

A graphic design featuring the word "BOLD" in a large, black, serif font. A diagonal slash, composed of three parallel lines, cuts through the word from the top-left to the bottom-right. Above the word, there are two horizontal lines: a top line and a bottom line, with a gap between them. Below the word, there are two parallel diagonal lines that intersect with the slash.

B O L D

the new era of fashion

Elvia Sarabia | Jasmine Hernandez
Spring 2013

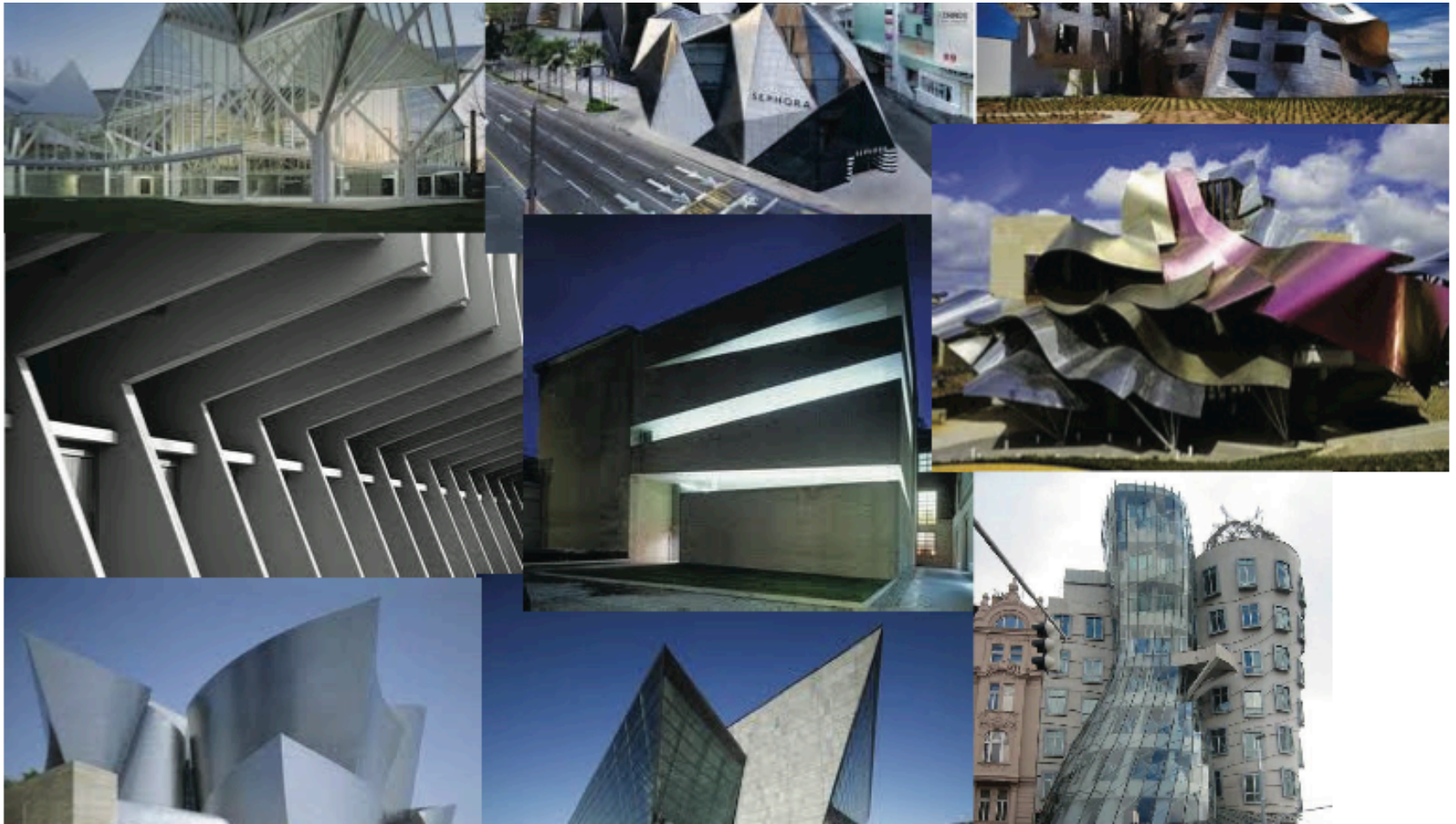
Mission Statement

- BOLD provides contemporary garments designed to enhance the curvaceous body. BOLD strives to create innovative and fashion forward pieces for the confident, full figured woman.

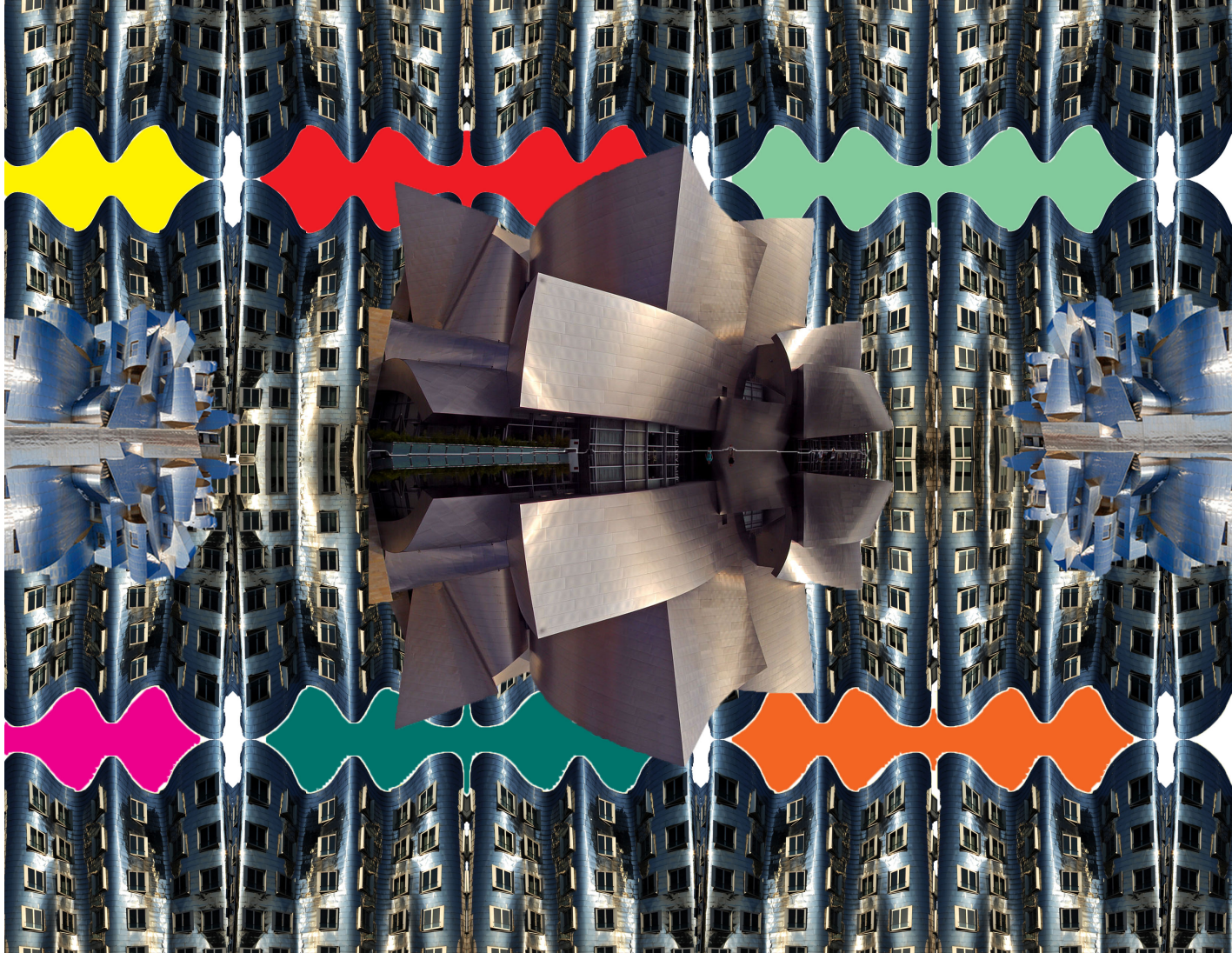
Conceptual Color Inspiration

- Our inspiration is derived from architectural buildings and geometric shapes. Our designs incorporate silhouettes that are structured but flattering to the curvaceous body. We took most of our inspiration from Frank Gehry, a well renowned architect who takes different shapes and creates contemporary designs. Gehry's award winning buildings have qualities of deconstructivism, which incorporates taking elements of "traditional" architecture, tearing it apart, and putting it back together in an unexpected manner. Like our collection, we are taking certain qualities and details you don't necessarily find in plus size clothing or are not considered "acceptable" and transforming it into our own interpretation of that garment.

Moodboard



Conceptual Color Inspiration Moodboard



Creative Statement

BOLD is Fearless.

BOLD is Courageous.

BOLD is Confidence.

This is what a Bold woman should be.

The Spring 2014 Collection is just that with its BOLD colors and shapes. This collection was inspired by Frank Gehry's, a well renowned architect who takes different shapes and creates contemporary designs. Inspired by his architecture, we experimented with angles and shapes to create innovative garments. They are presented as structured but flattering and feminine for the curvaceous woman.

Customer Moodboard



Target Market

- Plus Size Market (Sizes 12-26+)
- Ages 24-36
- Price Range: Bridge \$75-\$500+
- Median Income: \$30,000-\$90,000
- “Urban Uptown” Market Segment
 - Young & Successful
 - Educated
 - Fashion Forward
 - Courageous
 - Money & Brains

Color Palette

After researching the upcoming color trends, we came to find out that strong hues and saturation were going to be in season for Spring/Summer 2014. BOLD incorporated the following vibrant colors for the Spring 2014.



Sketches & Swatches



FABRICATION

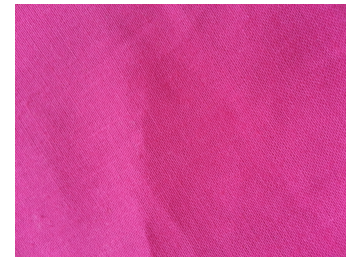
ULTIMA POPLIN



WHITE PATENT
LEATHER



LINEN

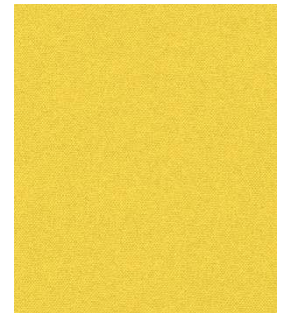
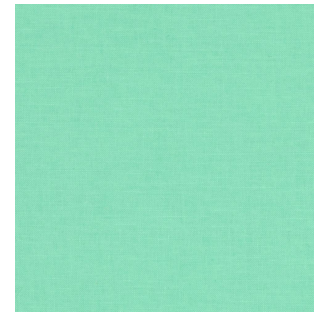




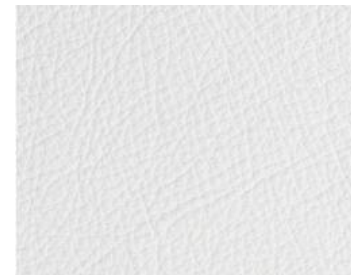
FABRICATION

COTTON

ULTIMA POPLIN



WHITE PATENT LEATHER



FABRICATION



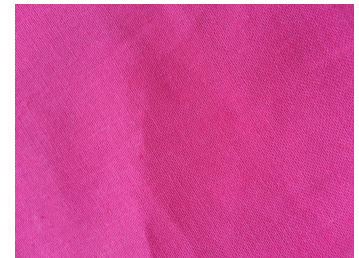
WHITE PATENT LEATHER



ULTIMA POPLIN



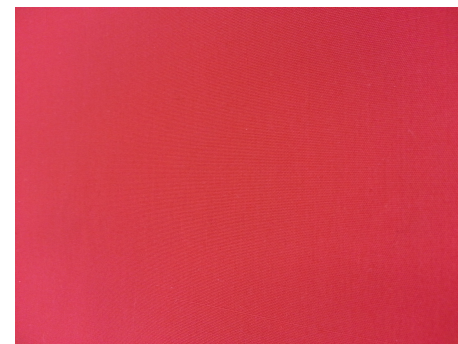
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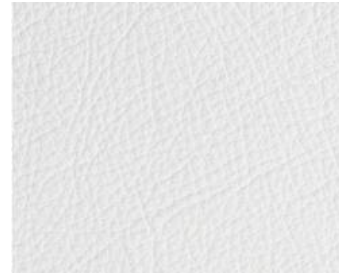
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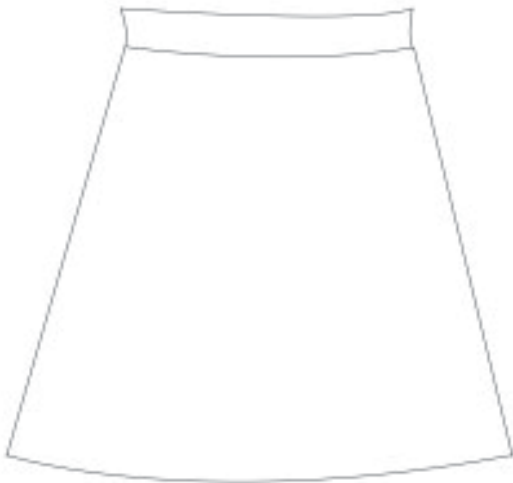
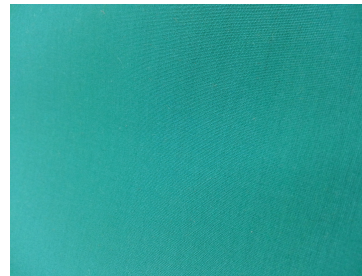


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WHITE PATENT LEATHER

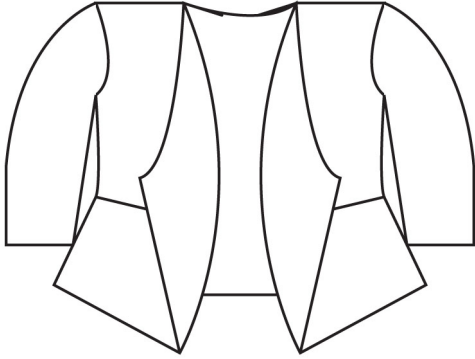


ULTIMA POPLIN

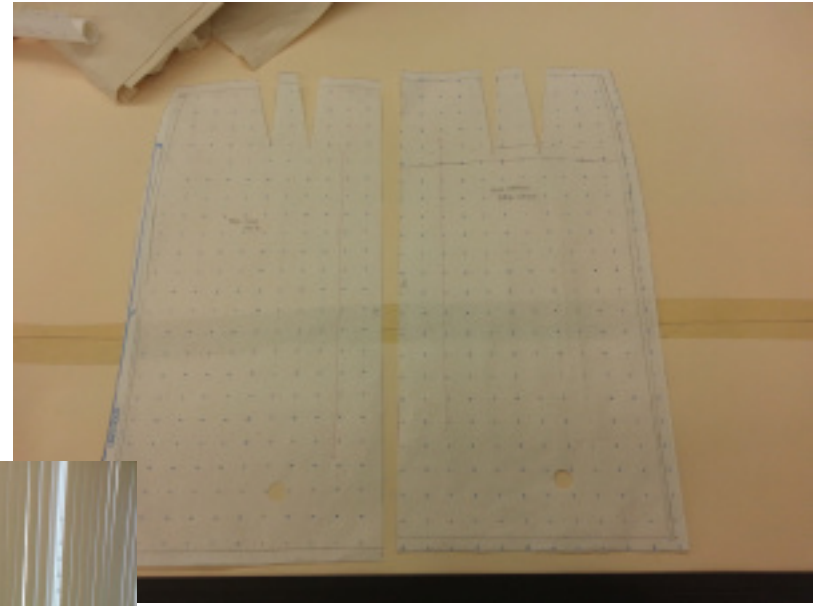
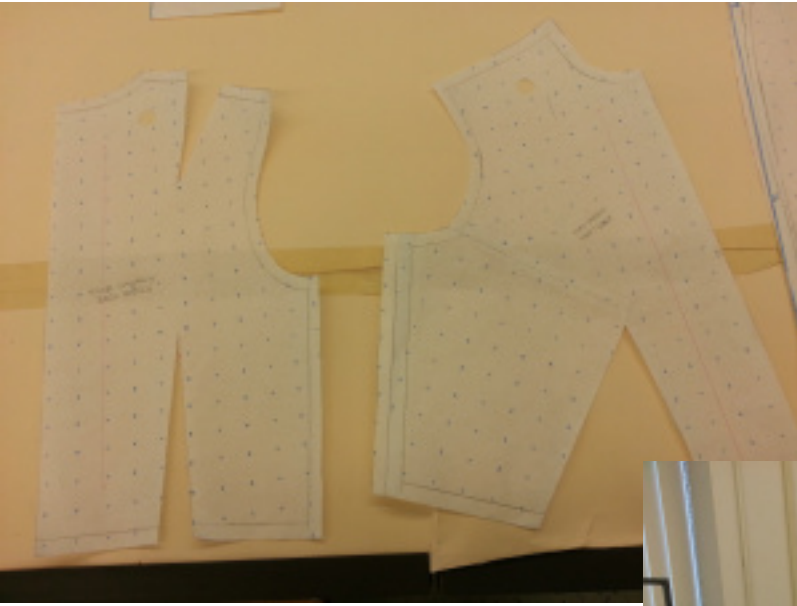


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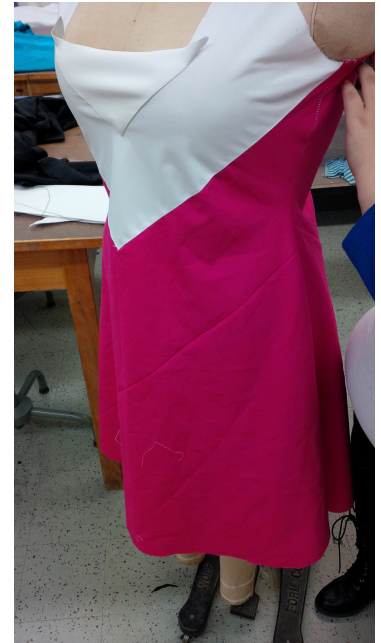
In the Work Room: Patterning



In the Work Room: Muslin Sewing



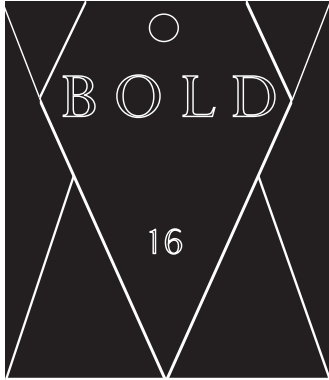
In the Work Room: Sewing



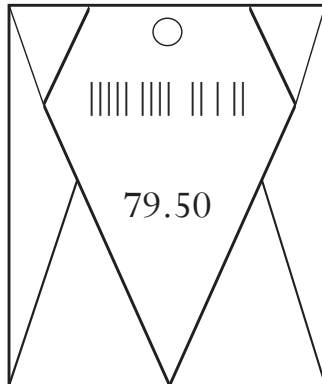
Logo | Business Card



Signage | Letterhead



Front Hangtags

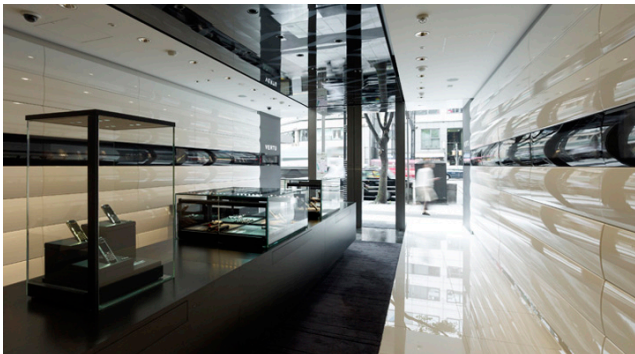


Back Hangtags



Retail Store Concept

The BOLD retail store invites women who are interested in viewing a different side of the plus size fashion world. Inside you will find a gallery of our latest collection for your viewing pleasure. Our store specializes in customization for our customers, try on the clothing in our dressing space and getting it tailored as you'd like, because every body is different. BOLD designs for the woman in need for a new era of fashion.



Location

- Robertson Blvd, Los Angeles, CA 90035
- Hours of Operation:
Monday- Friday 9am-7pm

Median Income around Robertson Blvd: \$75,000

Median Age of Women: 27

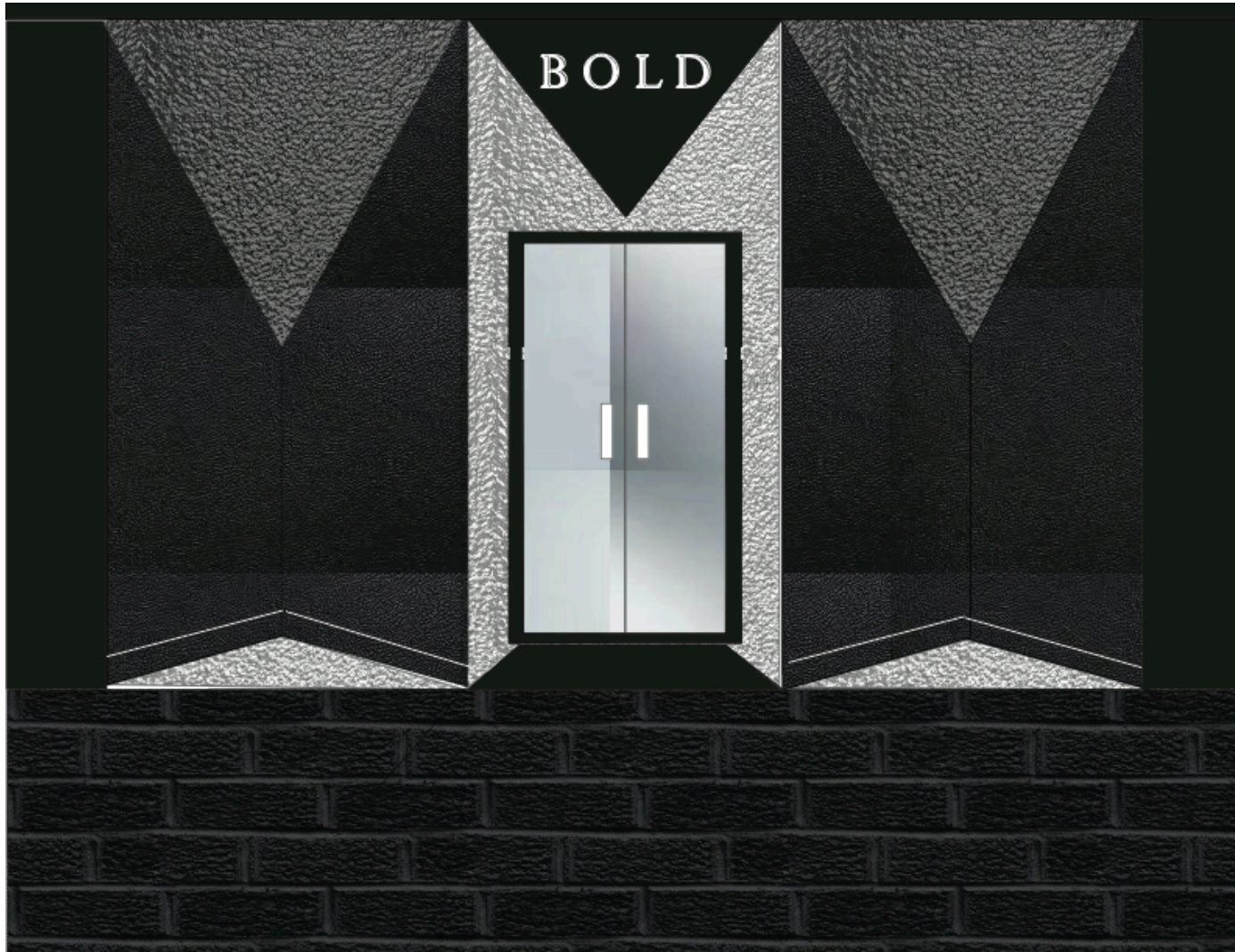
Stores on Robertson Blvd

Tory Burch, 7 for All Mankind, Rock &
Republic

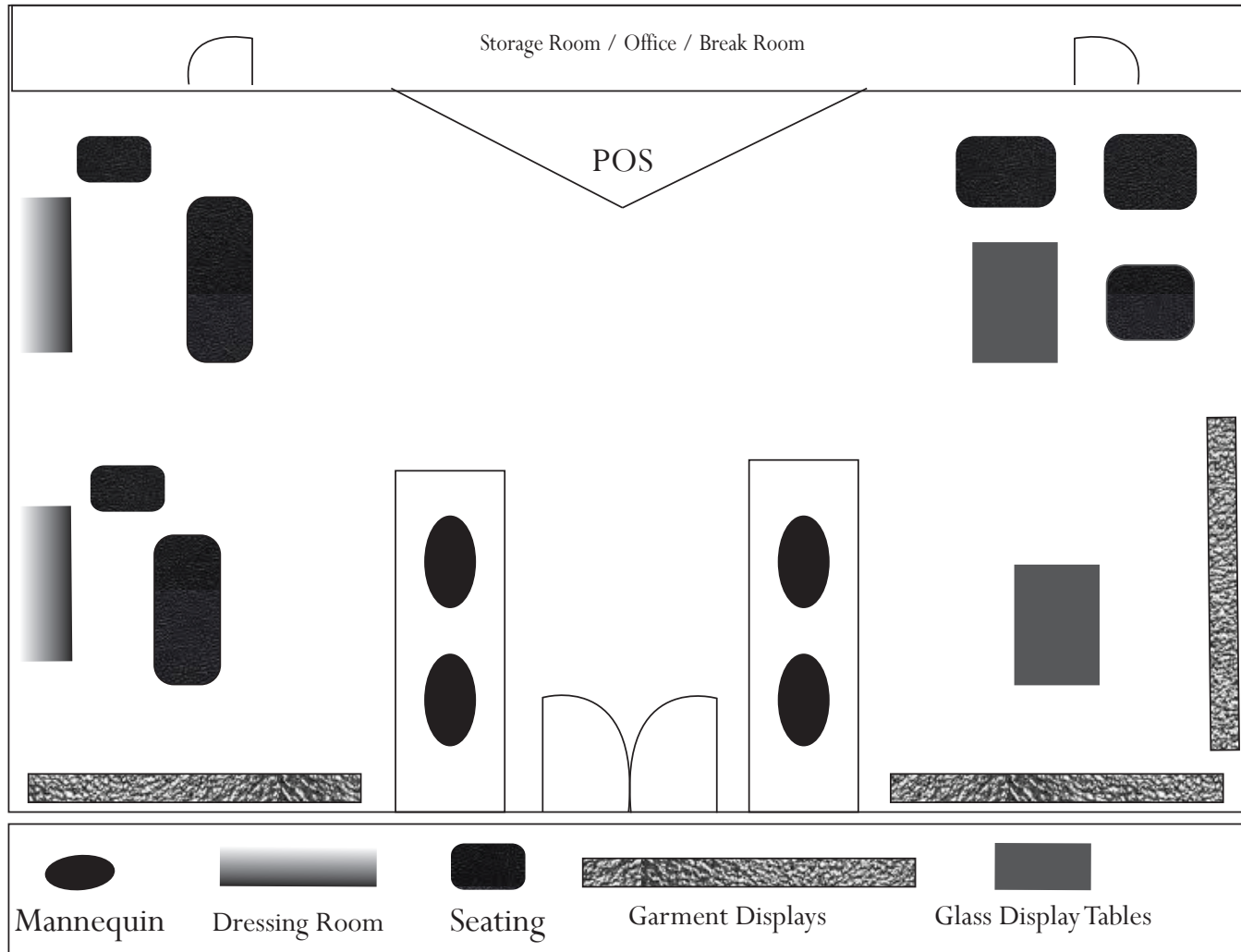
No Plus Size Boutiques



Store Front



Store Floor Plan



Dressing Area | Entrance/POS



In Store Services

- Personal Stylists
- Personal Shoppers
- Tailoring
- Service to Home
- Special Sizes Upon Order
- Private Dressing Areas
- Custom Designs

Advertising and Promotions

- Online Website Promotions
- Monthly Events
 - Styling Tips, Season Trends Mixer
- Seasonal Fashion Shows
- Personal Mail Catalogues
- Grand Opening Event

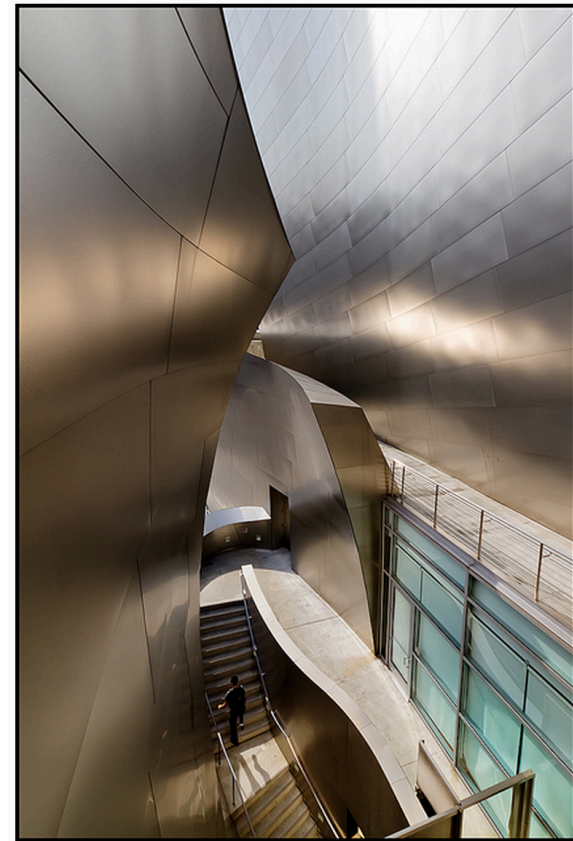
Store Startup Expense Report

based on a full calendar year

- Rent: \$3,000 a month / \$36,000 a year
- Furniture/Décor: \$10,000
- Advertising: \$20,000
- Employees: \$100,000
- Administrative Costs: \$5,000
- Technology Costs: \$15,000
- Total Store Startup: \$181,000 for 1st Year

Photo Shoot Details

- With such intricate and vibrant designs, we wanted to enhance the garments rather than have them get lost in a background.



Look Book Link

- <http://beaboldwoman.files.wordpress.com/2013/05/bold-lookbook-ss14.pdf>

Social Media

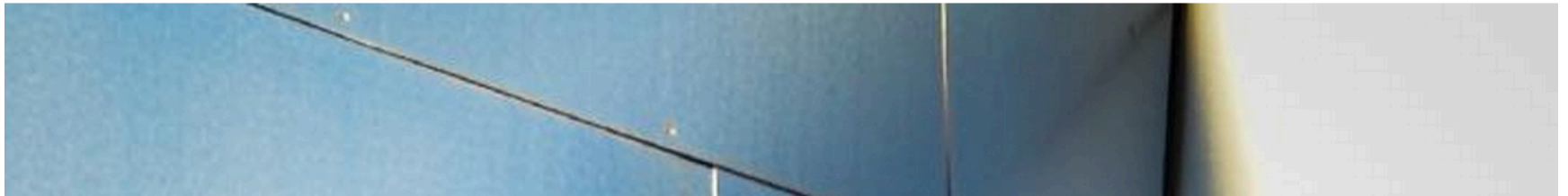
- Wordpress Blog
- Facebook



EXPENSE REPORT

<u>Location</u>	<u>Cost</u>	<u>Paid</u>
Michael Levine		
Trip 1: Fabric	\$158.05	Split
		\$79 Jasmine
		\$79.05 Elvia
Trip 2: Fabric/ Thread	\$150.39	Split
		\$70.05 Elvia
		\$80.34 Jasmine
LA Alex		
Zippers	\$10	Elvia
Dot Paper	\$10	Elvia
Csula		
Dot Paper	\$10	Elvia
Photographer	Free	
Lookbook		
Booklet	\$29.60	Split
		\$14.80 Jasmine
		\$14.80 Elvia
Parking		
Downtown Los Angeles		
Trip 1	\$5	Elvia
Trip 2	\$5	Jasmine
Trip 3	Free	
Walt Disney Concert hall	\$20	Jasmine
TOTAL:	\$398	

Coming Soon: Website



What's Next for BOLD

- Production
 - Many orders wanted!
- Expand Spring 2014 Line
- Trademarking
- Creating BOLD a legitimate business