Retail Innovation Shout Out: 130 Years Later
Under Armour Revitalizes the Zipper

by Caitlin White

The zipper is something we never give much thought. It’s been around 130 years and generally works properly, so why fix what’s not broken? The zipper is only really front-of-mind when it splits or breaks. Interestingly, a major retailer recently upped the zipper game by revolutionizing its ease of use.

Under Armour’s clever new zipper called MagZip gives consumers the ability to zip with just one hand. Though only a small design change, Under Armour’s new zipper advances athletic apparel for the future.

For a generation that is spoiled by technology, it’s actually surprising this took so long. Under Armour reinvented an everyday process that most people don’t think much about and turned it into a swift, easy convenience. They simply tweaked the zipper function by placing magnets at the bottom to ensure easier alignment of the box and pin. MagZip provides a solution for those that struggle with zippers and will help those that have nerve disorders or are disabled.

Under Armour debuts this new zipper in Fall 2014. Though this is a small, simple step towards a better zipper, articles of clothing that incorporate the MagZip are sure to fly off the racks. MagZip is a highly functional “first” in the athletic apparel industry. Keep up the innovative thinking, Under Armour!

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