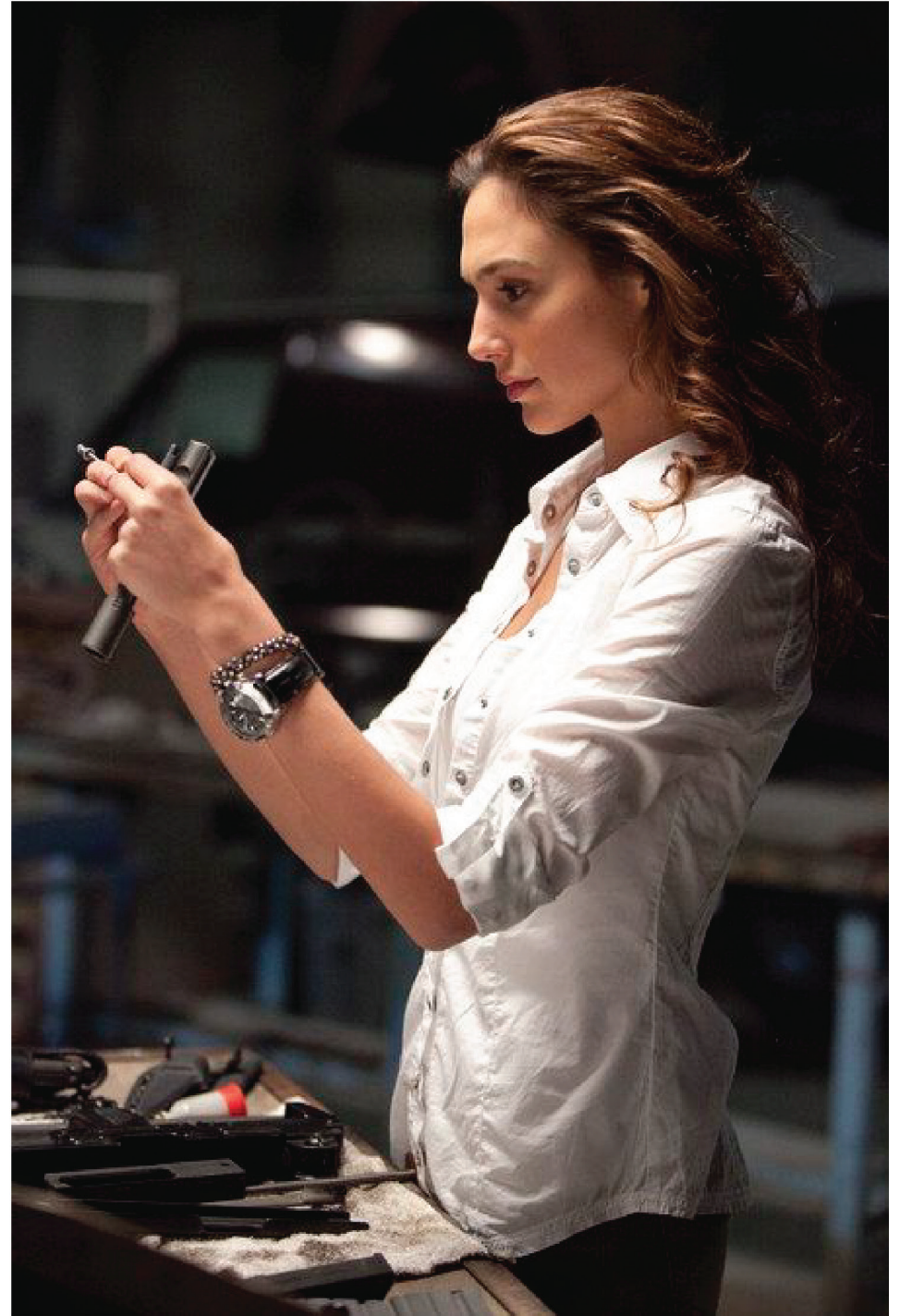


# ***STREETWISE***



***DONT STAY HOME, DRIVE THE WORLD***



PANTONE 11-0601 TPG



SEASON: **SPRING/SUMMER**

CATEGORY: **READY TO WEAR**



PANTONE P 175-15 U





# PROCESS INSIGHT

## MIND MAPPING

### Forecast: Fix the Future

A new sense of vitality and change will arise, powered globally by youth and by groups that did not previously have voices. These newly empowered, often optimistic and aspirational individuals will demand transparency, ethics and social conscience from both countries and corporations. There will be a focus in design on doing rather than just producing, and design thinking will take on a new sense of purpose.

### Interpretation

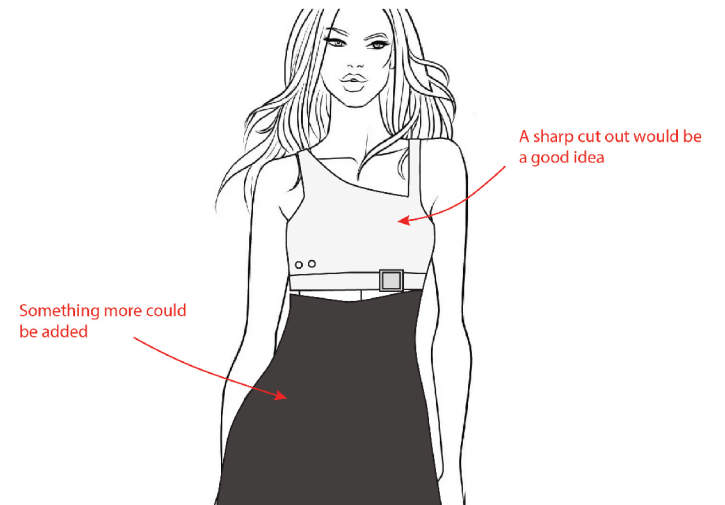
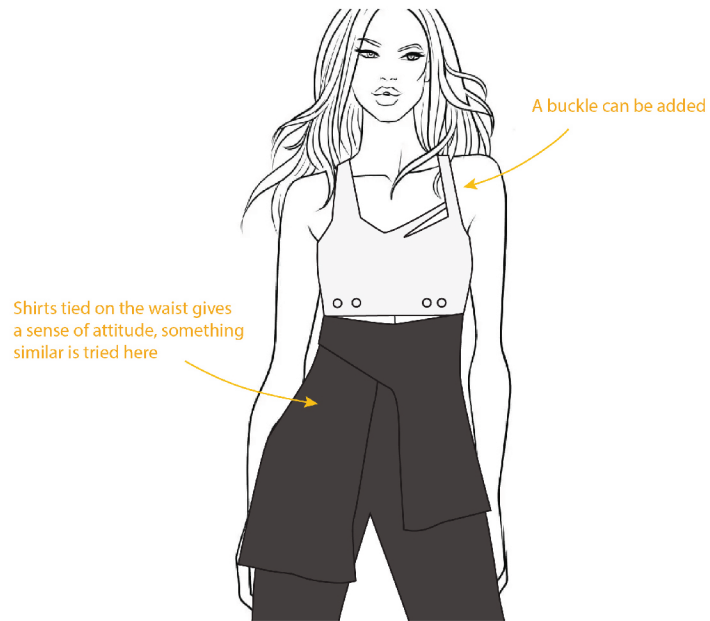
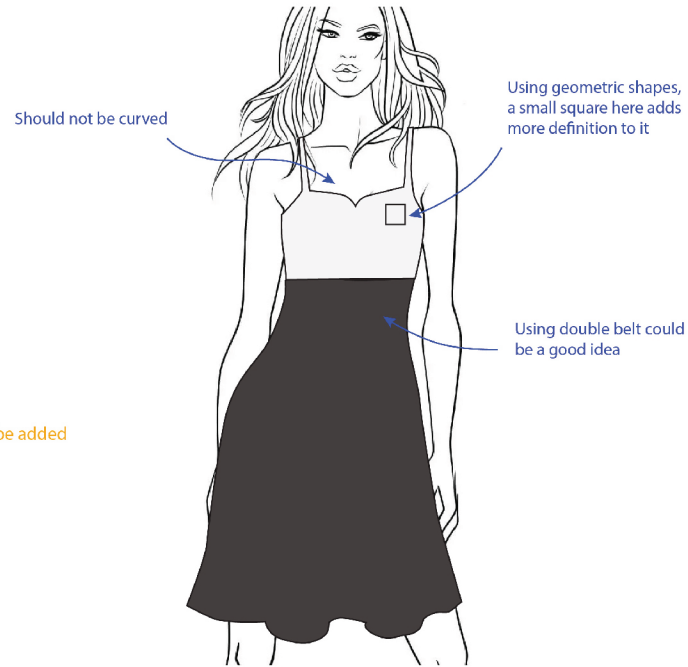
The interpretation has been shown through mind mapping, reaching towards the concept "STREETWISE", which portrays a strong, active, smart and bold attitude.

### Implementation

Strong elements like belts, metal buckles, circular and geometric cuts has been used to convey the strong attitude of the concept, implementing all these on basic silhouettes, simultaneously keeping the shapes and forms defined. All the illustrations has been done on Adobe Illustrator.



# PROCESS INSIGHT



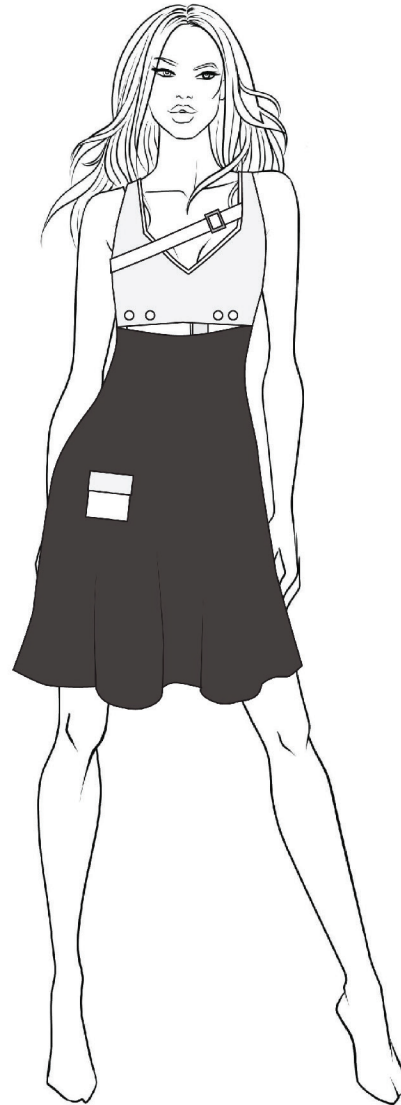
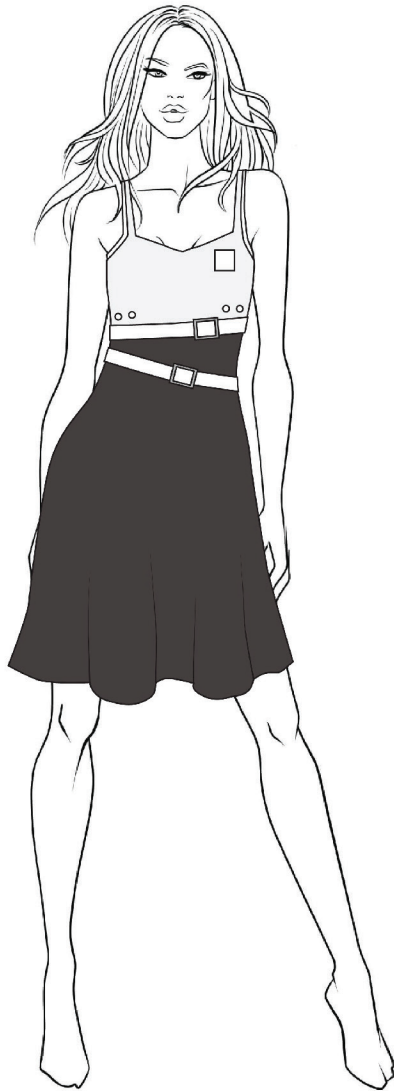
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Elements like belts, buckles, geometric shapes and cuts have been used to achieve a strong feel.

# DESIGNS

CATEGORY: READY TO WEAR

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# DESIGNS

CATEGORY: READY TO WEAR

