Hugs Included

By Madhappy



2027 FASHION SCHOLARSHIP FUND
DESIGN & PRODUCT DEVELOPMENT

Executive Summary

Hugs Included by Madhappy starts with a familiar feeling: sometimes, you just need a hug. This proposed collection is designed for college students who want a little extra comfort while navigating busy days and living away from home.

The collection centers on a hug hoodie with inflatable, arm-shaped chambers that wrap around the torso. Using a handheld pump, the wearer can fill the arms with air and adjust how snug the hug feels. Soft fabrics, relaxed fits, and playful hand details bring the idea into everyday clothing.

Building on Madhappy's focus on mental health and optimism, Hugs Included turns comfort into something you can physically feel. It's a hoodie you can reach for when you're missing home, taking a study break, or simply want to feel held.

Madhappy

A Community of Optimists



Founded in Los Angeles in 2017, Madhappy is a clothing brand built around optimism and community. It launched with hoodies, T-shirts, and accessories, and has since expanded its world through collaborations, events, and retail spaces. Clothing is the starting point, but conversations about how people feel are a major part of the brand's identity.

That focus continues through Local Optimist, which began as an online mental health resource featuring interviews, essays, and toolkits before expanding into a print magazine. Madhappy also established The Madhappy Foundation in 2021 to support mental health awareness and research. Madhappy and the Foundation contribute 1% of the brand's net sales toward that work.





madhappy

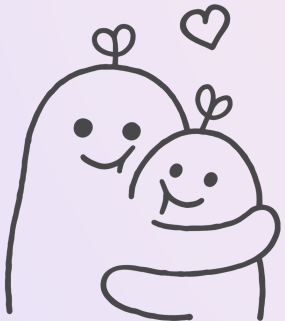


What A Hug Holds

A hug can say “I missed you,” “I’m proud of you,” or “you don’t have to do this alone.” From a parent, it can feel like home. From a friend, it can offer reassurance. From a partner, it can express closeness. When it’s wanted, the embrace becomes a way to communicate care without finding the right words.

404 ADULTS. 14 DAYS.

A 2018 study found that receiving a hug was associated with smaller negative changes in mood on days involving interpersonal conflict. (Murphy, 2018). The association with less negative mood also extended into the following day.



12,966 PARTICIPANTS.

A 2024 review covering 212 studies found benefits of touch interventions for physical and mental wellbeing. (Packheiser, 2024). Its meta-analysis included 137 studies and found improvements in outcomes including anxiety, depressive symptoms, and pain.



Investing in Comfort

What We Pay for When We Buy Comfort



$175 | Madhappy Classics Fleece Hoodie
Heavyweight cotton fleece, a relaxed silhouette, and recognizable brand details position an everyday hoodie as a premium garment.

Premium fabric, fit, and brand identity



$50 | Hugsleep Men's Hoodie
Made with their signature Hugstretch ™ Fabric. It's ultra-soft, lightweight, breathable, and designed to keep you comfy and cozy all day long.

Lightweight stretch and gentle, close-to-body comfort



$158 | Thera Weighted Hoodie
Distributed glass-bead weight adds a sensory comfort feature to a familiar clothing format.

Added weight for a more enveloping sensory experience

Beyond The Fabric

What if clothing could do more than cover us?



CLOTHING WITH A FUNCTION

Fashion technology expands what garments can offer through electronics, materials, and mechanical systems. Clothing can provide feedback, adapt its fit, or create a physical sensation.

TECHNOLOGY YOU CAN FEEL

Wearable X's Nadi X leggings use sensors and vibration to guide yoga movements. The Squease pressure vest uses inflatable chambers and a handheld pump to provide adjustable pressure. Both bring technology into clothing through an experience the wearer can feel.



AN EXISTING APPROACH

The Squease pressure vest uses inflatable chambers and a handheld pump to provide adjustable pressure. It demonstrates how air can create a wearable experience that the user controls.

DESIGNING AROUND THE BODY

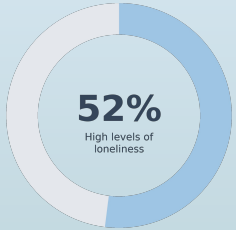
These examples show how garment design can consider sensation alongside appearance and fit. They open up possibilities for clothing that offers a more personal, interactive experience.

A Little Far From Home

Moving away for college means building new routines and relationships. Even with friends nearby, there are moments when you want the particular comfort of someone who knows you well. A call can help you catch up, but it can't offer the physical embrace you're missing.

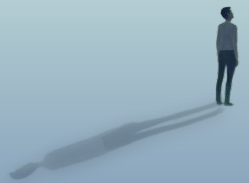
LONELINESS

52% of students surveyed in the 2024–2025 Healthy Minds Study reported high levels of loneliness. With responses from more than 84,000 students across 135 colleges and universities, the finding shows that feeling disconnected remains a common part of the college experience.



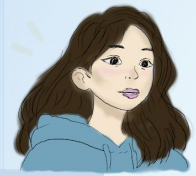
WHO

Our proposed target is college students ages 18–24 living away from home who value comfortable, expressive clothing. Within this group, we're focusing on students who already shop for premium casual wear and are curious about clothing that offers an added physical experience.



A Day Away From Home

Making a persona map of a target customer helps identify where familiar comfort is missing and how the collection could fit into her routine.



Evelyn's Journey

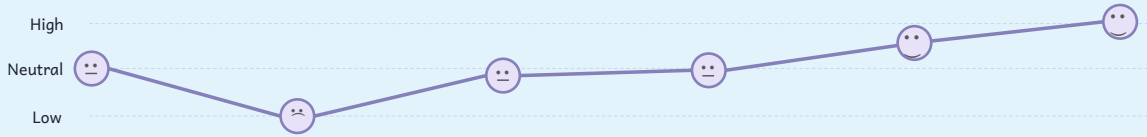
Evelyn, 20
Biochemistry student at UC Berkeley

Wears hoodies 80% of the time.

"I would buy a premium piece if it brought me a lot of joy or I knew I would wear it a lot."

Journey stages	1 A busy day	2 Missing home	3 Finding comfort	4 Considering a purchase	5 Putting on the hoodie	6 Reaching for it again
What she does	Classes, making, and studying.	Calls family after a long day.	Reaches for her favorite hoodie.	Looks at fit, softness, price, and everyday use.	Puts it on and adjusts the embrace to her liking.	A piece that fits her style and comfort routine.
What she thinks	I'm so tired.	I wish I could get a hug.	I love wearing this, but I still miss being held.	Will this bring me joy? Will I wear it often?	It feels like my mom is hugging me.	This feels worth reaching for again.

Emotional journey



UNMET NEED
Physical comfort when loved ones are far away.

OVERLOOKED DESIRE
Clothing that feels meaningful as well as comfortable.

BRAND FIT
Premium everyday clothing connected to optimism and community.



More Than Another Hoodie

What makes comfort worth investing in?



Students living away from family are building new routines while adjusting to unfamiliar surroundings. They can stay connected through calls and messages, but physical comfort from loved ones is harder to access. This collection explores how everyday clothing could respond to that gap.

The collection could appeal to students buying for themselves and family members looking for a thoughtful gift. Moving away, starting college, and returning for a new semester offer potential purchase occasions tied directly to the collection's purpose.



Comfort can mean more than soft fabric or a loose fit. It can also mean familiarity, reassurance, and feeling cared for. The opportunity is to create clothing students want to wear because of both how it looks and how it makes them feel.



The Mood Board



Drawing from the small moments that make us feel loved: a hug from your mom, leaning on a friend, a kiss from your lover, cuddling a pet, or keeping a childhood stuffed animal close. Warm sunlight, soft bedding, and quiet outdoor spaces bring a sense of familiarity and ease. Colorful pastel tones create a gentle warmth, while the oversized arms turn the gesture of a hug into a playful design element. Together, these references shape Hugs Included around comfort that feels personal, familiar, and a little nostalgic.

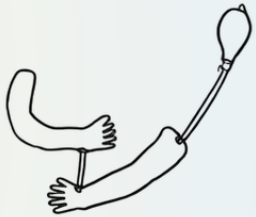
From Gesture to Garment

A familiar embrace, reimagined through shape and pressure.









1. The gesture

Two arms turn a hug into a familiar visual motif.

2. The wrap

The motif follows the torso, leaving the sleeves free.

3. The garment

Inner air chambers get filled with air by a hand-held pump

Color and Fabrics

Color Palette



The palette brings together soft sage green, butter yellow, powder blue, blush pink, and lavender. They draw from familiar comforts: a favorite blanket, a childhood bedroom, or a quiet afternoon outside. They give the collection a playful, slightly nostalgic feel and work together across matching sets and layered pieces.

Fabric Selection

The fabric selection focuses on how each piece feels against the body. Heavyweight cotton fleece gives the hoodies and sweats a soft feel, with a soft brushed interior for warmth and comfort. Cotton jersey keeps the tees and long sleeves easy to wear and layer.



100% Cotton
Heavyweight Fleece



Cotton Elastane
Rib Knit



100% Cotton
Midweight Jersey



100% Cotton
Lightweight Jersey

Embroidery Details





Darker purple embroidery adds subtle contrast to the lavender fabric. A small Madhappy logo sits on the front chest, while two outlined arms wrap around the back to suggest a hug.

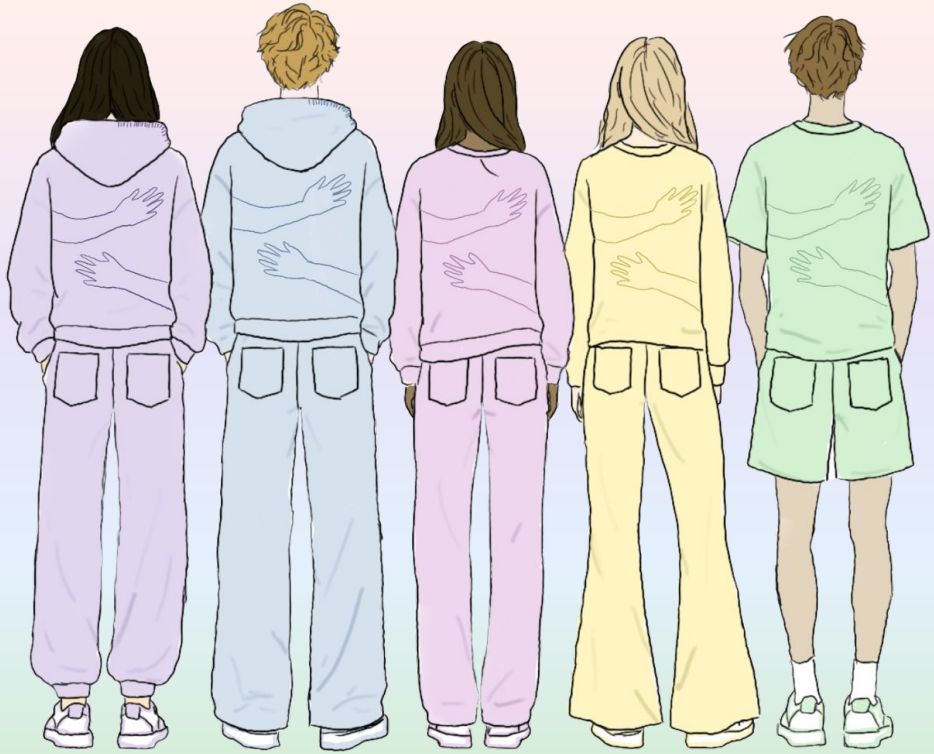
Hugs Included

by Madhappy



Everyday comfort, with a hug built in.

A Hug From The Back



The feeling behind the collection, stitched into the back.

The Collection at a Glance



01 Hug Hoodie



02 Hug Zip-up



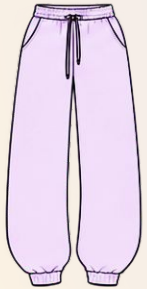
03 Hug Crewneck



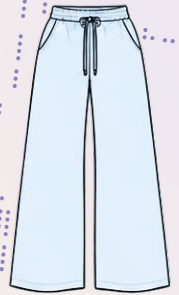
04 Hug Long Sleeve



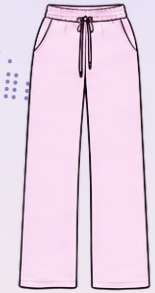
05 Hug Tee



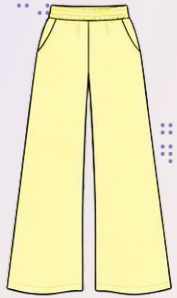
06 Cuffed Joggers



07 Wide-Leg Sweats



08 Straight-Leg Sweats



09 Relaxed Pants



10 Lounge Shorts

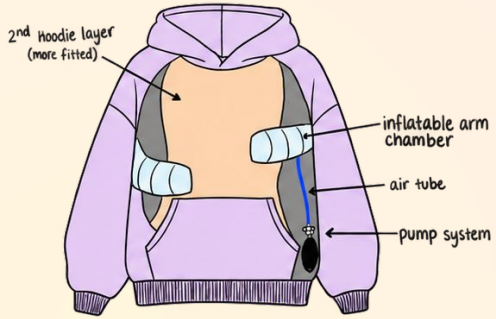
01–03: inflatable torso system | 04–10: coordinating pieces with the collection's hug motifs

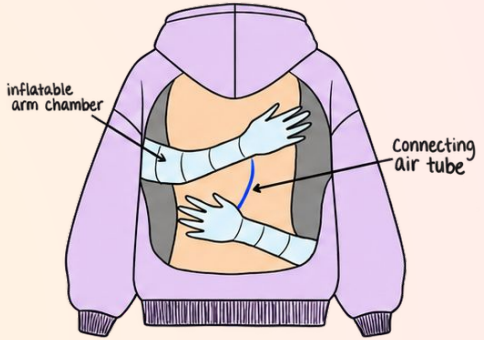
Technical Drawings

The Hug Hoodie

A relaxed pullover with dropped shoulders, a kangaroo pocket, and ribbed cuffs and hem. A small Madhappy logo sits on the front chest, while embroidered arms wrap around the back to suggest a hug.





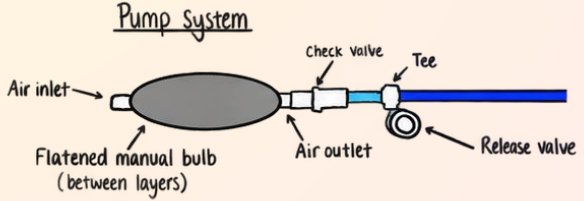


The Internal System

The cutaway views reveal a more fitted inner layer and two inflatable arm-shaped chambers between the layers. The chambers follow the embroidered design around the torso, with connected tubing carrying air to both arms.

The Pump

A manual squeeze bulb near the side seam lets the wearer adjust the embrace without batteries. A check valve keeps air from flowing backward, while a release valve lets the wearer loosen or fully deflate the chambers.

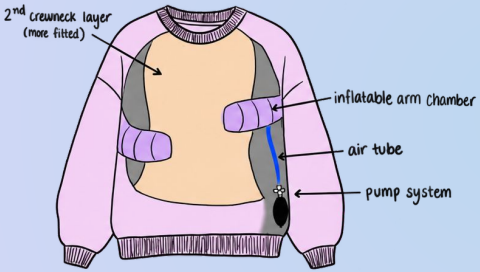


Technical Drawings

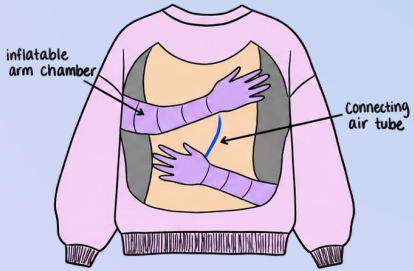
The Hug Crewneck

A relaxed sweatshirt with dropped shoulders and a ribbed neckline, cuffs, and hem. A small hand motif and Madhappy logo sit on the front chest, while embroidered arms wrap around the back.





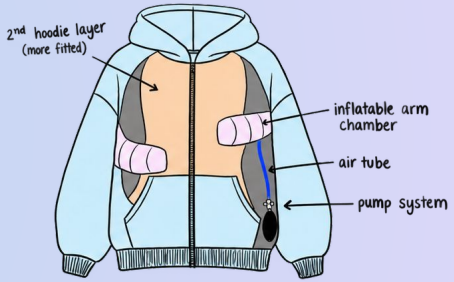




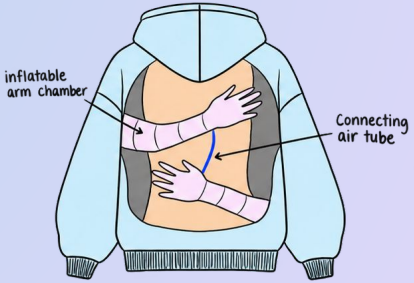
The Hug Zip-up

A relaxed hoodie with a full-length front zipper, split kangaroo pockets, and ribbed cuffs and hem. A small Madhappy logo sits on the front chest, with the collection's embroidered hug across the back.









Conclusion

~ A Little Closer to Home ~

Hugs Included by Madhappy responds to a small but meaningful part of living away from home: missing the feeling of being held. The collection brings that idea into familiar silhouettes through soft cotton fabrics, gentle pastels, and embroidered arms.

At its center, the hug hoodie uses a handheld pump and inflatable chambers to let the wearer adjust the embrace. Coordinating pieces carry the same visual language across a wardrobe made for class, study breaks, and quiet evenings.

For Madhappy, Hugs Included makes comfort part of what the clothing can do. It starts with an everyday staple and gives it a deeply personal purpose: something to reach for when home feels far away. A call lets you hear someone you love. This collection asks what you could wear when you wish you could feel their hug, too.

References

Bontula, A., Preston, R. C., Shannon, E., Wilson, C., & Fitter, N. T. (2023). Deep pressure therapy: A promising anxiety treatment for individuals with high touch comfort? IEEE Transactions on Haptics, 16(4), 549–554. https://doi.org/10.1109/TOH.2023.3272623

Hug Sleep. Men's hoodie. Product page

Living Made Easy. (n.d.). Squease pressure vest for adults. Product listing

Madhappy. Classics fleece hoodie: Opal. Product page

Murphy, M. L. M., Janicki-Deverts, D., & Cohen, S. (2018). Receiving a hug is associated with the attenuation of negative mood that occurs on days with interpersonal conflict. PLOS ONE, 13(10), e0203522. https://doi.org/10.1371/journal.pone.0203522

OpenAI. (2026). ChatGPT [Generative AI tool]. https://chatgpt.com. Used for content synthesis, editorial organization, draft refinement, and image generation and editing.

Packheiser, J., Hartmann, H., Fredriksen, K., Gazzola, V., Keysers, C., & Michon, F. (2024). A systematic review and multivariate meta-analysis of the physical and mental health benefits of touch interventions. Nature Human Behaviour, 8, 1088–1107. https://doi.org/10.1038/s41562-024-01841-8

Reynolds, S., Lane, S. J., & Mullen, B. (2015). Effects of deep pressure stimulation on physiological arousal. American Journal of Occupational Therapy, 69(3), 6903350010p1–6903350010p5. https://doi.org/10.5014/ajot.2015.015560

Siedlecki, P. Aura in a circle [Digital image]. Public Domain Pictures. Image source

The Business of Fashion. (n.d.). Fashion enters its wellbeing era. Article

Thera. Therahoodie. Product page

University of Michigan School of Public Health. (2025). Healthy Minds Study: College student depression, anxiety decline for third consecutive year. Article

Wearable X. How it works. Technology overview

Product pages accessed October 12, 2026.