



# Bright Tranquility

Aylish Hilkert, Kemi Soyomokun &  
Kendra Steffes





# Consumer Profile

---

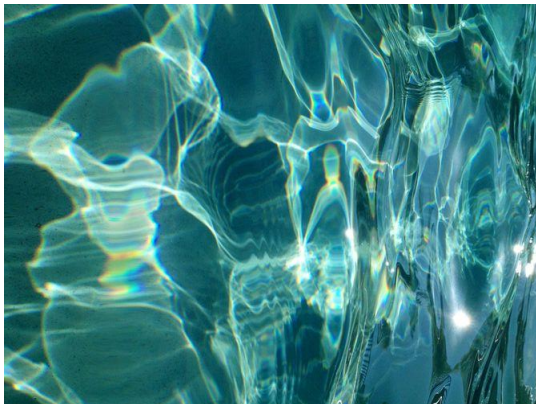
Our consumer inspiration is Celine - a creative woman in her late 20s to mid 30s who is well traveled, appreciates culture, on the cutting edge of fashion, and yet still classic and sophisticated with a modern aesthetic. In addition to being a stay at home mom to her young children, she runs a moderately well-known lifestyle blog with topics from being a mom, to cooking, and of course, fashion. Her husband's success in social media entrepreneurship has made way for her family's affluent way of living. She craves adventure and strives to give her growing children new experiences and lasting memories.

# Research

Based on the research we did we discovered a repeated trend of bright colors and neutral tones. We believe that this trend is welcomed partly to soothe or excite the consumer's need of escapism in the current political climate. One of the main colors we repeatedly saw on different websites was the blush pink color, this color will remain on trend till SS'19. We believe this color got its first big splash from the Yeezy's first runway show which made the color become more acceptable amongst early adopters.



# Celine Inspiration





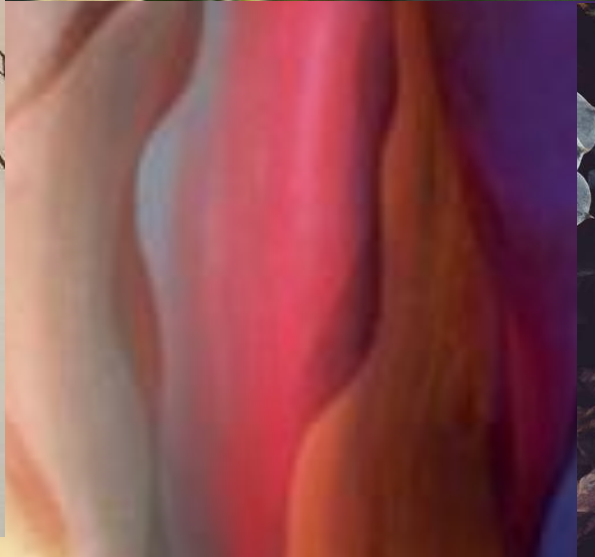


# Trend Story

---

Bright Tranquility is a Spring/Summer 2019 trend that represents the serenity that is present in Celine – a woman in her late 20s – mid 30s with young children. She is well traveled, down to earth, and appreciates every aspect that life has to offer her. Bright Tranquility is a combination of earthy neutrals from past trends with a bold pop of pinks, yellows, greens, and blues. This trend story relates to our target markets' lifestyle preferences – simple, yet exciting.









# Mood Story

---

Our mood for Bright Tranquility brings out the beautiful aspects of nature and the everyday life of our inspired consumer.

Celine craves and enjoys traveling and experiencing other cultures because of the joy it brings to her.

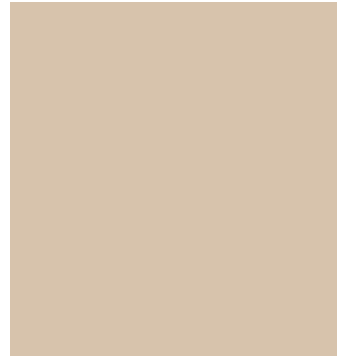
The textures we pulled have a smooth hand and the vibrancy of the colors tickles the mind.

# Color Palette

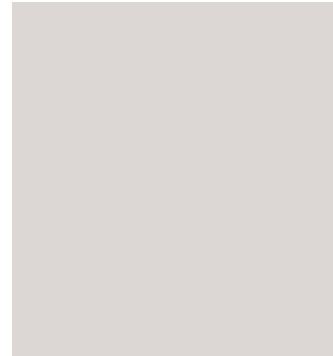
Neutrals



**PANTONE®**  
16-0906 TPG  
Simply Taupe



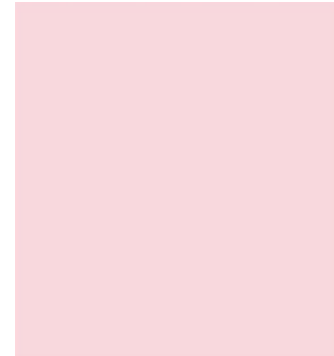
**PANTONE®**  
14-1210 TPX  
Shifting Sand



**PANTONE®**  
13-0002 TPX  
White Sand

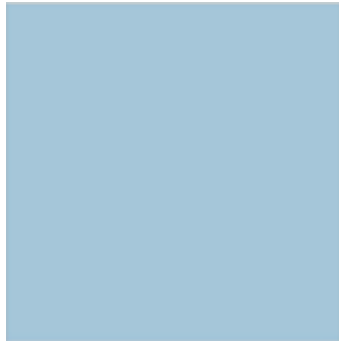


**PANTONE®**  
13-1208 TCX  
Peachy Keen



**PANTONE®**  
12-2906 TCX  
Barely Pink

Accents



**PANTONE®**  
14-4317 TCX  
Cool Blue



**PANTONE®**  
13-0651 TCX  
Evening Primrose



**PANTONE®**  
18-2336 TCX  
Very Berry



**PANTONE®**  
10292 C



**PANTONE®**  
19-5611 TPX  
Hunter Green





# Color Story

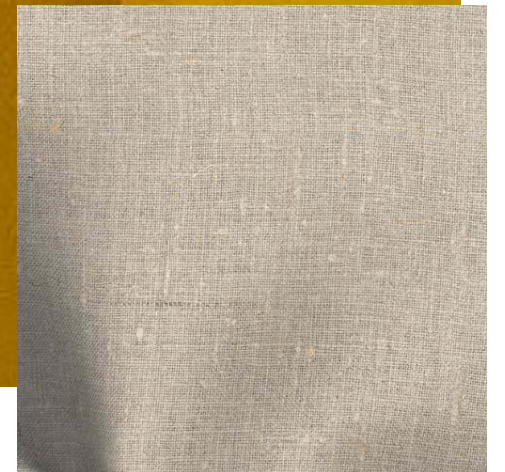
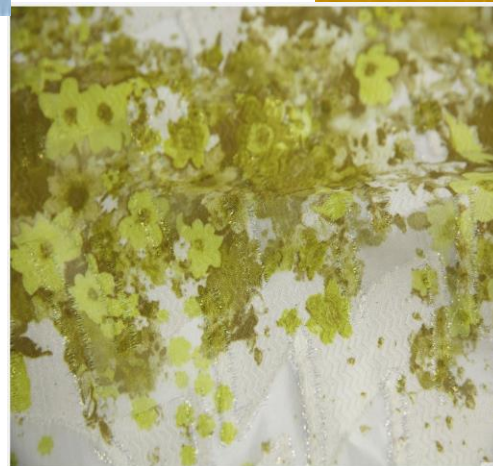
---

Simply Taupe, Shifting Sand, White Sand Soothing Sea, Peachy Keen, Barely Pink, Evening Primrose, Violet Tulip, Very Berry, and Hunter Green are examples of the color palette for Bright Tranquility.

We divided up the palette into two major groups: neutrals and accents. The neutrals are calming, soothing colors. For example, the Simply Taupe, Shifting Sand and White Sand colors are reminiscent of a spa center, just oh so relaxing, getting a massage, and melting into the lavender scent. Cool Blue reminds of how refreshing it is to be by the sea on a calm evening sipping on one's favorite drink. Both Peachy Keen and Barely Pink are very springy, but pastel shades that give off the youthful vibe the palette represents.

The other shades are accents, they are brighter and bring life to the palette. These shades pop against the neutral palette and give off great energy.

# Textiles







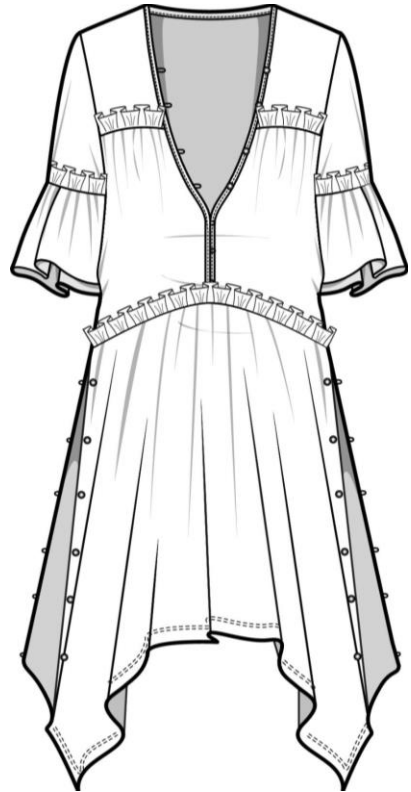
# Textiles Story

---

In the SS 2019, we will be showcasing types of fabrics and textures that speak to the very essence of Bright Tranquility including the growing interest in organic clothing. Bright Tranquility is focusing on chambray, linen, cotton (organic) Jersey, and floral polyester blend. The Idea is that we wanted materials that will feel great on the skin and have a great hand. The textiles will be treated with softening agent to make them really comfortable to the skin. The linen fabric will give light luxury, while the chiffon will give the breathability. Both chambray and jersey will be extra soft and comfortable because of the organic cotton used to make the yarns. It is a healthier choice for the environment and consumers. We anticipate that the growing interest in organic products and healthy choices that is trickling into fashion will gain wider acceptance in SS 2019.

# Silhouettes

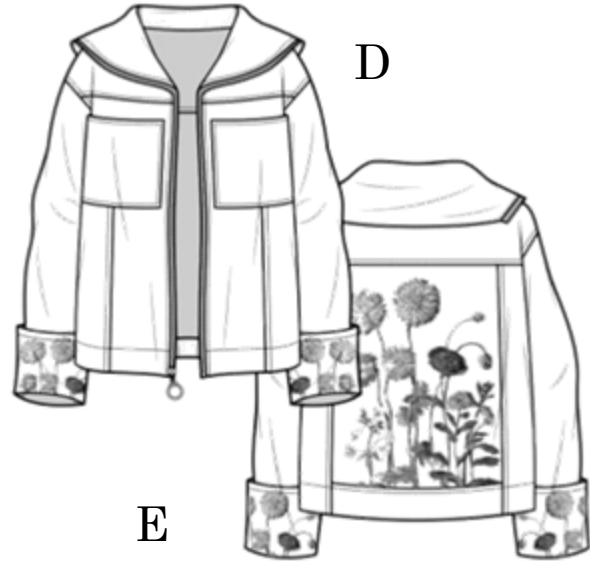
A



B



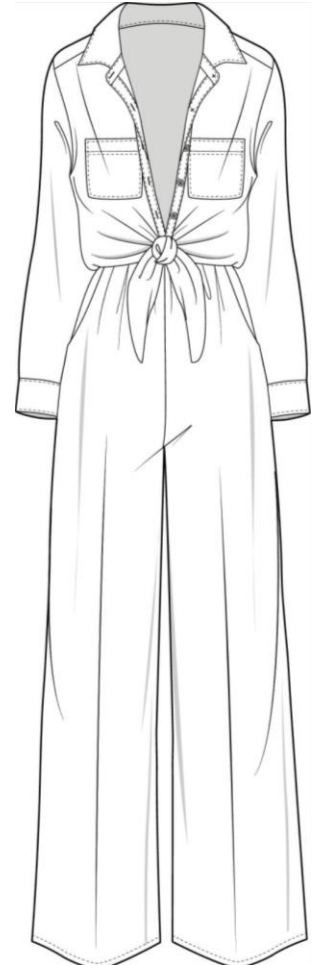
D



G



H



C



E



F







# Silhouette Story

---

We chose these silhouettes because they reflect the free-spiritedness that Celine embodies. These styles are also very versatile to accommodate to her busy lifestyle. Perfect for a stylish mom on the go. Most of the garments we selected are dresses and tops—with a jumpsuit, skirt, and jersey set for variety.

- A. Gypset dress
- B. Shirt dress
- C. Petal top
- D. Canvas floral jacket
- E. Belted wrap skirt
- F. Tie detail shirt
- G. Off shoulder jersey set
- H. Jumpsuit



# Florals & Geometrics







# Patterns & Prints Story

---

Florals & geometrics are going to be the main focus for this Spring/Summer trend. Bright Tranquility is all about finding the perfect balance between simplicity and being bold. Dainty florals will accentuate the beauty of simplicity by bringing in free forms of lines to our loose-fitting, bohemian inspired garments. The geometrics will be present in the clean lined, solid garments and the accessories that complete the outfit. Since there is an increase in the popularity of these floral and geometric prints, they are essential for this Spring/Summer trend.

# Conclusion

Bright Tranquility is a trend for the Spring & Summer season of 2019.

Inspired by our consumer Celine, this trend is based around simple patterns and flowy silhouettes with an exciting pop of color to represent her lifestyle.

