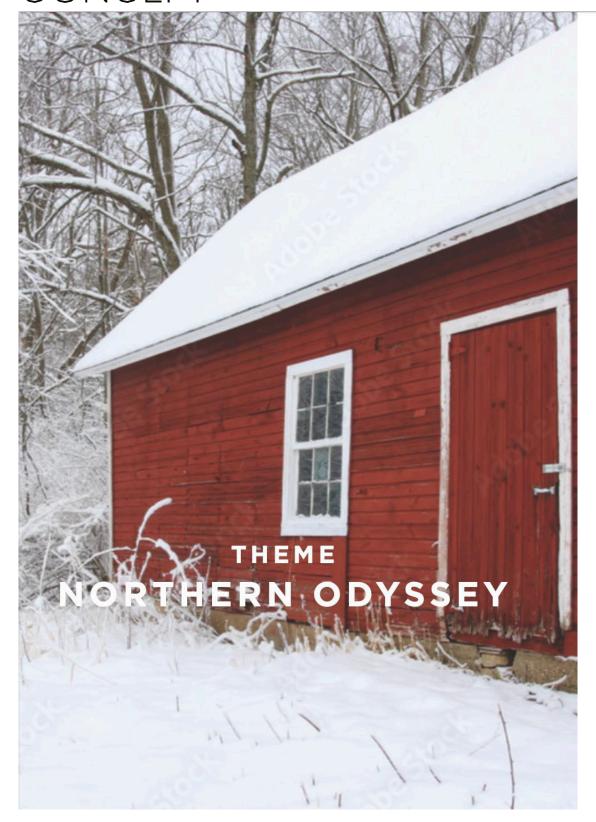
FASHION DESIGN PROJECTS BY KATELYN BEGLEY

CONCEPT



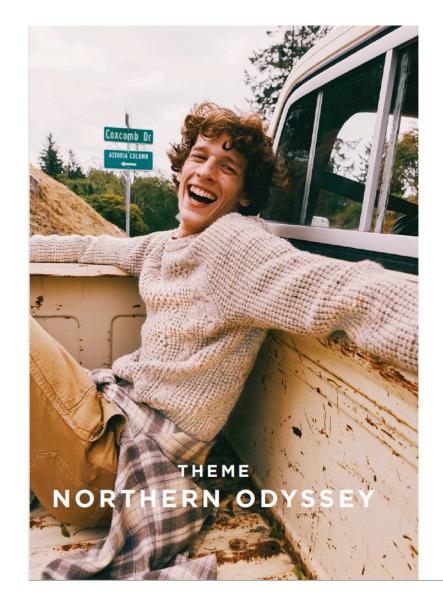


Nostalgia continues to provide much needed comfort and whimsy for Hol 22. Modern American Nostalgia drives an exploration of rustic mountain escapes - where crafted charm meets cozy Americana classics. Winter recreation meets rustic cabin texture & tactility. Nostalgic crafted sweaters are modernized in relaxed and voluminous silhouettes. Slouch denim fits bring modernity ad a laid back cool pairing perfectly with oversized sweater volumes, chunky cable structures, and winterized fleece dressing. Animism inspired fur & sherpa textures have an added rusticity. A winterized take on relaxed prep updates knits & fleece with cozy classics - fleece re-imagined in sherpa textures and sweater knits. Warm and classic neutrals pair beautifully with rustic and alpine blues - lift and accent with optimistic 'dopamine' pops.

Northern Odyssey M Navy Fall 2022

Nostalgia reigns this collection with its cozy textures, Americana vibes and throwback silhouettes. With a feel of a classical holiday getaway in the mountains, you'll be wrapped in wooly cables, fairisles, sherpa and cords. The warm neutrals and classic plaids sit beautifully alongside clean denim in wider leg shapes and oversized outerwear.

MUST HAVE ITEMS









FEMALE | BIG IDEA

MODERN AMERICAN NOSTALGIA CLEAN DENIM

A modern take on nostalgia and authenticity continue to underpin Denim. Thrift inspired washes and details have a contemporary sensibility with cleaner washes and neater repair details.

Volume and ease continues to drive denim fits - the Rounded Cocoon Big Idea inspiring the evolved Slouch Taper fit - and Loose Wide leg silhouettes continuing to trend.

MUST HAVE ITEMS



FEMALE | BIG IDEA

UNTAMED TEXTURE

Inspired by our Comfort Retreat Macro Trend - we see a continued desire for clothing that serves as a tactile refuge from our day to day lives.

This season, the untamed textures of nature and wild animism inspire new elevated and emotional surface interest to our known and loved cozy fabrics.

Sherpa takes on a shaggy shearling quality with longer piles and more fur-like qualities. Known items are reinvented in these tactile and animal like iterations.

Sweater cables take on wild quality - with blown up structures and organically placed patterns - all rendered in warm, natural neutrals.



FEMALE | BIG IDEA

MODERN AMERICAN NOSTALGIA WINTERIZED STREET SMARTS

Inspired by our Modern Nostalgia Macro Trend - the lexicon of American sportswear ignites a renewed interest in prep-infused dressing. A relaxed and casualized attitude in fit & fabric modernize the whole look.

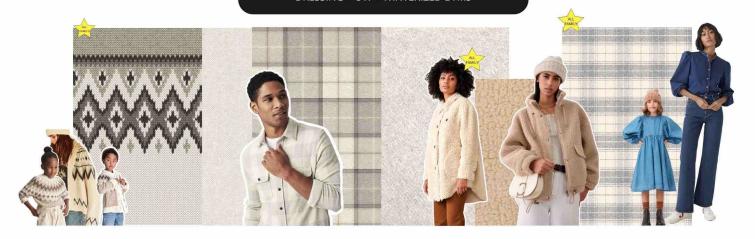
Fleece & knits re-invent for winter in hi-pile, fleece, sherpa and sweater knit iterations. Relaxed and roomy silhouettes modernize styles to bring these classic references right up to date.

Varsity & collegiate graphics have added levity and are re-coded with modern statements and motifs - elevate the look with instarsia sweaters iterations.



Last Minute Gifts featuring Northern Odyssey refresh

NORTHERN ODYSSEY DECEMBER
WINTER WHITE FAIRISLE & PLAID +ANIMISM THROUGH
SHERPA, WILD CABLES + LOFTY HAIRY TEXTURES+ DENIM
DRESSING + OW + WINTERIZED BTMS





KATELYN BEGLEY

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MARKETING













CONCEPT | PRINT



















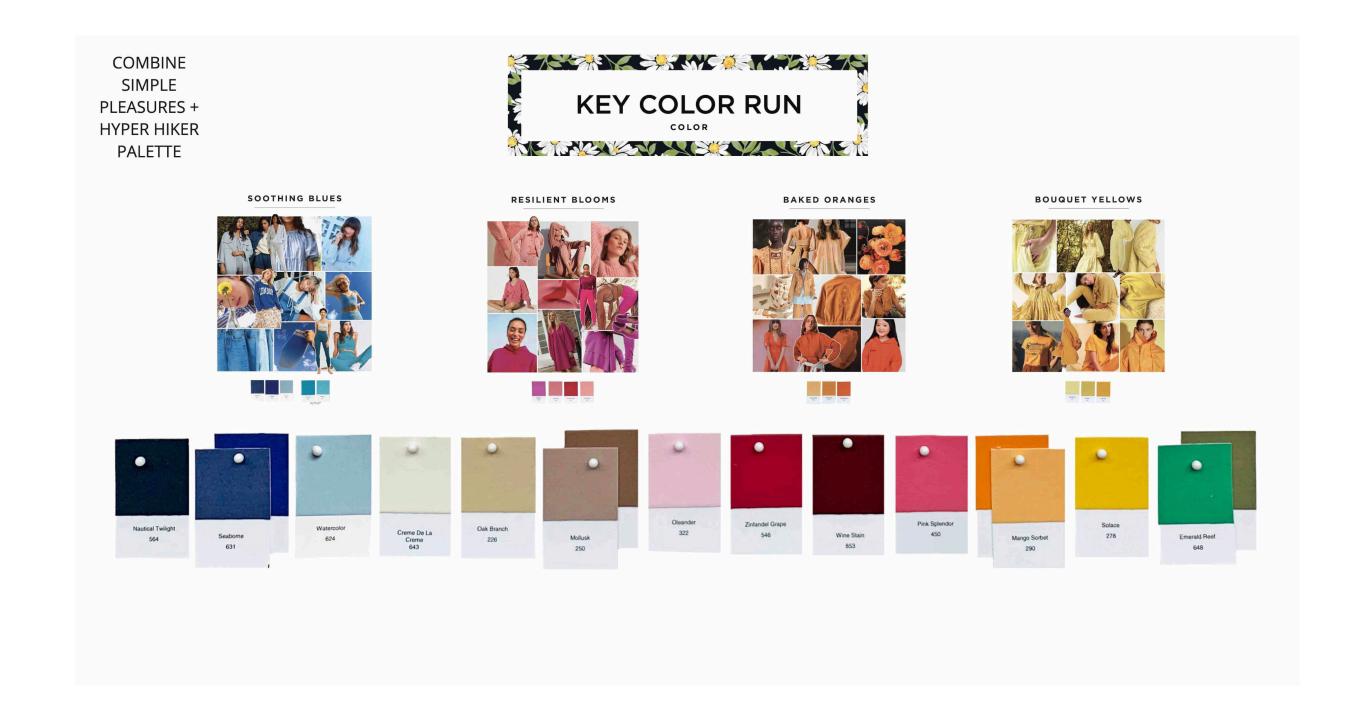




Simple Pleasures M Navy Spring 2011

Always in the spirit of "play" the Spring 2022 girls collection brings the fun through vibrant color pairings, graphic florals and positive messaging. The outfitting has major 90's vibes with shrunken tees and OG denim fits. Grounded in knits that are layered with key woven skirts and dresses giving a fresh take on Spring.

COLOR























MARKETING







