

Budget: The expected budget for this senior collection to be under \$1000 with \$150 included.

Customer Profile: Our target customer is between the age of 20-30, who is single and has an income of \$80,000 or higher. This customer has an unconventional job, that is in the creative industry. In addition, this customer enjoys the night life. As well as lives for social events where they can easily be seen for the amount of time that goes into their look and risk taking ensemble. Their eye for fashion is to surprise as well as be questioned. Our customer is not timid nor do they belong to one gender.

Brand Statement: This brands mission is to omit from gender- specific garments. It digs down into to blurring the lines between one gender to another. While, focusing on pieces that can be worn by both men and women. Our brand exudes a vibe that is intimidating, but not at the same time. It is not to be worn by the timid, but by the bold. The main purpose of our brand is to provide a garment that serves more than one purpose. To provide our customer with an infinitive wardrobe that can transform throughout their busy day. Our brand believes in originality, technology and creativity to drive the brand. We live to transform and evolve, not to stay in one place. But most importantly we stay true to ourselves.