



Design a Print

Kayla Iris

H&M Direction

"Fearless, brave, and strong. These words may not be the first that comes to mind when describing how you see yourself due to the tough times lately. If you need a little help finding your way back to fierceness, this season's H&M Studio aims to boost your courage and inspire you to **express who you are.**"



Objective: H&M offers a variety of trends through a scaled market. Offering products with the same print drives the customer to pair the pieces together and purchase more. H&M's primary target audience is women between 20 and 34, who are on the market for trendy fashion at a low price. These women are up-to-date, trendy, and fashionable consumers. **Based on their ideas for the new market I chose to do a skater boy spin on a 70s trend**

Target Customer

Name- Chrissy Fey

Age-20

Status-Single Bisexual

Employment-Student. Belmont University

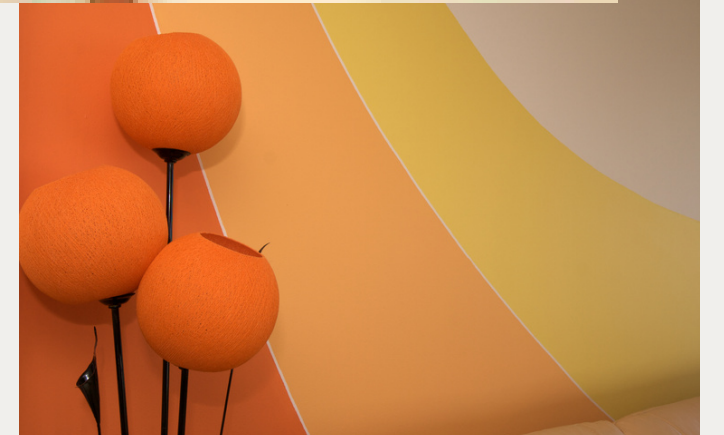
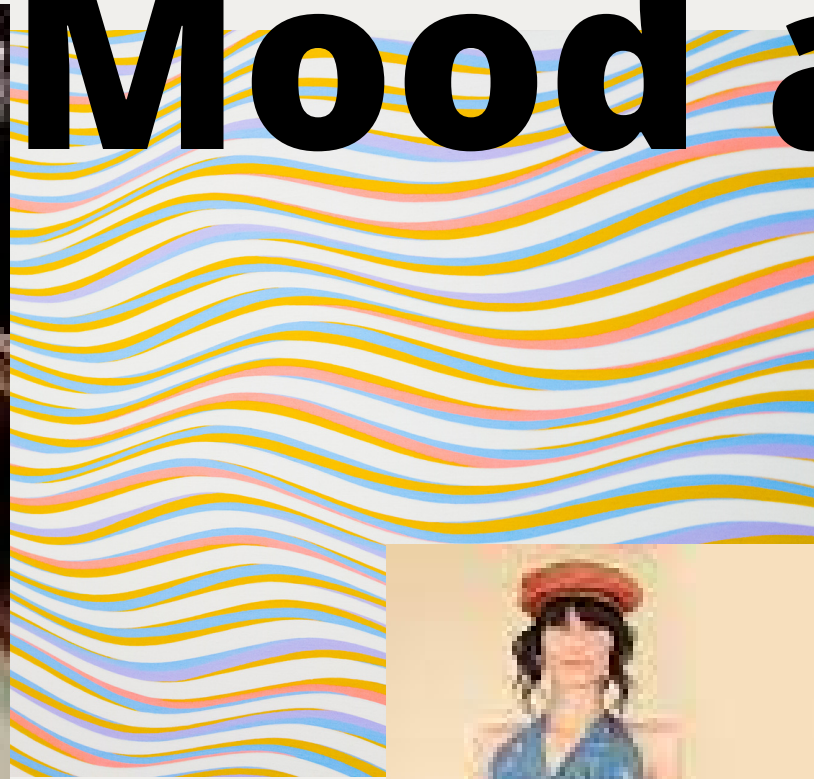
Location- Nashville

Interests- Skateboarding, painting, garment design, and sketching

Bio- Chrissy spends most days outside skateboarding, climbing abandoned buildings, and taking pictures of things that interest her so she can draw them later. Studying portrait photography but won't hold herself in one major. Prides herself in finding new styles of clothing, music, and writing.



Mood and Color

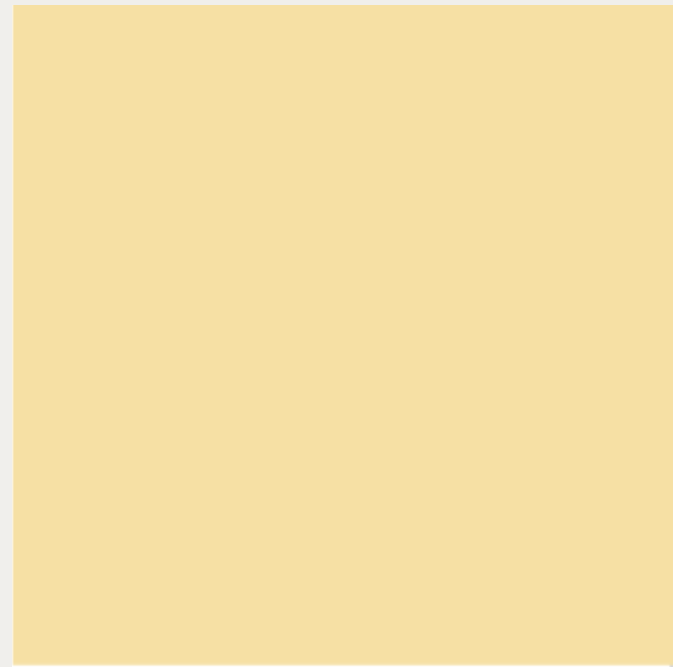


Trend Inspiration





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557 C



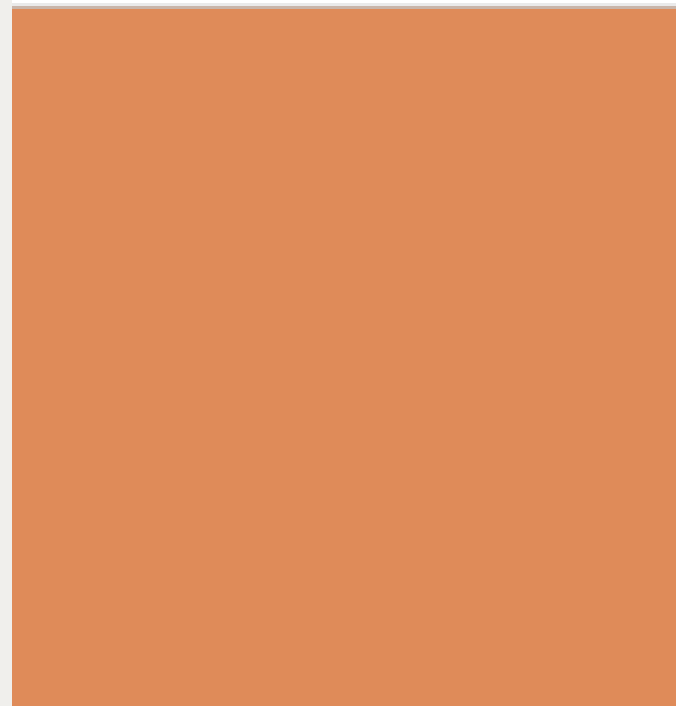
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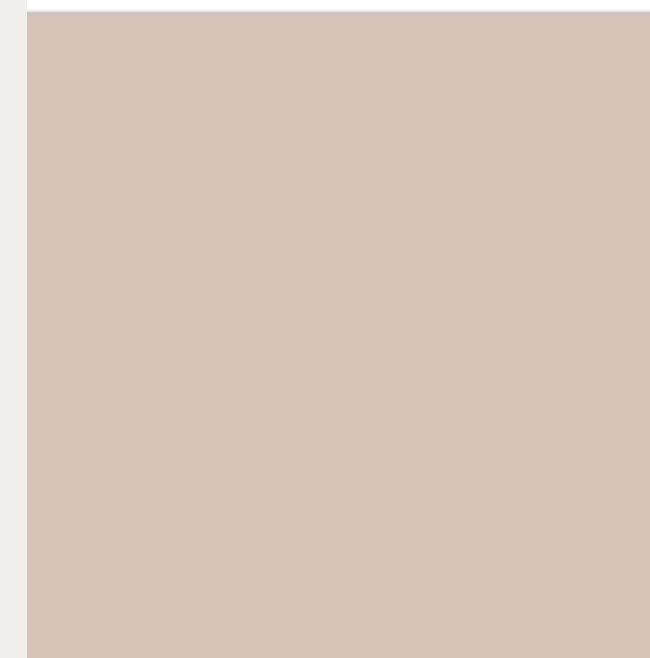
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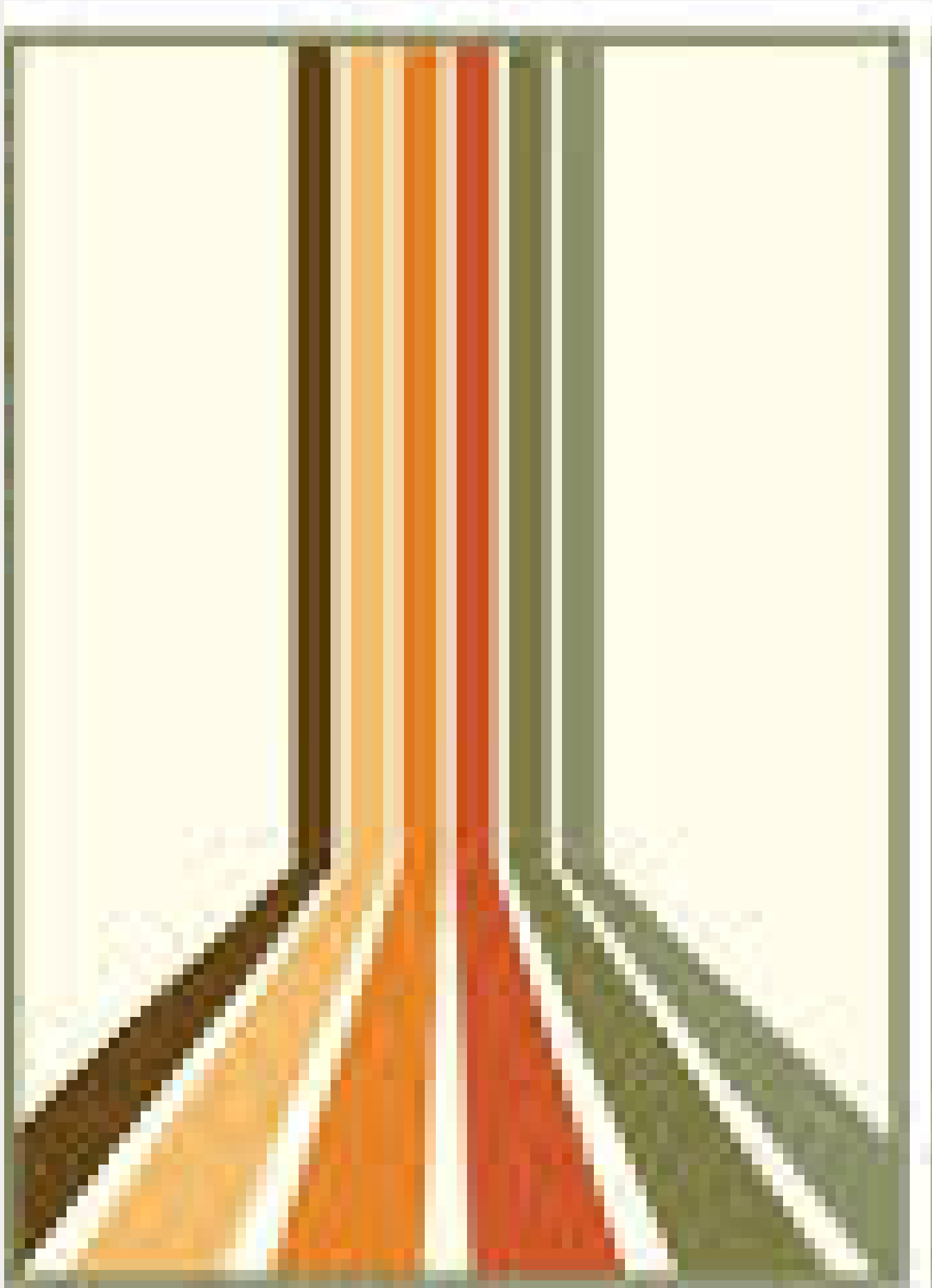
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Fabric



- Chunky Boucléd Wool Knit. Straight yarns of black
- beige, pink, and purple join loopy spiraled white yarn in a tactile chunky rib knit construction with a malleable drape.



- Natural Cotton and Polyester Jersey is nostalgia at its finest.
- lightly cream/linen tone and has a speckled pattern



- Gray Cotton Denim Twill from Rag & Bone i
- stiff drape
- denim features
- diagonal twill pattern made up of pale gray warp and off-white weft threads.



- British Imported Fog Drapery Sheer
- Shimmering organza woven with opaque yarns
- striated look



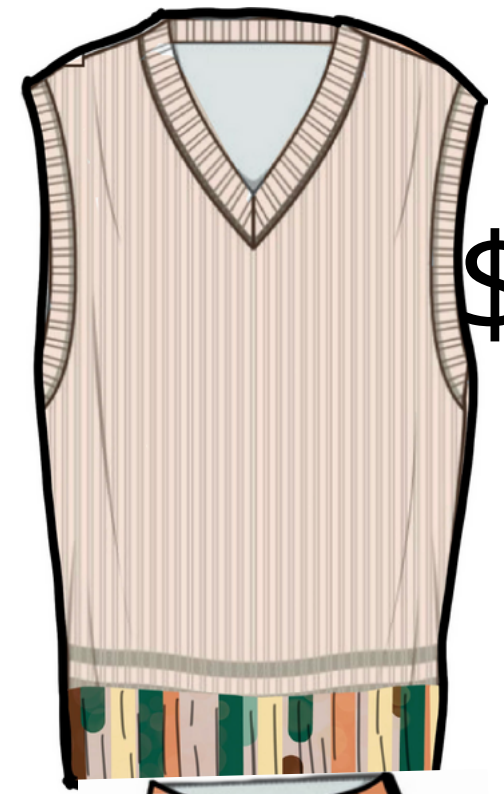
iced coffee colored, burnout and laser-cut jersey



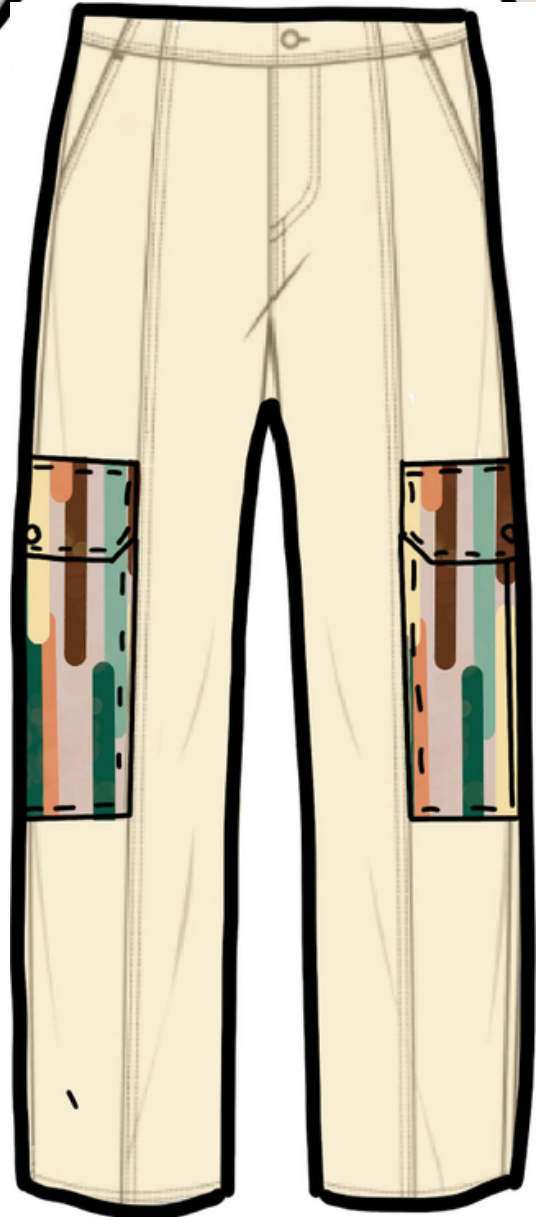
\$40.00



\$30.00



\$40.00



\$50.00

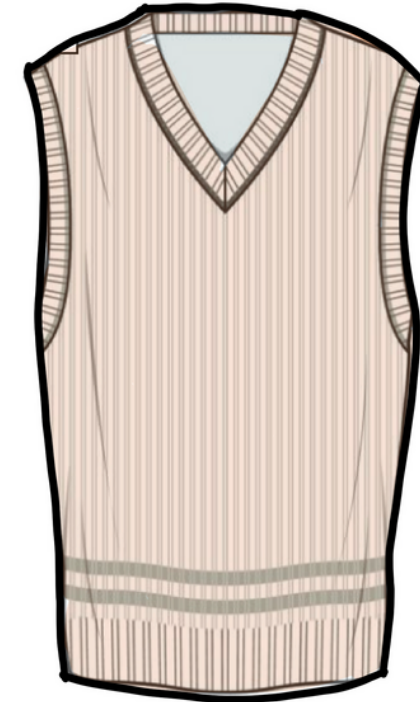
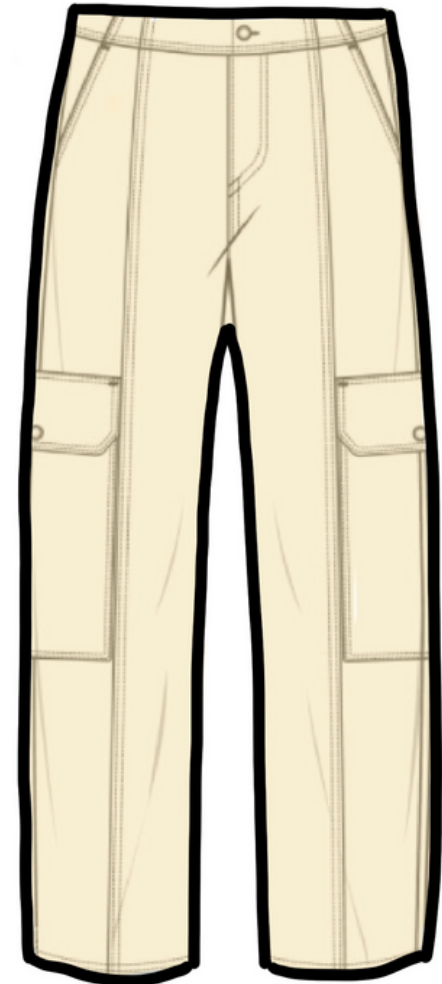
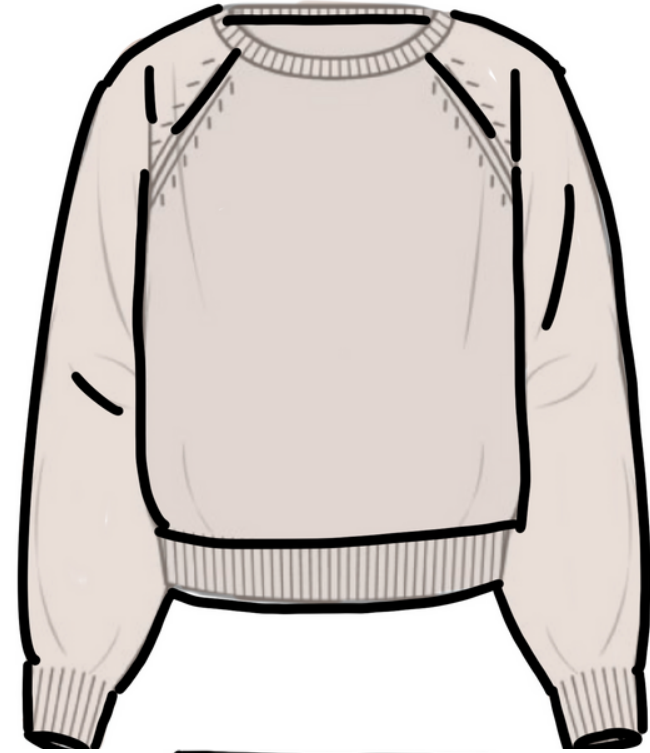


\$40.00



\$45.00

Solids





H&M Studio A/W 2021: behind the scenes | H&M US

A powerful and optimistic collection fit for new-gen queens.

 H&M / Aug 31



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