

**ANNA SUI**

## Collection Overview

**Target Audience:** Younger customer base, higher-end, want unique fashion pieces, aiming for at-home apparel, comfy but cute on Zoom

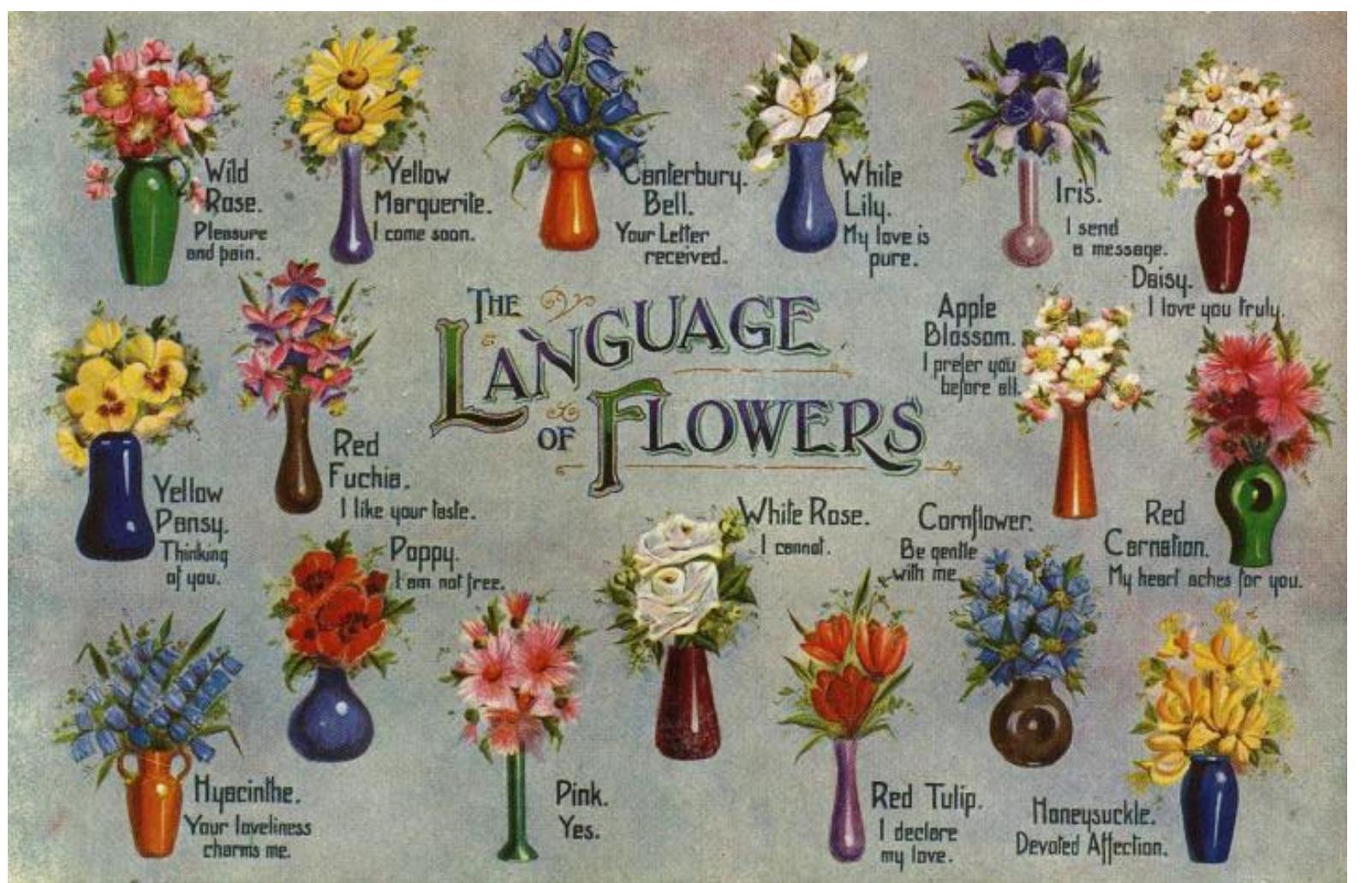
**Season:** Spring/Summer 2021

**Fashion Trends:** Bright colors, sweatsuit, and at-home clothing

**Core Fabrications:** Silk, polyester, knit, and fleece

**Key Ideas:** Floral patterns, comfort, lighter color palettes, psychedelia, tie-dye, purple, sustainably sourced fabrics, and light-weight clothing

# Mood Board



# Mood Board



# Mood Board

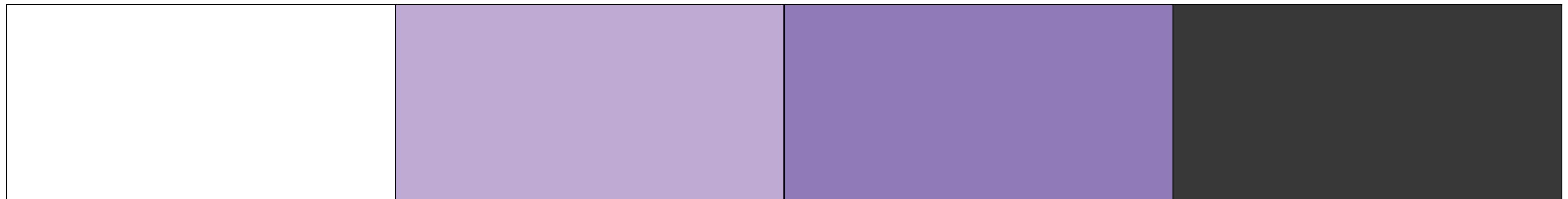


# Mood Board



## Logo & Brand Colors

**Nasville Serial Bold**



White (#ffffff)

Perfume (#beaad2)

Bouquet (#8f79b7)9

2% Black (#141414)

# Instagram Ad



## Label



woven construction, logo sewn in black piece of fabric

# Hangtag



logo screen printed on fabric, secured to clothing with small ribbon

# 3D Hangtag



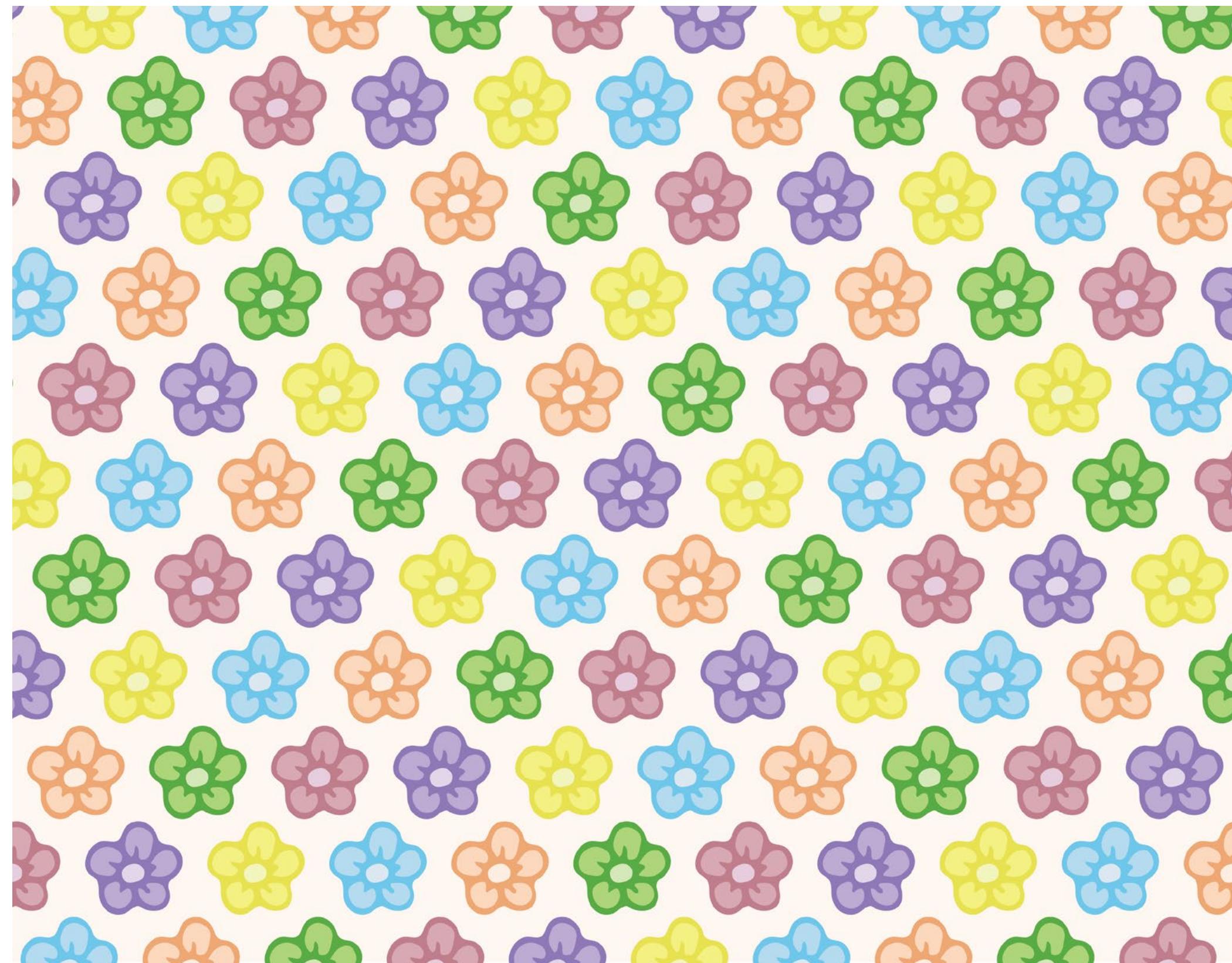
# Tissue Paper



# All Over Prints



# All Over Prints



# All Over Prints



## T-Shirt and Sweater



# Sweatsuit



fleece construction, all-over pattern placed on fabric

# Scarf



silk fabric with camo pattern, logo screen printed on top

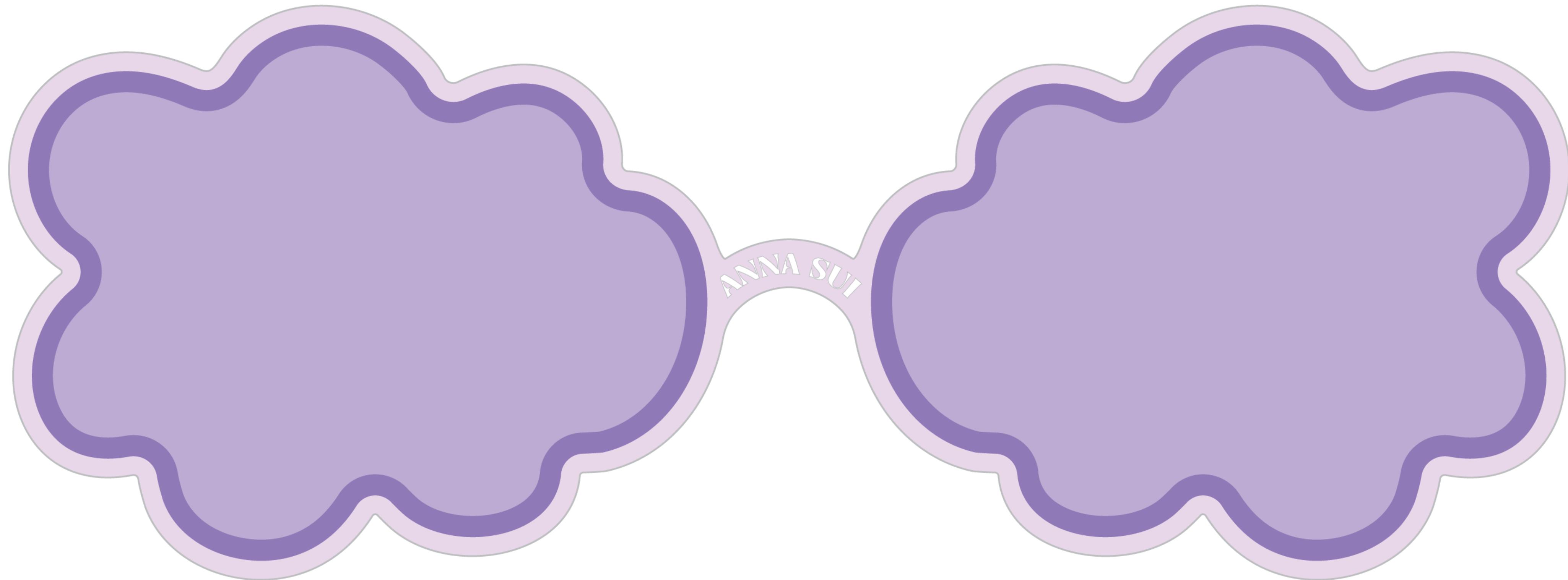
## 3D Scarf



# Perfume



# Sunglasses



# Sunglasses

