

# ***PRISMATIC WAVE***







VAPOURWAVE



VAPOURWAVE



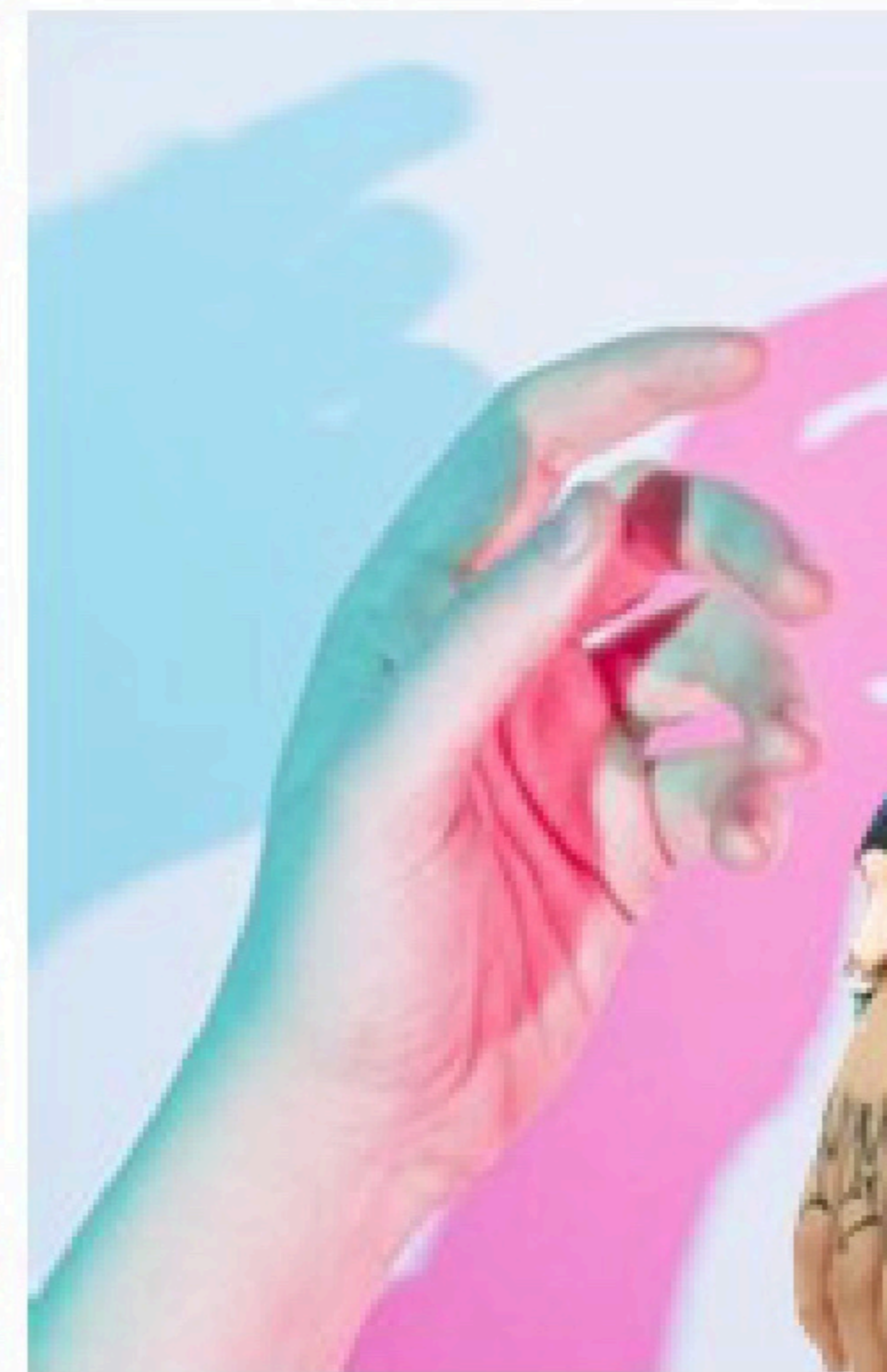
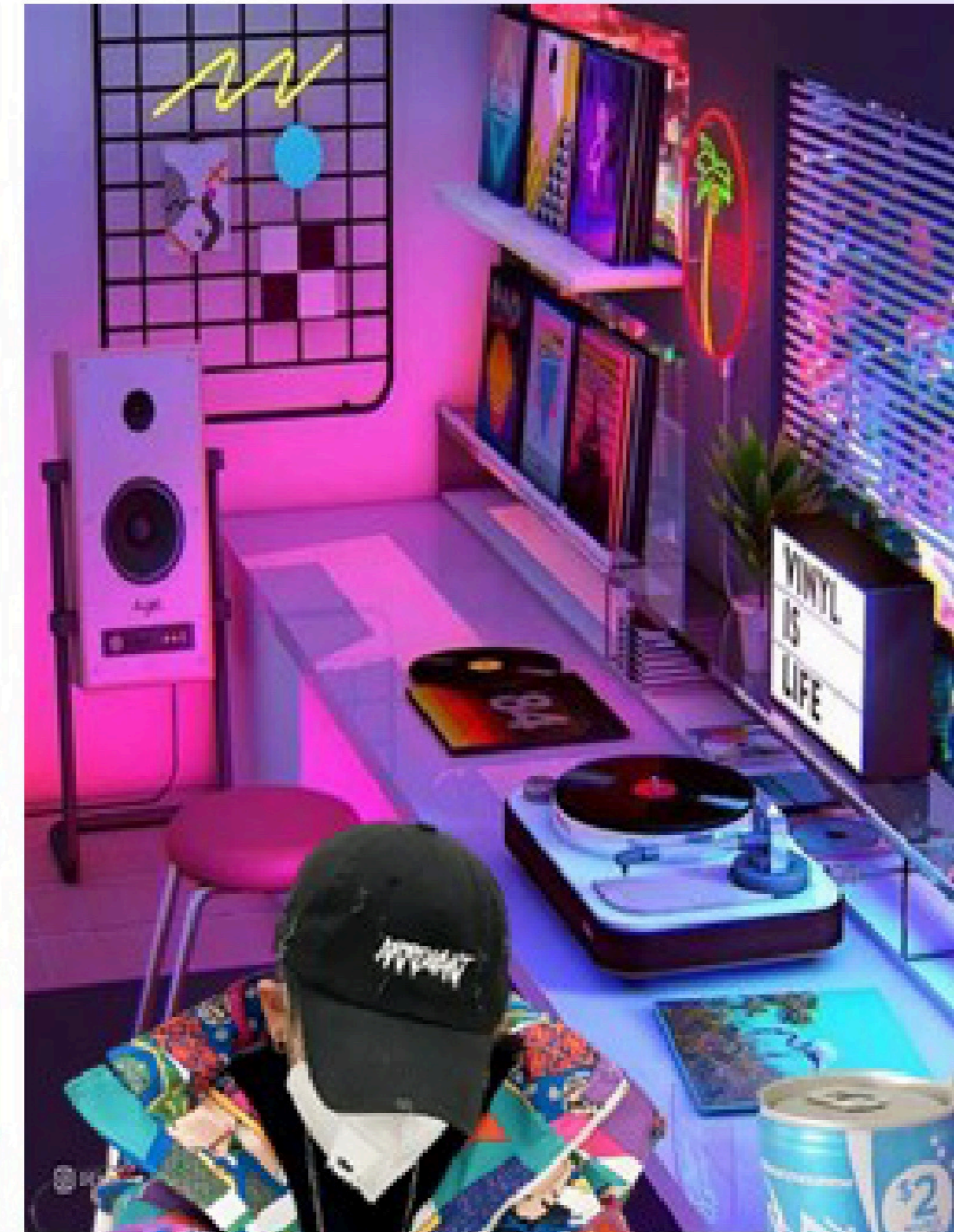
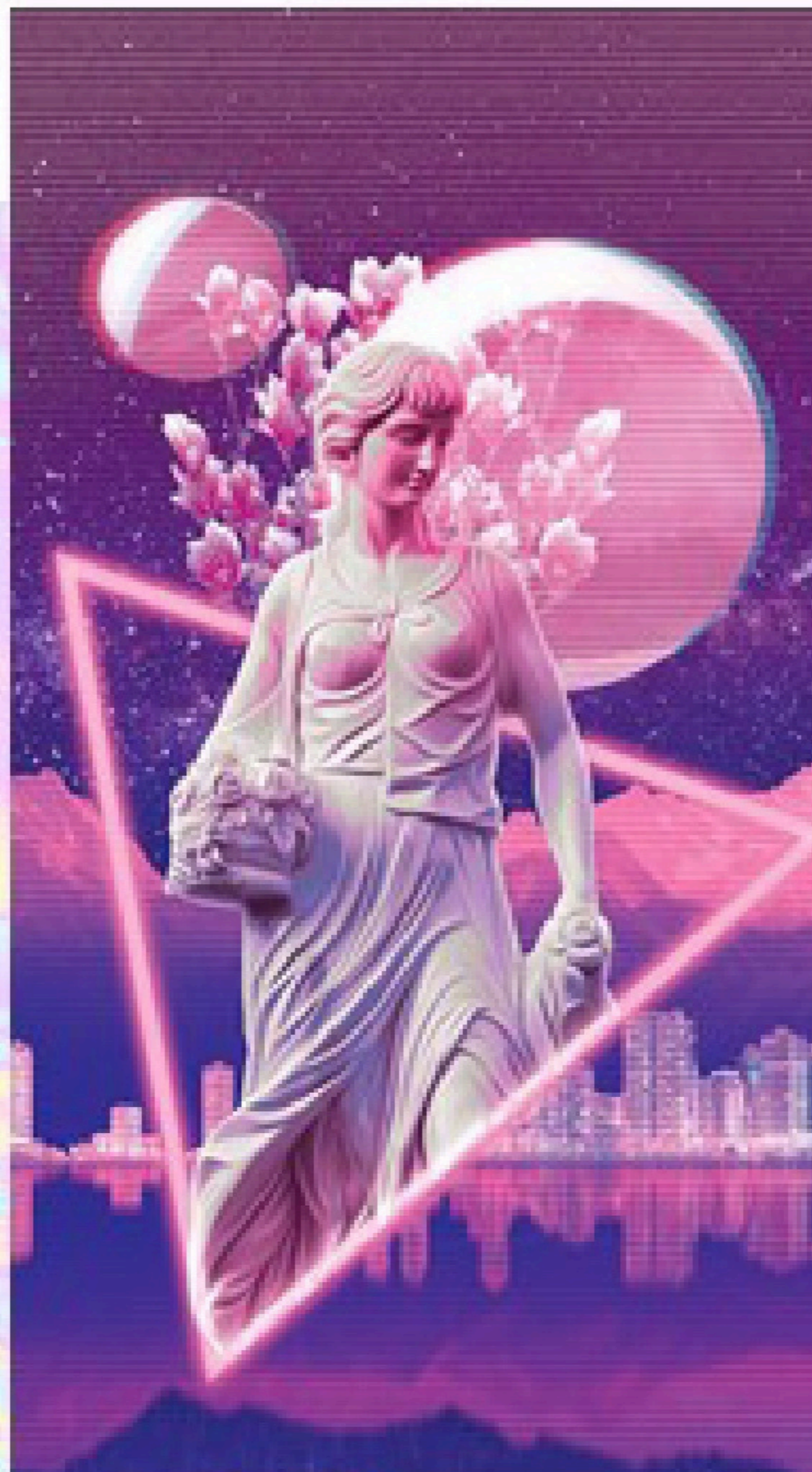
# CONCEPT

This streetwear collection is inspired by classic arcade games from the 90s. I played video games in the arcade and the light and atmosphere reminds me of Vaporwave. vapourwave includes early internet imagery, late 1990s web design, glitch art, animation, 3Drendered objects, and cyberpunk imagery on its covers and music videos. All colors and prints reflect the same thing.

Collection for the Fall/Winter 2022 season, designed with the Fall/Winter 2022 trends in mind. The overall goal of the collection is to bring nostalgia to everyone and a streetwear punk feel.







Mood Board



# TRENDS

## BOLD COLORS

Most winters we find ourselves stuck in a bit of a drab color rut, but not this time. Both Pinterest and Lyst saw major increases in searches for cold weather looks that pack a punch in bold colors like hot pink, violet, lime green or red. You don't need to wear them from head-to-toe if that's not your jam, but try adding a touch of something attention-grabbing, like a bright yellow sweater atop your go-to jeans, to switch things up.

Pantone, the global authority on colour, has picked "Very Peri" as the colour of the year for 2022. The company describes Very Peri as "a dynamic periwinkle blue hue with a vivifying violet red undertone blends the faithfulness and constancy of blue with the energy and excitement of red".



## Cargo pant

Refresh everyday #youthessentials with a roomy cargo pant that brings together themes of utilitarian streetwear, #poppunk and #gothlite.

Utilise contrast stitching and subtle of accents of hardware such as a zipper at the hem or a self-belt at the waist to highlight design points of interest for the consumer.

## Layered T-shirt

Reflect youth's approach to everyday #layering with a two-in-one T-shirt that offers value and versatility, which the customer can wear together or separately.

Lean into the #poppunk aesthetic with notes of rebel academia that inject traditional prep graphics such as varsity sport-inspired text and crests. Check out our Punk Academia capsule for more original prints and graphics.



PANTONE 266 C

PANTONE 263 C

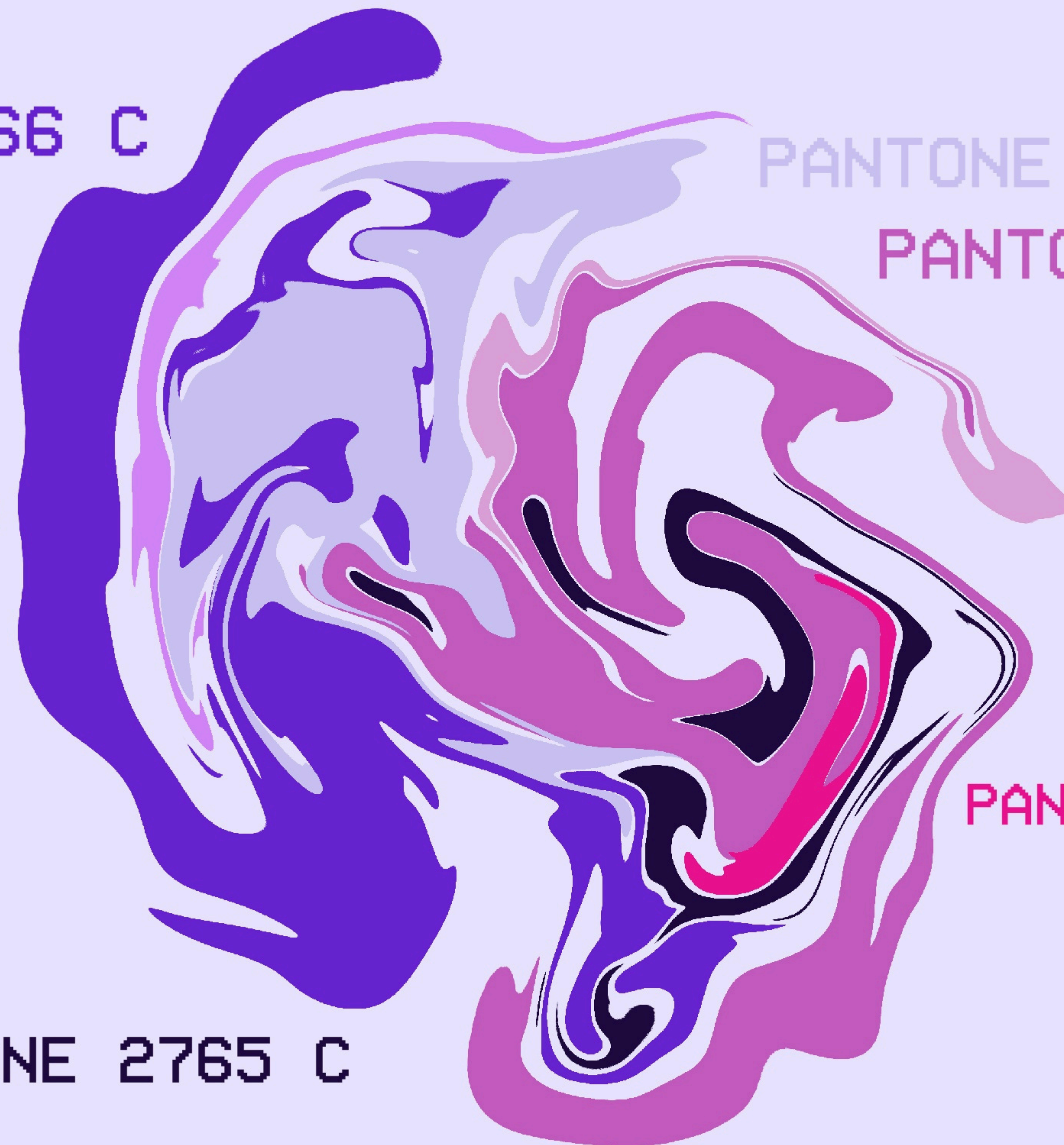
PANTONE 252 C

PANTONE 2572 C

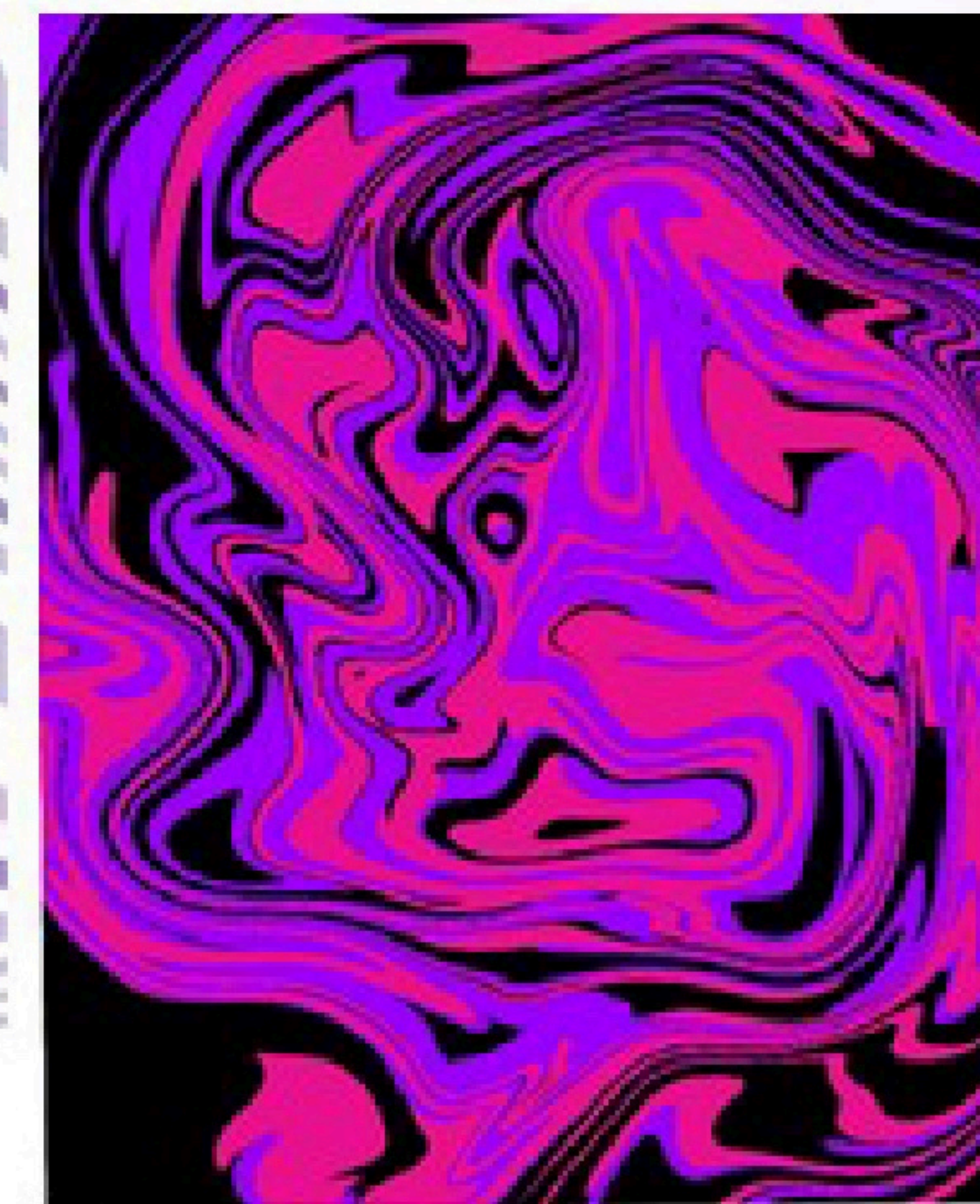
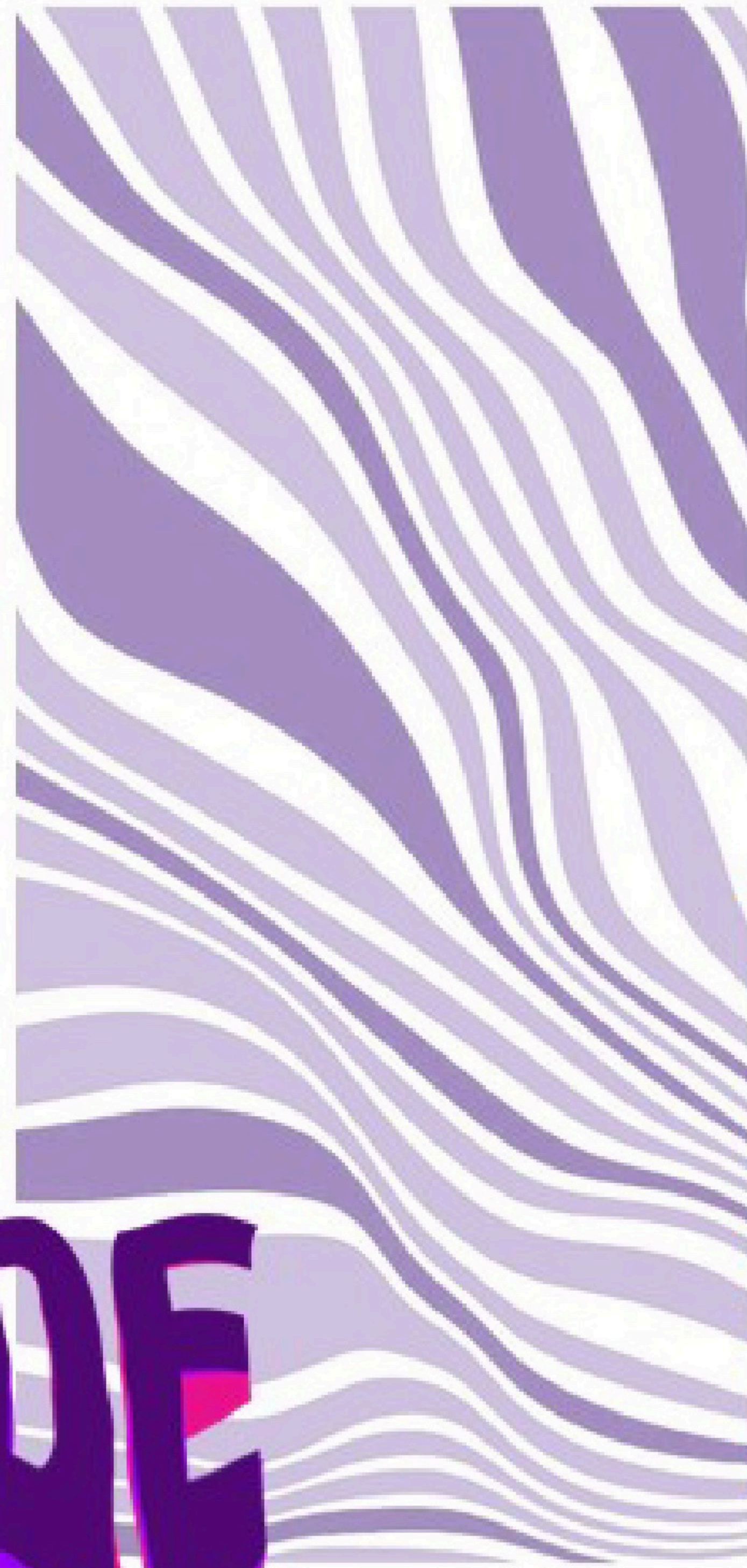
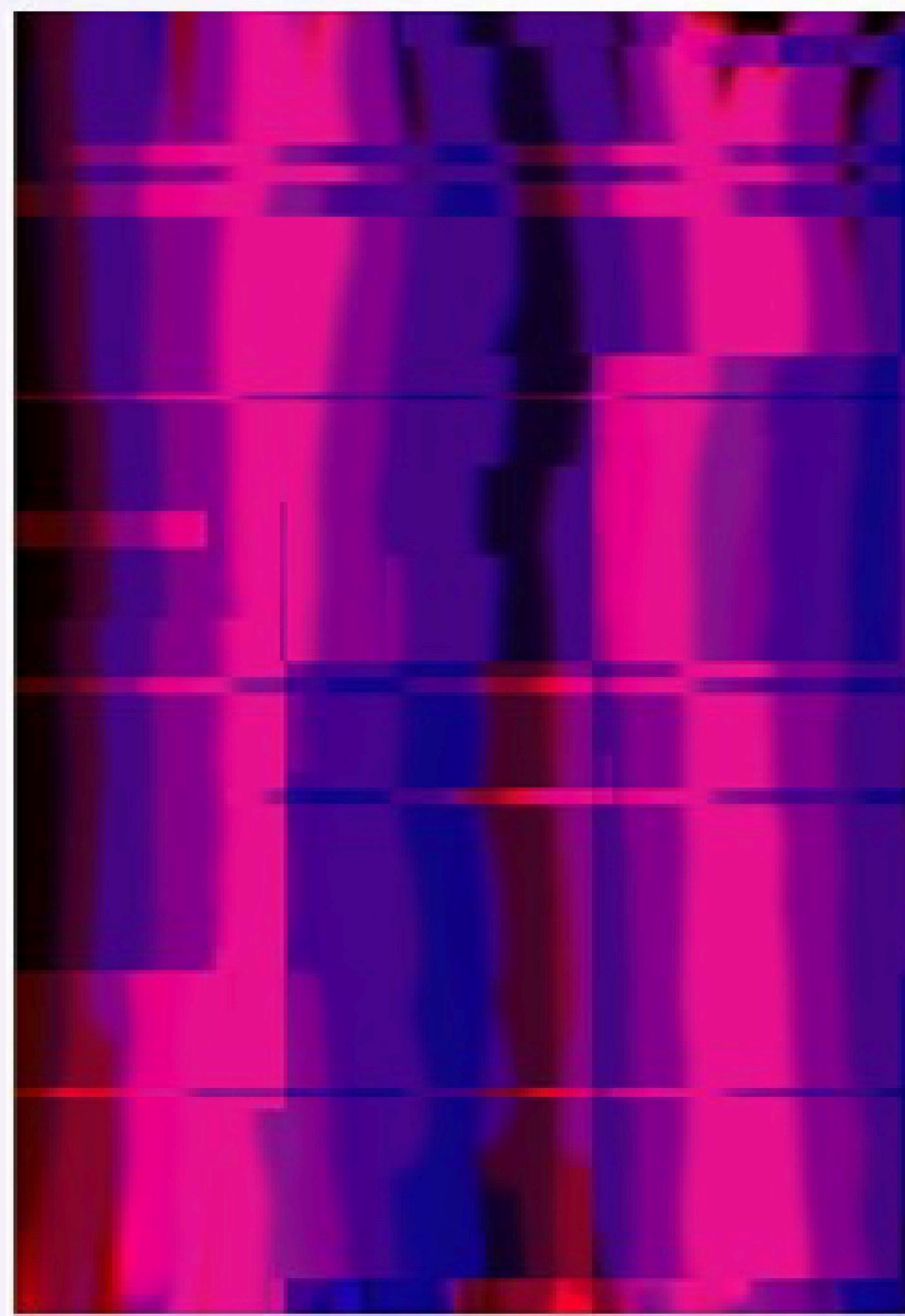
PANTONE 7438 C

PANTONE 219 C

PANTONE 2765 C







ARCADE



color-poisoned, stained or damaged or  
ever used in its production.  
It is composed of different varieties of Coffee  
making a better drink than one variety alone.  
It is cleaned before it is roasted as thoroughly as  
washed with pure water.  
It is roasted in improved revolving cylinders with  
Natural Gas, which insures clean, full flavored and  
perfectly uniform Coffee.  
It is then thoroughly screened and freed from  
stones, and the chaff is separated.  
It is packed in Patent air-tight packages  
with waxed paper, which protects the Coffee  
from atmospheric  
strength and aroma.

# CLIENT PROFILE

Gender : Women and men

Age : 20-35 years

Income : Above 10 lakh annually

Occupation : celebrities, bloggers, socialites,  
part of fashion industry, etc

Location: Metro cities

Occasion: Social events, Fashion parties, award  
functions, etc

Hobbies: traveling, reading books, watching  
movies, hanging out.

Lifestyle: Traveler, art enthusiast, Fashion  
enthusiast.

Personality: confident, strong minded,  
independent, smart, passionate, artsy,  
well-mannered.













