Style Collection

Objective

The very idea of 'street style' might soon come to be considered rather dated. Once the term suggested all those grass roots ways of dressing that were not dictated by the catwalks. You will choose/be given an influential street style that you will root your collection in. (Note your target market that would wear your collection should not be the same sub-culture that made the style famous.

Many times, underserved populations do not get fun clothing options. The clothing MAY fulfill needs but many times never wants. You will need to select an underserved population to design this mini collection for. Here are some examples, but open to others – Children's Wear, Plus Size, Maternity, Non-binary/Genderless, Wheelchair users, Amputees, Nursing Parents, and Persons with sensory issues and so much more!

You will create a cohesive 4-5 piece apparel collection ground in a season, inspiration, and target market. (Four to five pieces, means roughly 3-4 full looks if you are just counting top and bottom). You will create flat sketches, which will be presented in a line assortment sheet in Kaledo Style and export and turned into ELC as a TIFF.

1. **Create an Inspiration Board** *(35 points)*
   - Using an arrangement of images (limiting actual photos of garments), you will create a clear inspiration board rooted in the influential street style you were given. Unique and creative thought should be utilized to tell your season's direction. *(10 points)*
   - Clearly title your inspiration board and season/year. Needs to be Fall, Winter 2022, Spring, Summer 2023. Should be neatly arranged and aesthetically pleasing. *(5 points)*
   - Create a color palette of 6-8 colors, including names of colors (either Pantone given or original). Color palette should be aligned with inspiration board and street style. *(10 points)*
   - Detail the target market for your designed collection including both demographic and psychographic information in 100-150 words. Include how this collection is designed for the underserved population. *(10 points)*

2. **Flat Sketches** *(40 points)*
   - You will design a cohesive apparel collection for a specific target market and in multiple product categories. The design apparel needs to include at least 3 product categories (ie women's knits, women's woven bottoms, women's sweaters). The collection must have 4-5 apparel products.
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Grade Item	Points
Each flat sketch conveys correct and production ready lines (stitches, seams) This includes correct line thicknesses.	15 points
Each flat sketches has production appropriate trims, findings and closures.	10 points
Flat sketch includes a front and back view which are symmetric, neat, and filled in its entirety	10 points
Flat sketch designs are creative and unique, not just an interpretation of existing designers and brands.	5 points

3. **Stylized Line Assortment Sheet** *(25 points)*
   - Your collection will be presented on a line assortment sheet (using given template) which as designers you would communicate your collection with this tool to buyers or merchandisers. Your flat sketches will be organized on your branded line assortment sheet by fabrication and/or colors or and/or patterned colorways.

Grade Item	Points
Each flat sketch comes in at least 2 colorways but no more than 4. At least 2 print/weave/knit is used for the collection, showing at least 2 colorways of the print.	10 points
Each flat sketch has a fabrication call out, along with retail cost	10 points
Line assortment sheet is branded (based in color, aesthetic, etc), season and name of collection. Flat sketches are neatly organized and easily read.	5 points