

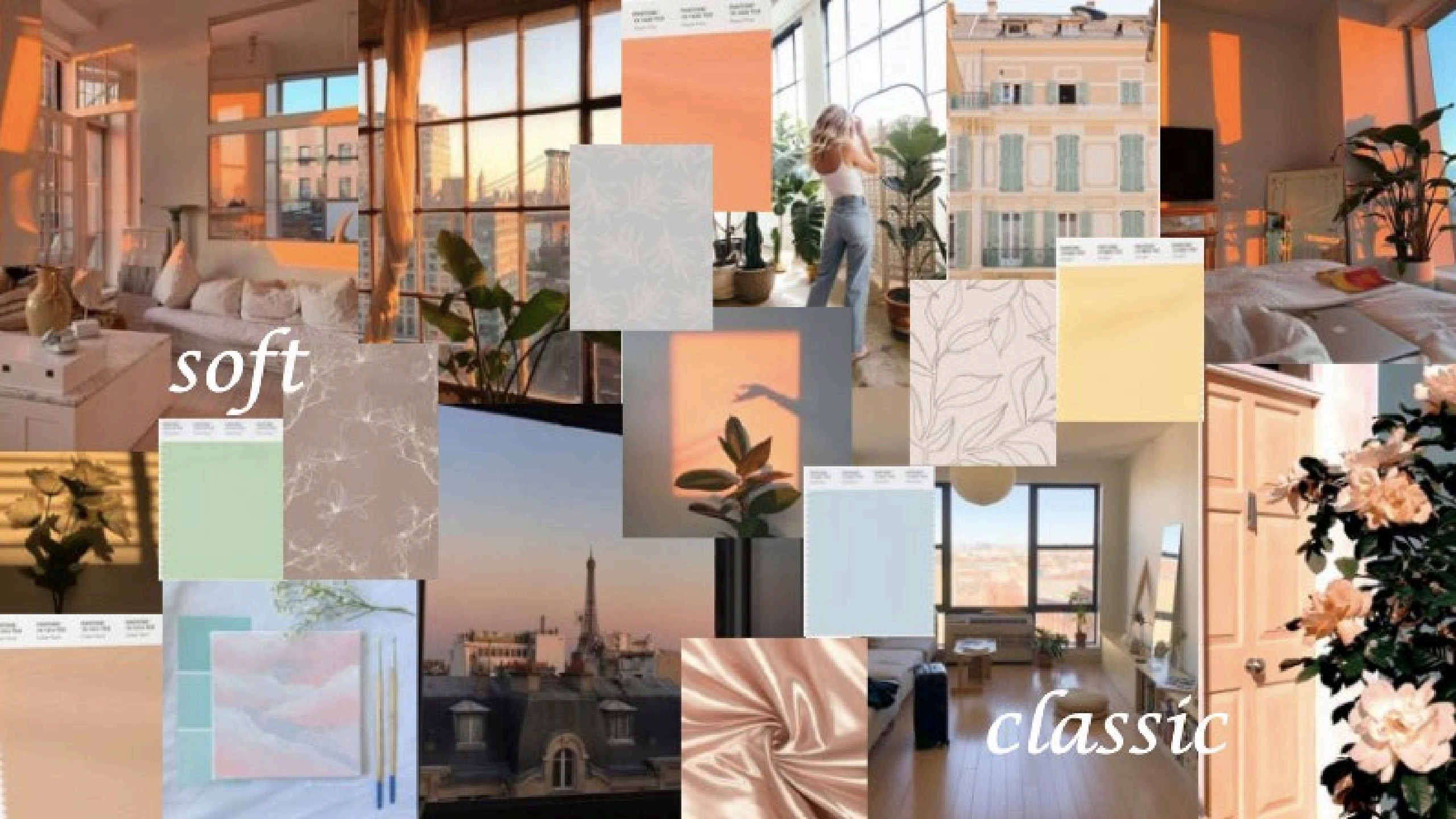
A photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and light green. The Empire State Building is the central focus, standing tall and illuminated. Other skyscrapers are visible in the foreground and background, some with lights on. The overall mood is warm and dramatic.

# Golden Sunset

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# Trend Story

- Women's fashion for the spring and summer season of 2021 based off the eighties and early to mid-2000s trends that are making a comeback this season. Will present itself as more refined for the upcoming season
- The overall look is soft and romantic with inspirations from nature, sunrises/sunsets, art, and classic architecture
- The color palette is filled with pastel blue, yellow, and green with coral and beige tones with gold seen more in the accessories
- Patterns will be soft ombres or gingham with neutral colors. Current trends are showing monochromatic looks with pale, soft colors
- Silhouettes are simple and loose-fitting and easy to style
- The most common fabrics for the garments will be cotton and satin. Draping and pleating will be used for the design details.



*soft*

*classic*

# Consumer profile

- A young woman between the ages of twenty-one and thirty.
- She is educated and earning a salary between \$15,000 and \$50,000. This large pay gap is due to the woman in her early twenties that may be working while continuing her education and someone that has started her career.
- This consumer cares about appearance therefore following trends. She is tuned in to her well-being and global issues. Her career is a big part of her life.



# Digital color inspiration

- The color story for Golden Sunset consists of pastel blues, yellows, and greens. Along with these three colors, we have included faded coral and beige tones that incorporate with the overall theme
- The color inspiration is intended to be simple and natural through the lighter shades that blend with ease.
- Colors should remind the consumer of radiant and glowing sunsets and the nature that is unforgettable during the spring and summer seasons

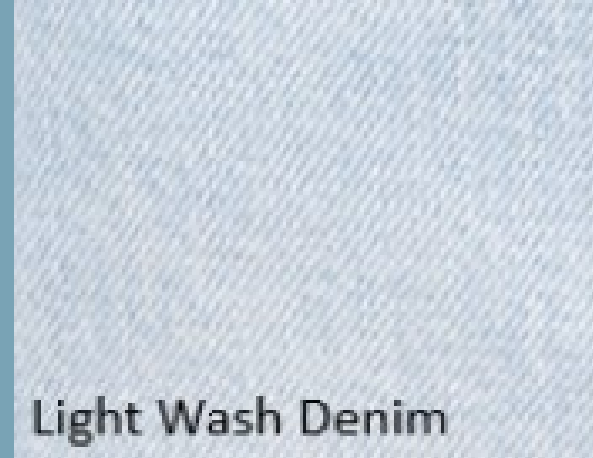
## 2021 Spring/Summer Color Story



# Fabric Story



Linen



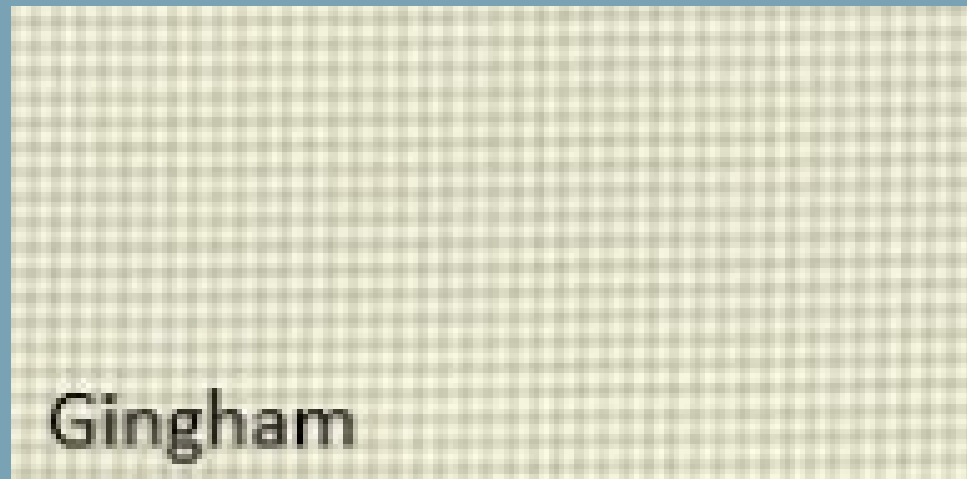
Light Wash Denim



Satin



Cotton



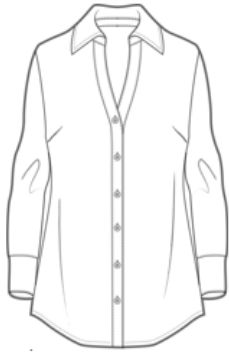
Gingham

- Fabrics are light and breathable for the spring and summer season
- Cotton and satin are most used with silhouettes such as oversized dress shirts, dresses, and pants
- Linen and gingham is seen more in dresses

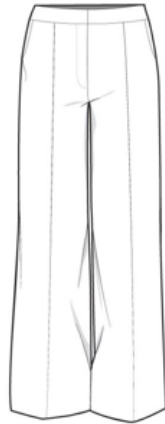
# Garment Looks



*Mini Dress*



*Dress Shirt*



*Wide Leg  
Pants*



*Overcoat*



*Bermuda  
Shorts*



*Cami*



*Midi Dress*

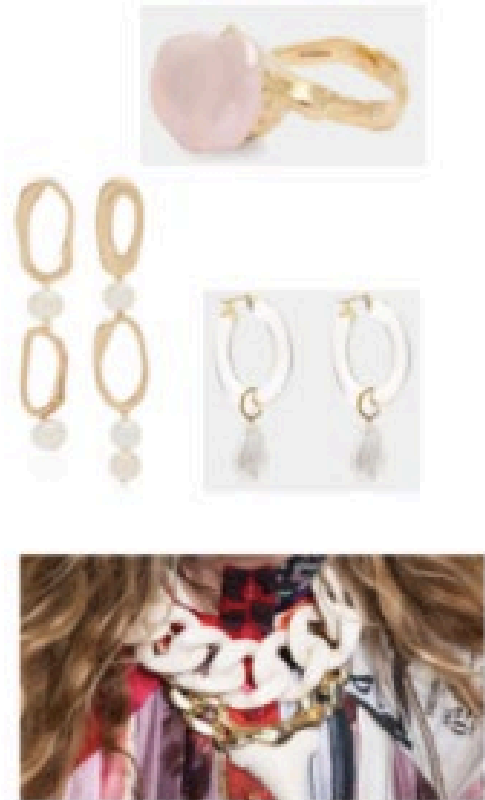


*Midi Skirt*

- The silhouettes are simple and easily pair with one another
- Loose-fitting but still compliment the consumer's figure
- Pieces can create a work outfit or a casual outfit for a day with friends

# Accessories

*Jewelry*



*Bags*



*Shoes*

