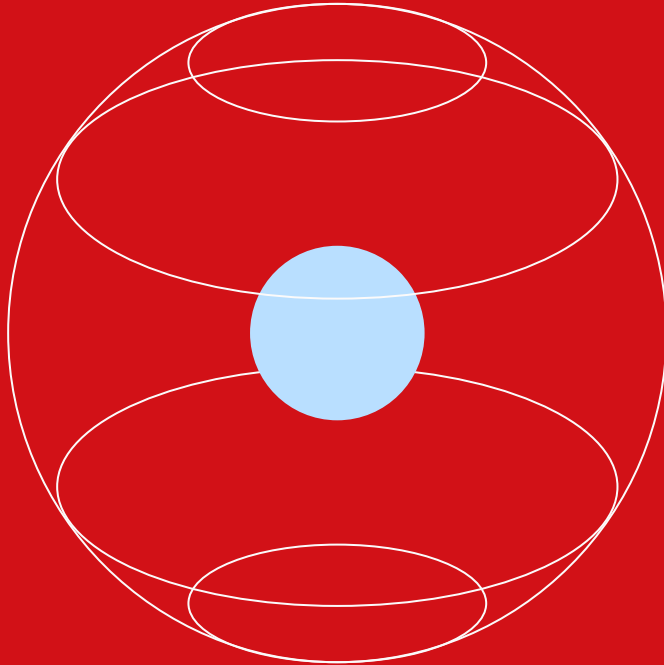
JUNE - AUGUST 25'

Ethan Laursen - Outdoor Product Design Intern



Goal Statement

JUNE - AUGUST 25'



My goal coming into this internship is straightforward: to apply my passion for outdoor gear and my three years of product design education to contribute meaningfully to Asmara's product design process. I also aim to approach every part of the product design process as a learner, absorbing as much as possible across Research, ideation, Illustrator and CAD. Ultimately, I want my time at Asmara to be mutually valuable; for me to grow as a designer, and for the team to benefit from my effort and perspective.

Ascend Shell Jacket

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The Ascend Shell Jacket offers essential technical performance at an accessible price. Features include a zippered chest pocket, two large zippered pockets, a hem cinch adjustment, and partial elastic cuffs with Velcro closures. Pull tabs allow easy adjustment in any condition, offering dependable protection for everyday outdoor use. Overall, I'm pleased with the outcome of this project. While I haven't seen the prototype in person yet, the images closely match what I had envisioned.



Refined Sketch



1st Prototype



CLO3D

Ascend Half Bib Jacket

[View techpack](#)

My goal with the Ascend Half Bib was to complement the Ascend Jacket and deliver a high-quality piece built from durable fabric with seam taping for weather protection. I'm pleased with the fabric choice, but the first sample showed me how much refinement is still needed to reach the level I envisioned. This project highlighted the importance of learning pattern making in giving me greater control over the development process, something I plan to deepen my skills in moving forward.



Ascend Full Bib Jacket

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The Ascend Full Bib was designed with harsher weather and more demanding activities in mind, building on the concept of the Half Bib. While we didn't run a sample for this version, the process emphasized how important it is to clearly define the end user's activities to bring more intention into the design. I'm happy with the overall look and especially the hidden pocket feature, which adds a unique organizational element that strengthens the piece.



Ascend Hiking Pant

[View techpack](#)

With the Ascend Hiking Pant, my focus was on experimenting with curved lines to bring a fresh design language to a traditional hiking silhouette. The first sample turned out well and confirmed the potential of the shape, though I see opportunities to refine the fit and add contrast stitching for greater visual impact. Looking ahead, I'm excited to explore ways to integrate a hidden reverse coil zippered pocket to enhance functionality while maintaining the clean design.

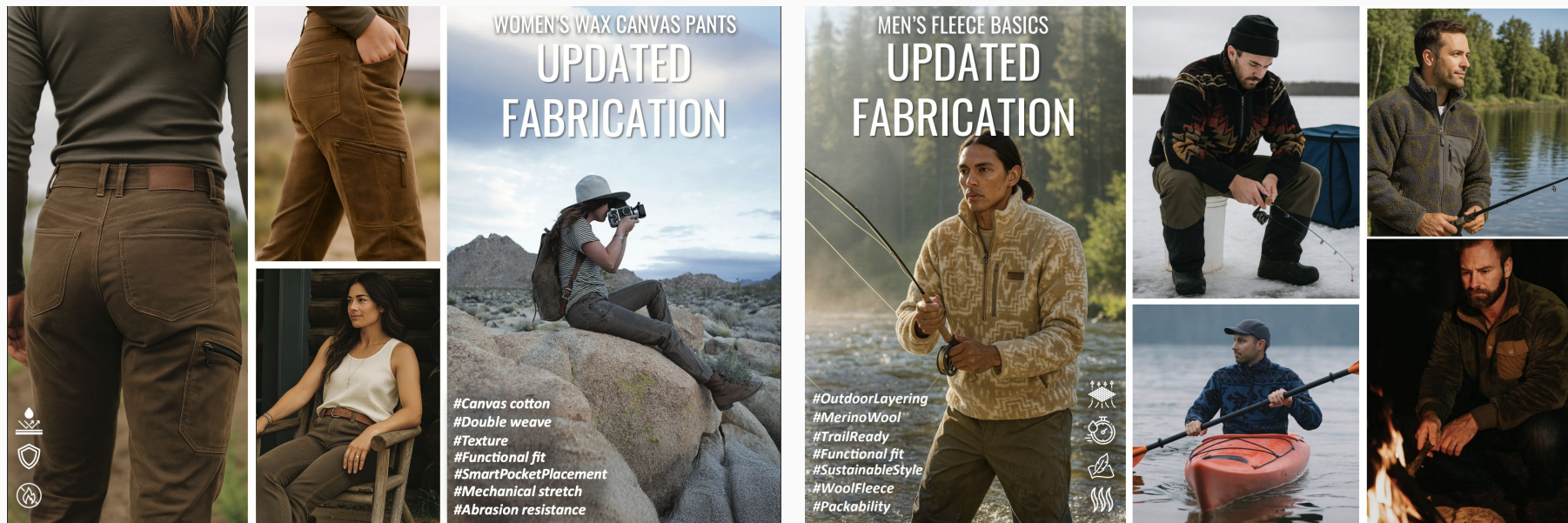


Fabric Boards

[View Fabric Boards](#)

Creating fabric boards for the Ascend brand covering soft active layers, knit pants, canvas pants, and more gave me valuable insight into how material choices shape the design process. I noticed that Asmara typically develops their fabric boards after the design stage, which contrasted with my own view of them as a tool for setting direction early on. Working through this exercise strengthened my ability to use fabric and mood boards as a way to guide design intent and clarify the overall vision.

Snapshots from Fabric boards



Fabric Options for Vineyard Vines

JUNE - AUGUST 25'

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For this presentation, I organized fabrics across a range of garment types that Vineyard Vines was interested in and compiled them into a comprehensive PDF for their buyers and product line managers. The goal was to present the information in a clear, concise format, making it easier for them to review and make decisions. It was valuable to see how this type of organization supports the garment creation process, and I plan to carry aspects of this presentation style into my future projects and work.

Snapshots from Fabric Options Document

3 Heather Jersey Options – Reference



3 Heather Jersey Options



- **Fabric Option:** K25003-1
- **Description:** P/D Heather Jersey with Yarn Wicking & UPF 30+
- **Content:** 91% Polyester, 9% Spandex
- **Weight:** 150 GSM



- **Fabric Option:** KN-TW24011-1 (S4113-1)
- **Description:** P/D Heather Jersey with Wicking
- **Content:** 92% Polyester, 8% Spandex
- **Weight:** 155 GSM



- **Fabric Option:** S22024-1
- **Description:** P/D Heather Jersey with Wicking (Dri-Release)
- **Content:** 78% Polyester, 14% Cotton, 8% Spandex
- **Weight:** 180 GSM



Academy Sports Women's Workwear References

[View Reference Photos](#)

For this presentation, I curated reference photos for Academy Sports to support the launch of their new women's workwear line. In researching inspiration and market trends, I analyzed emerging directions in workwear fashion and suggested potential styles and color options to both Asmara and Academy Sports.

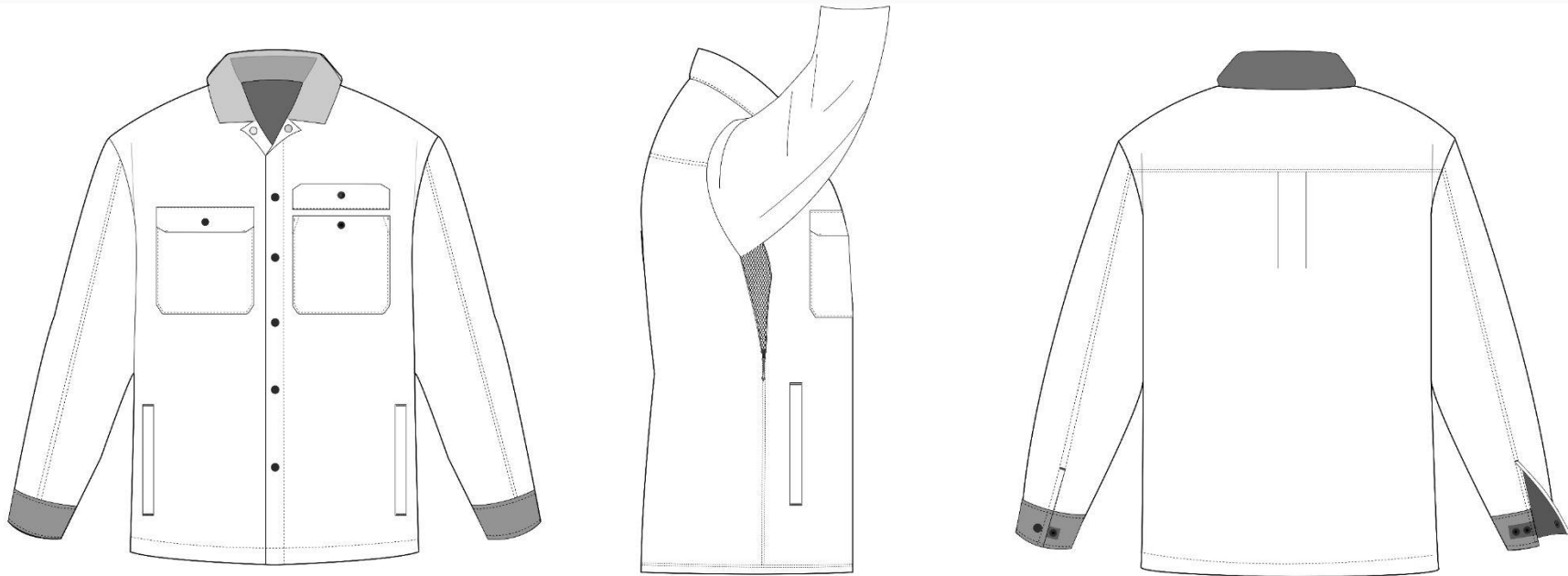
Snapshots from Women's Workwear References



Yardsale Field Jacket

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As requested by the Yardsale brand, I contributed to refining the concept for a long-sleeve field jacket featuring snap-on buttons, dual side pockets, and a built-in ventilation system. These details reflected the owner's specific vision for the piece, and the design was developed to align with the owners expectations.



Looking Ahead

Overall, this internship gave me the chance to see where I currently stand as a designer and where I want to grow. While I didn't collaborate directly on projects with other designers, I valued the opportunity to connect with them, learn from their feedback, and see how they approach their work. One of my biggest takeaways was building confidence in my own abilities, both in the designs I created and in knowing which skills I want to continue developing. I also came away with a stronger understanding of fabrics and their role in shaping how a garment feels and functions, which will influence my future work. More than anything, I'm proud of the discipline I maintained, the unique ideas I contributed, and the confidence I gained through the process. I am grateful for the experience Asmara gave me, and I look forward to staying connected with the peers and mentors I've met along the way.

