

A g e

for men & women in between the

twenties & the sixties



@double3xposure

p i e c e s

Genderless cuts, very flowy and far
from the body, minimalist



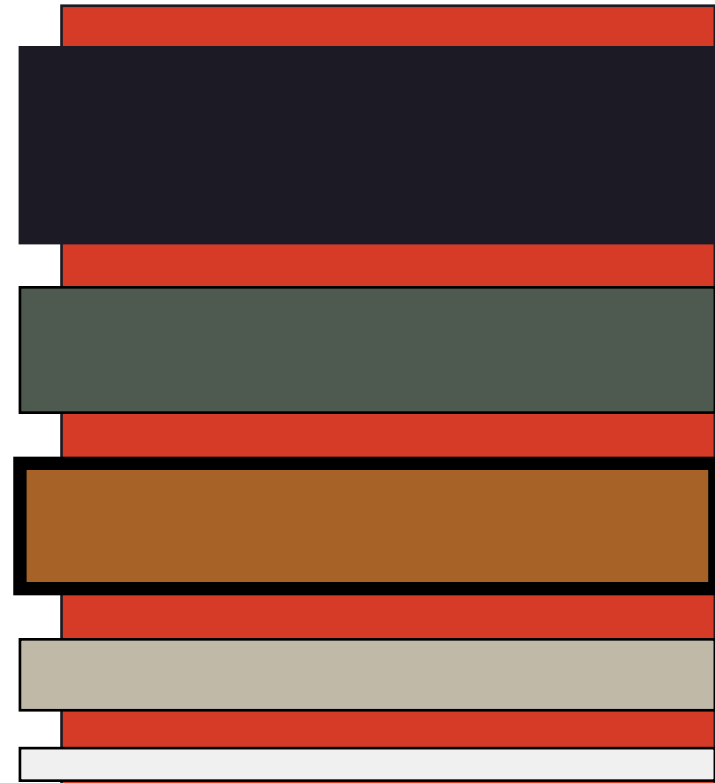
@britannybathgate



@frederickrisvik

p r i c e

You pay the price you want. The range is in between 100\$



Minimalist

Genderless

Comfortable



vanityteen.com



Radhourani



hypebeast.com



hypebeast.com



hypebeast.com

The main idea of this collection is to generate a movement of awareness over people of all ages, races, and gender. There is no such thing as a women's t-shirt. Imagine living in a world where humans were categorized depending on their weight. OH WAIT, it already exists. LET'S BREAK THOSE BARRIERS.

BOXERS ARE FOR EVERYONE!!



Vogue.com

CHIFFON

SS18

CAMPAIGN

CREATES A CHOC - CREATES AN IMBALANCE - CREATES

THE NEED TO UNDERSTAND - KILLS THE GENERAL
IMAGE

PERCEPTION - KILLS SEX DISTINCTION

PUBLIC PLACE

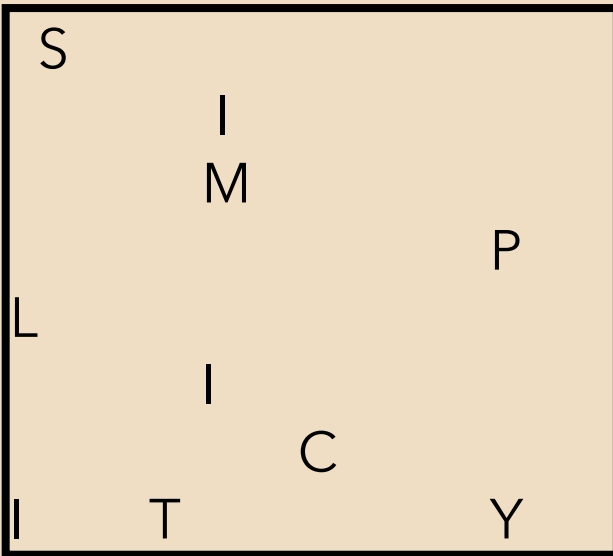
OPENS ON A MORE DIVERSED AUDIENCE
BRINGS REFLEXION , WHY HERE ? , WHY IS THERE A COMPLETE
UNIFORMITY ?



MAIN COLOURS - NEON RED - NAVY BLUE - GREYS

MODEL : VARIES IN BETWEEN 20 & 60 YEARS OLD





TAGS & PROMOTION

NEUTRAL TONES

MINIMAL WRITING

STRAIGHT LINES



<https://www.pinterest.ca/pin/154952043399753832/>



<https://www.pinterest.ca/pin/307933693261924771/?lp=true>



<https://mindsparklemag.com/design/frank-oak-branding/>



BOUTIQUE

NEUTRAL TONES

NO DISTURBING ADS

STRAIGHT LINES

RELAXING SPACE

ELONGATED WALLS

A LOT OF TEXTURES

HOUSE OF CREATIVITY

