



Scene queen  
jennifer size

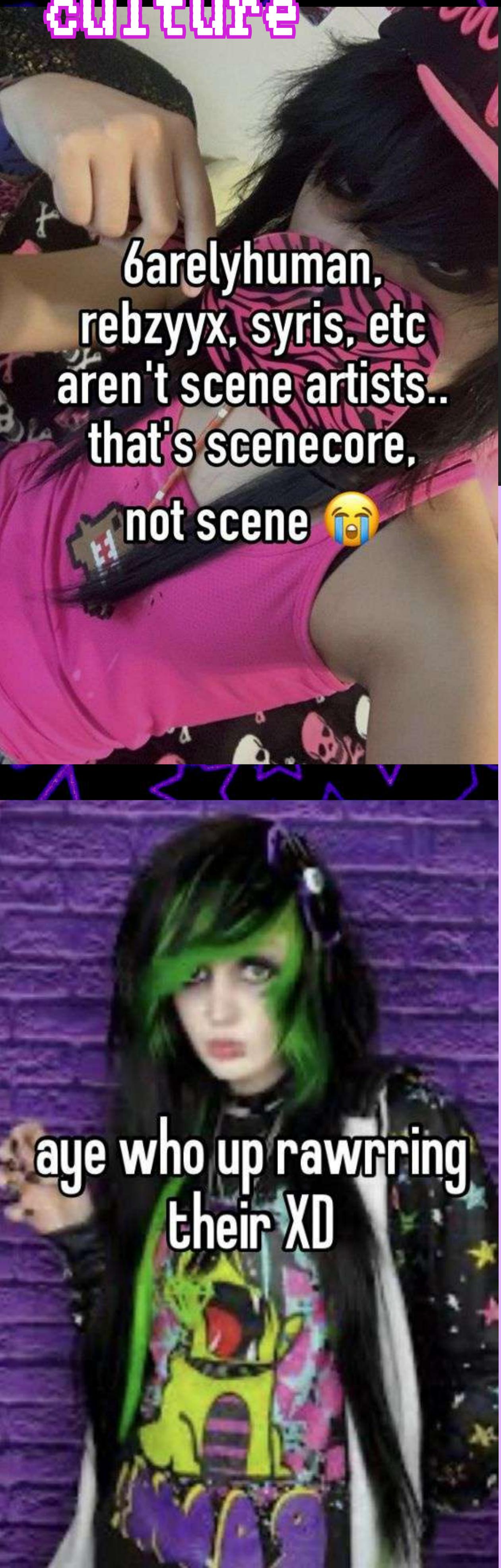
S/S

# SCENE QUEEN

Scene, a youth subculture that came from the pre-existing emo subculture in the early 2000s. I created this collection since I personally love this era of dressing and listen to new gen scenecore music.



culture



Early 2000's scene kid music

IM GONNA HIT THEM A LOT

⊕ Save on Spotify

03:37

▶ Go Hard (La.La.La)  
Kreayshawn 03:38

2 Pretty Rave Girl  
S3RL 06:03

3 Dealer  
S3RL 04:45



# consumer





## Consumer

### Demographic

Age: 15-25

Job: Student, Musician, Influencer, DJ, Singer, Artist

Income: Dependent on parents or low-high income

Marital Status | Family: Single or has a Partner

Education: Currently getting HS diploma or Graduated

Location: NYC

## Lifestyle

Personality: Outgoing, Confident, Bold, Edgy, Bubbly, Social, ESFP(Entertainer)

Personal Goals: Becoming a Star, Entertainer

Hobbies: Singing, Dancing, Making Music, Mixing Beats, Drawing

Interests: Listening to Music, Partyng, Going to Concerts and Raves

Favorite Brands: Hot Topic, Tripp NYC, Dolls Kill, Demonia, New Rocks, Haus Labs, Fenty Beauty

Social Media Apps: Instagram, Twitter(now called X), Tumblr, Discord, wished they were alive for Myspace

Favorite Bands: Brokencyde, Millionaires, 3OH!3,S3RL, Cobra Starship, Hollywood Undead, Ghost Town, Dot Dot Curve, Scotty Vanity, Jeffree Star, Breathe Carolina, The Medic Droid, Kesha, Owl City, The Ready Set, 6barelyhuman, Punkinloveeee, Rebzyyx, Hoshie Star

## *Why would they come to you? Your brand?*

My brand offers high quality comfortable loungewear that can be worn in the comfort of their own home or can be worn as a standout daywear piece. Our designs are a throwback to the early 2000s scene era of the internet and our customers want our clothes in order to dress like a nu-scene girl.

# mood board



star stud trim and ruffle elastic trim

a.

b.

c.

d.

e.

f.

g.

h.

Star zipper head and pink teeth

rhinestone patch

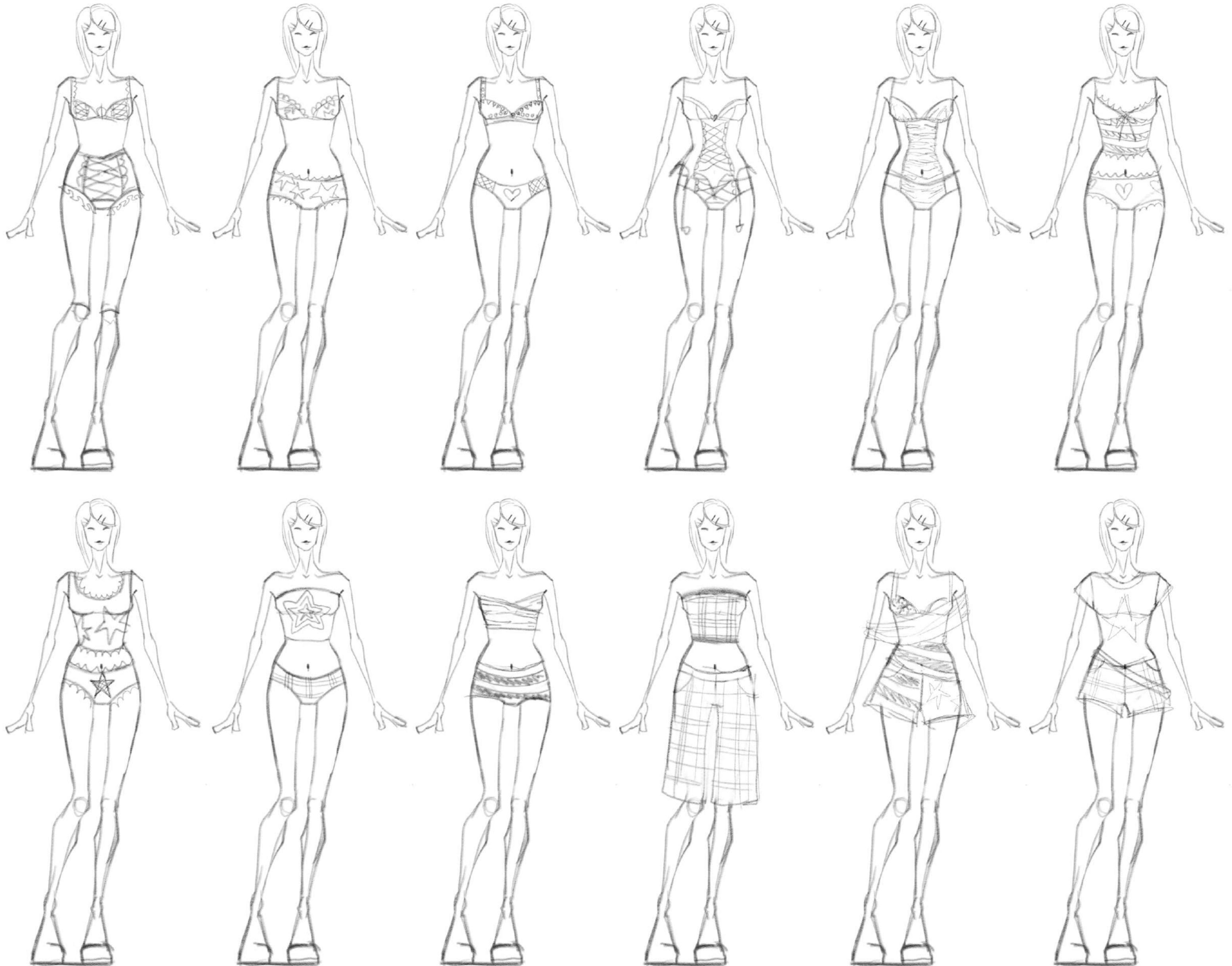
# fabric content

- a. Cheetah Print- 55% Polyester/ 40% Rayon/ 5% Spandex- \$36  
py- 58" wide
- b. Black and Gray Stripes- 96% Viscose/ 4% Lycra- \$25 py- 57"  
wide
- c. Star Printed French Terry- 92% Cotton/ 8% Spandex- \$25  
py- 58" wide
- d. Gray and Black Plaid- Oeko-Tex Certified 100% Cotton  
Flannel- \$20 py- 59" wide
- e. Black, White, Purple (3 color ways)- "Reduced Pilling" 92%  
Bamboo/ 8% Spandex- \$30 py- 60" wide
- f. Purple and Black Plaid- Oeko-Tex Certified 100% Cotton  
Flannel- \$20 py- 43" wide
- g. Persian Velvet Faux Fur- 55% Viscose/ 45% Cotton- \$50 py-  
58" wide
- h. Black and Pink Stripes- 96% Viscose/ 4% Lycra- \$25 py- 62"  
wide

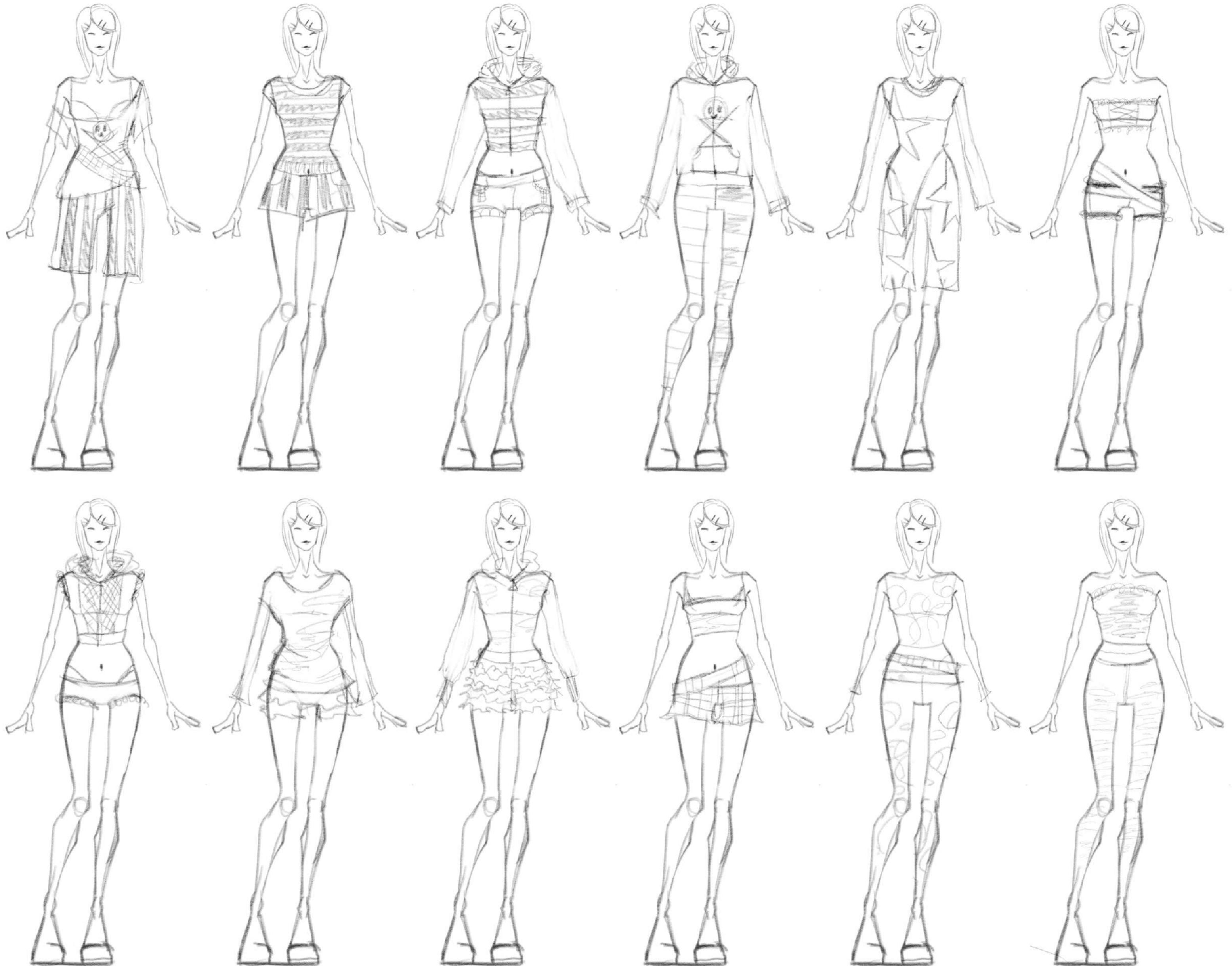
color story



# thumbnails



# thumbnails





final thumbnails

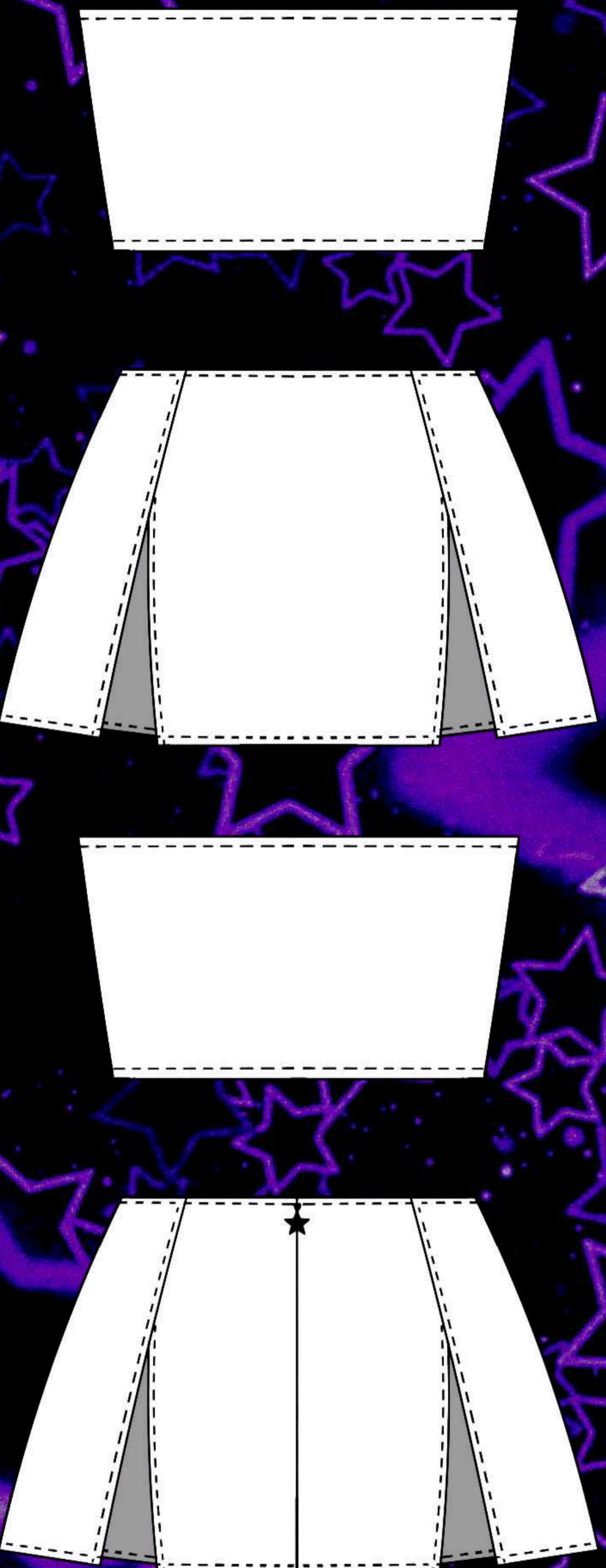


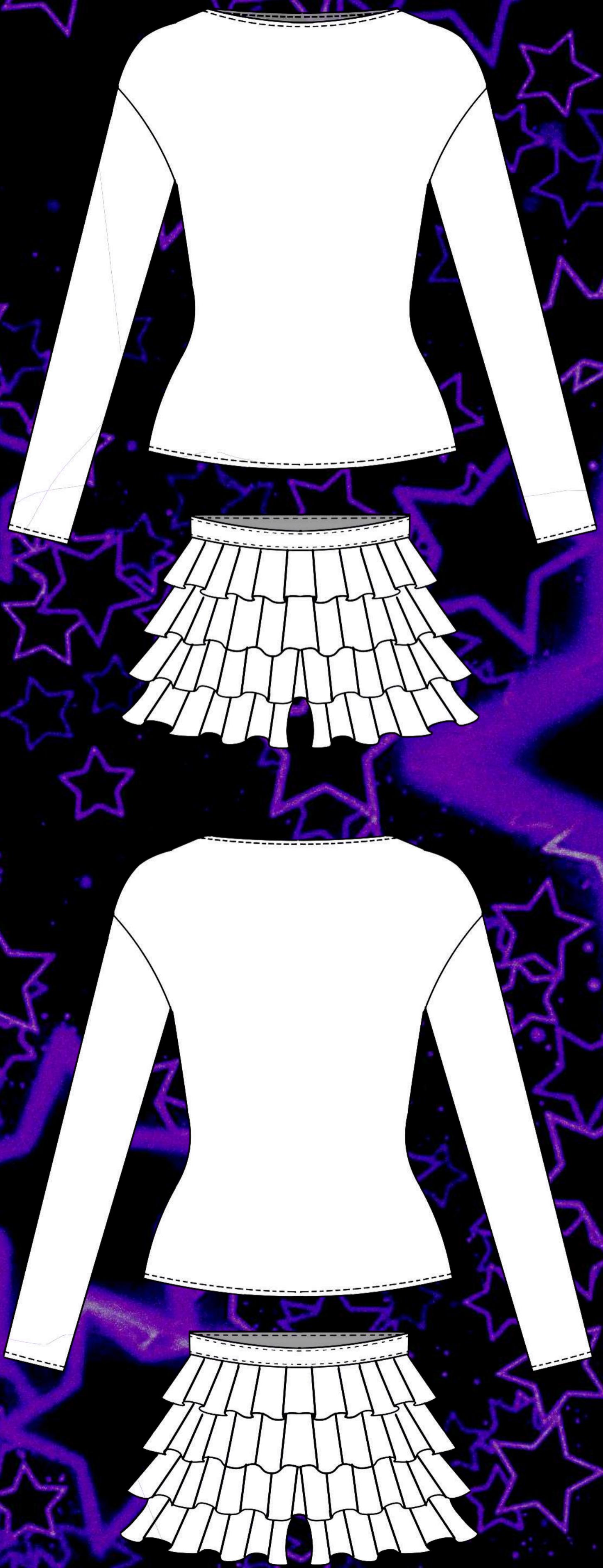




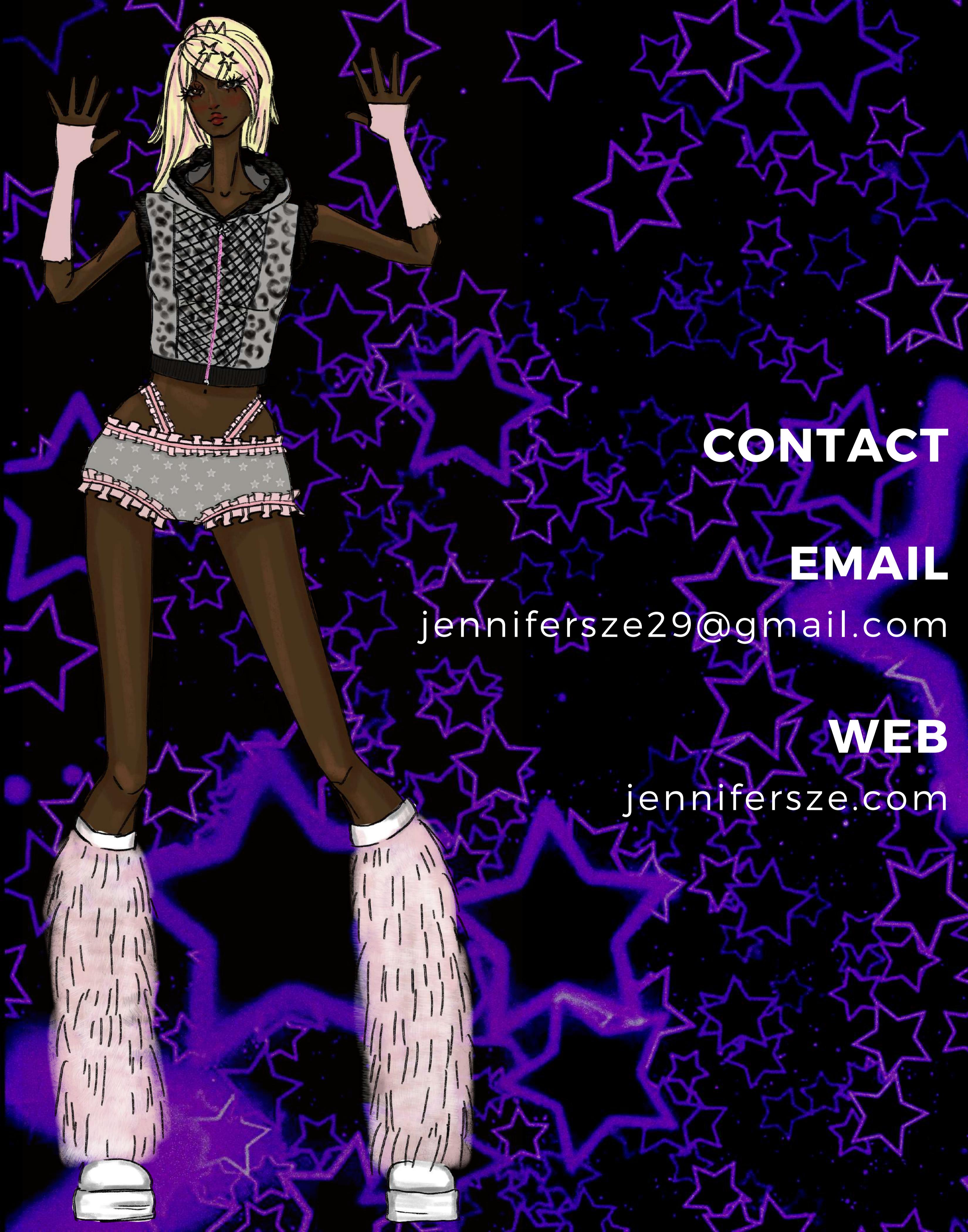












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