



Abstract

The sport of surfing and the activity of going to the beach is increasing throughout beach and inland communities. We have created a towel in the shape of a hoodie that is long in length to cover the body when someone needs to change within the towel. It will keep consumers warm and dry since it is made with quick drying materials with a center pocket to keep their hands warm with a hand warmer that also acts a portable phone charger. The “Hoodie Towel” can be used by both males and females as people can use it as a towel, cover up, or something to towel change with. Some other features of the towel is that it would provide warmth and protection from the sun. The “Hoodie Towel” can be used in all seasons and which allows it to be sold in all seasons. This new product will serve Hurley well as it will be able to disrupt the market and be implemented into many new areas of business.