

AW2023
Women's Utility
Workwear Collection



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Collar
Experimentation

Lots of Pockets



Lightweight
Button ups

Large Buttons



Double
Fronted Panels



Interesting
Pocket Shapes
for Pants

Oversized & Boxy

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Demographics:

Age/Gender - 20's - 30's, Primarily womenswear + some unisex garments

Location - Primarily living in big cities, some customers may be in rural areas.

Employment Status - Working in creative career fields working both part time and full time

Income - Middle to upper class income bracket

Relationship Status - Single, dating or married customers

Psychographics:

Personality - Free time spent practicing their preferred creative endeavors. Feel a great amount of accomplishment when completing a project/product

Values - Spending time alone practicing their hobbies. Strive to better themselves. Independence is very important to customers. Values friends, family and partners. They spend time with these people and create handmade gifts for them. Supports their local community by attending various events, fairs, festivals and markets.

Attitudes - Customers are interested in living wholesome and healthy lives. They care about the environment as well as taking care of themselves. Eating well, exercising, taking vitamins and supplements. Interest in zero waste lifestyle. Believes that staple garments should be owned for as long as possible and do not want to purchase fast fashion products.

Shopping Habits/Needs:

Streamlined website and online platform needed due to customer base primarily shopping online. Customers do research prior to purchasing garments and sustainable, transparent companies are priority. Willing to invest money in durable, quality garments.

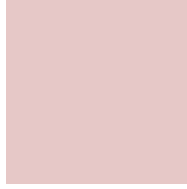


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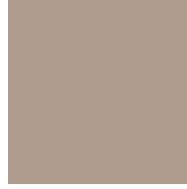
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Cherry Red
Pantone 18-1445
TCX #D73C26



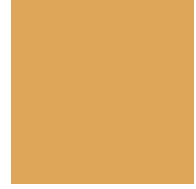
Faint Pink
Pantone 14-1905
TCX #E2C1C0



Light Taupe
Pantone 16-1210
TCX #B19D8D



Caramel Brown
Pantone 17-1230
TCX #A47864



Goldenrod Yellow
Pantone 14-1041
TCX #DDA758



Pear Green
Pantone 13-0540
TCX #C3D363



Cloudy Grey
Pantone 12-0404
TCX #DAD8C9



Pewter Grey
Pantone 15-4305
TCX #98A0A5



Robin's Egg Blue
Pantone 13-4809
TCX #A5CFD5



Lapis Blue
Pantone 18-4051
TCX #1F5DA0



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8.5oz Sandwashed Cotton Canvas - 100% Cotton



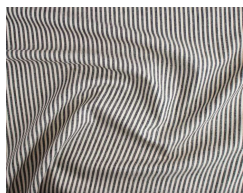
8.5oz Washed Cotton Canvas - 100% Cotton



5oz Lyocell Twill - 100% Lyocell



6oz Hemp & Organic Cotton Canvas Stripe
55% Hemp & 45% Organic Cotton Blend



4.8oz Washed Linen - 100% Linen



3.7oz Linen Rayon Stripe - 55% Linen & 45% Rayon Blend

