

# GRID

**FALL/WINTER 2019**

JUNIORS ■ STREETWEAR ■ MODERATE

## Customer Profile

# Ari

Juniors, Streetwear, Moderate

Age: 22

Gender: female

Location: Manhattan, NYC studio apartment

Occupation: student, part-time retail/design intern (paid)

Income: \$15-20k plus parents' support

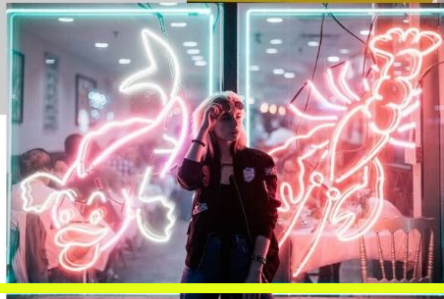
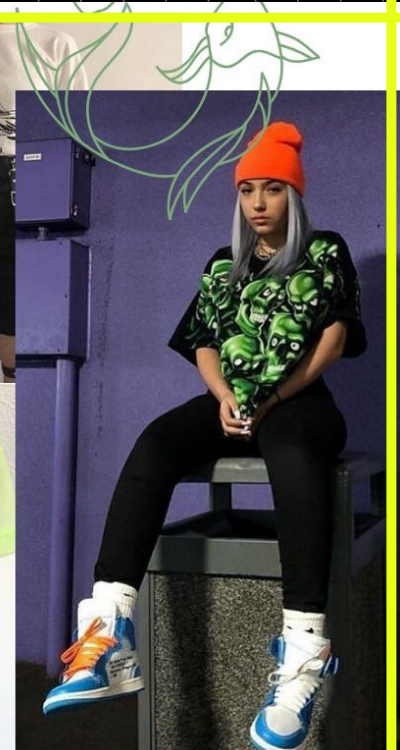
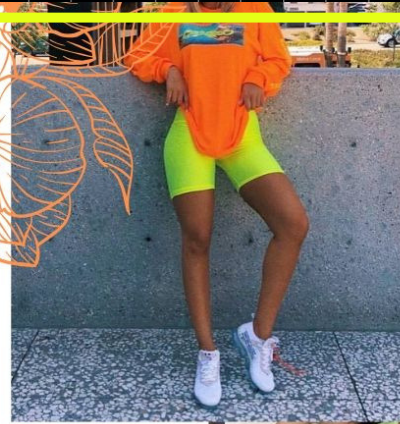
Favorite Brands/Shops: Off-White, Urban Outfitters, local thrift stores

Style: baggy, over-sized pieces paired with a form-fitting piece; neons paired with dark colors; graphic tees, beanies, goes for comfort

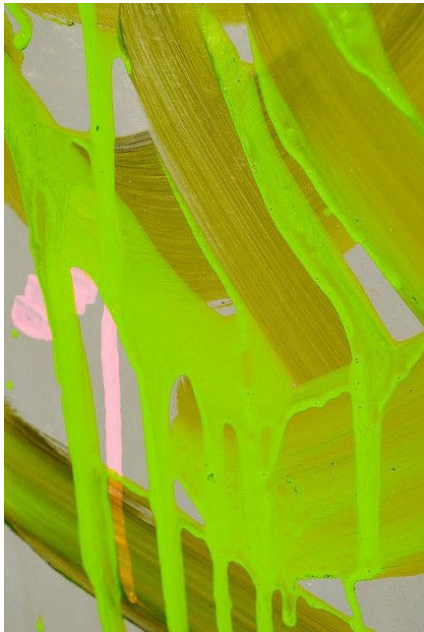
Hobbies/ Likes: art, exploring the city, fashion, going to house concerts, underground music

Personality: introverted but outgoing with friends, creative and expressive

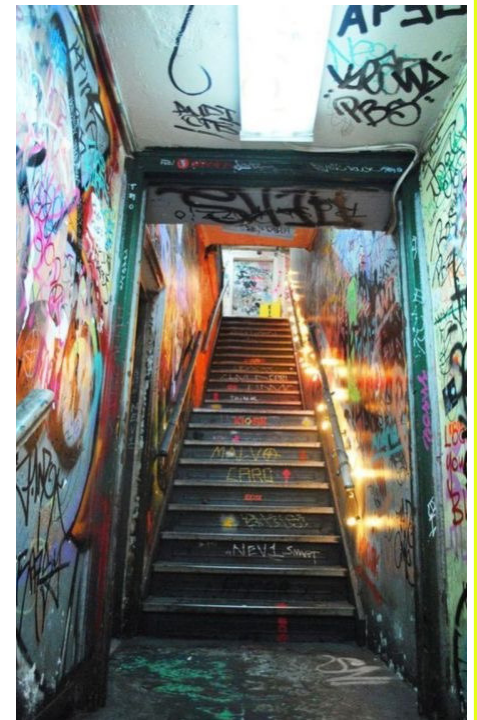
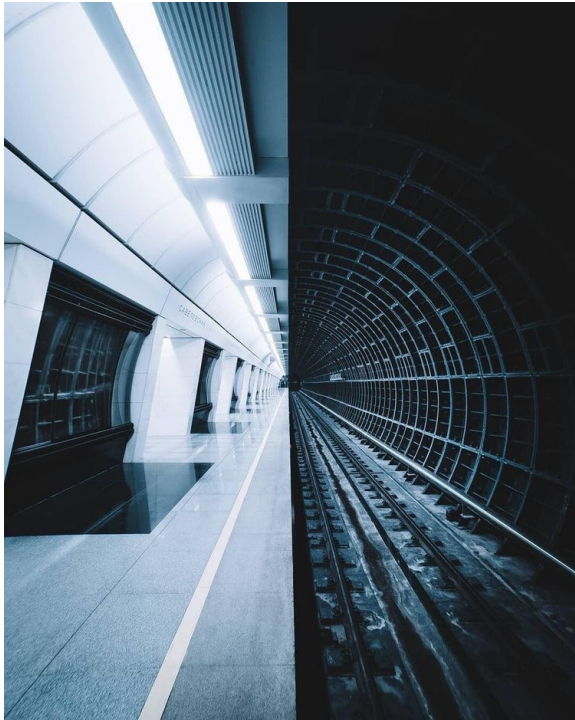
Lifestyle: fast-paced, on the go city life





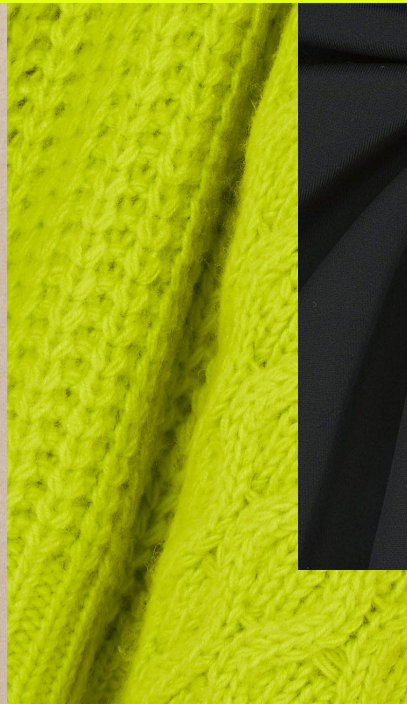
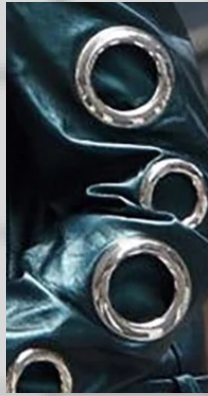
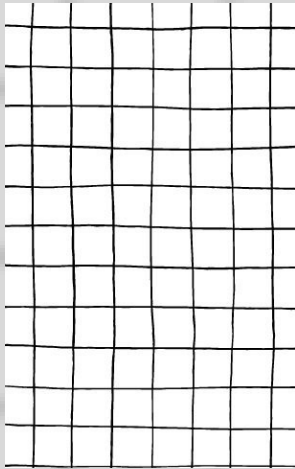
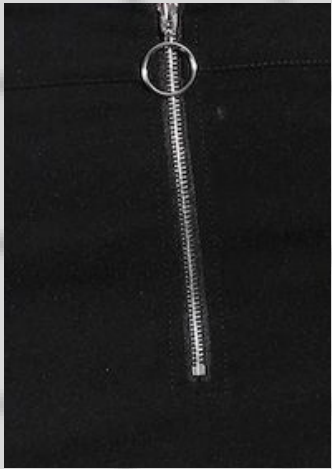


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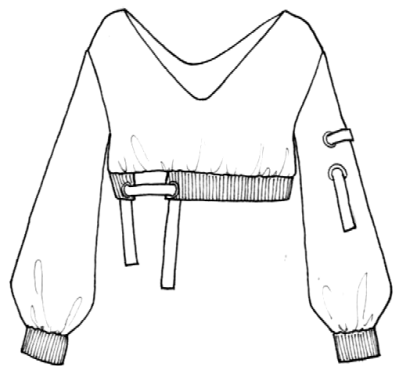




FABRICS/DETAILS



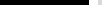
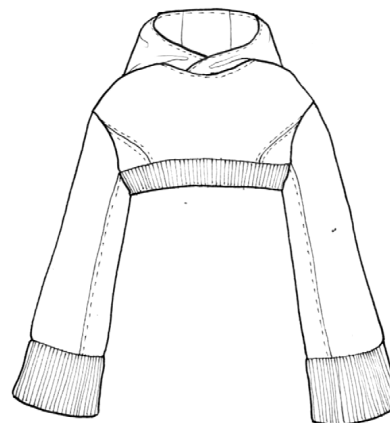
## 0036



## 0037

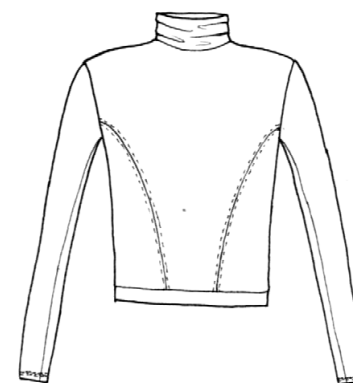


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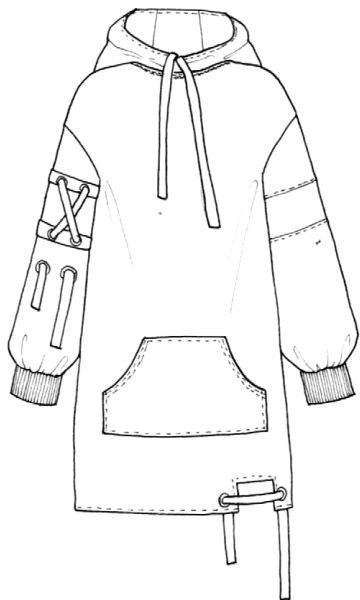
## 0039





## Oversized Hoodie

0040



Mid-thigh length over-sized hoodie with mesh panels in sleeves and grommet and nylon strap details; fleece-lined for warmth

- 85% cotton, 15% polyester; 100% nylon mesh panels  
-machine wash

Sizes: XS-XL

Retail: \$80  
Wholesale: \$40

Colors:



## Windbreaker

0041



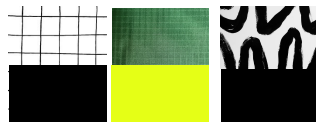
Pullover quarter-zip windbreaker with color blocking details and attached cropped layer

- 100% RIPSTOP Nylon  
-machine wash

Sizes: XS-XL

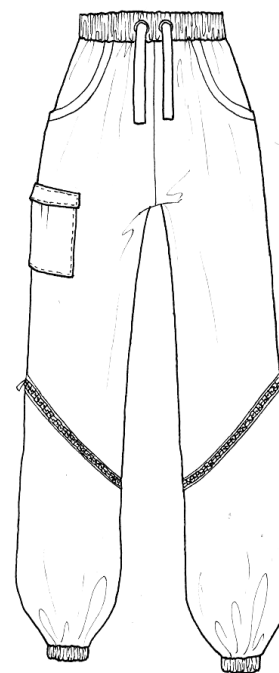
Retail: \$70  
Wholesale: \$35

Colors:



## Knit Joggers

0042



Knit, fleece-lined joggers with zipper details on legs and elastic waistband with drawstring

- 85% cotton, 15% polyester  
-machine wash with like colors

Sizes: XS-XL

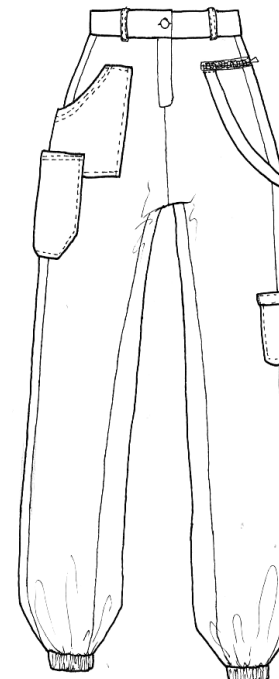
Retail: \$40  
Wholesale: \$20

Colors:



## Woven Color Block Utility Joggers

0043



Woven joggers with fly zipper and button closure; color-blocked panels and pockets

- 100% cotton  
-machine wash cold with like colors

Sizes: XS-XL

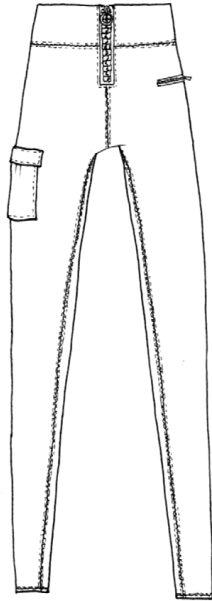
Retail: \$55  
Wholesale: \$27.50

Colors:



### Athletic Legging

0044



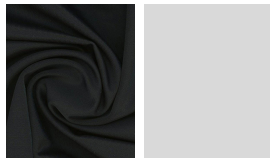
4-way stretch high-waisted legging with pockets and exposed zipper with ring zipper pull detail

- 80% nylon, 20% lycra  
-machine wash cold with like colors

Sizes: XS-XL

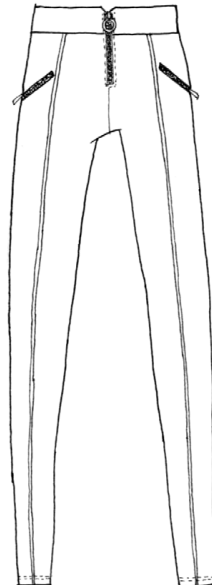
Retail: \$45  
Wholesale: \$22.50

Colors:



### Pleather Legging

0045



Vinyl pleather fleece-lined legging with exposed zipper and ring pull, zipper pockets, and exposed seam detail

- 90% polyester, 10% elastane  
-machine wash

Sizes: XS-XL

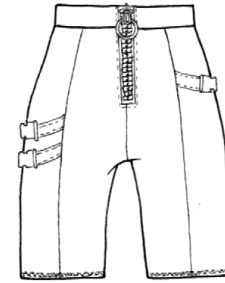
Retail: \$60  
Wholesale: \$30

Colors:



### Buckle Biker Short

0046



4-way stretch high-waisted biker short with exposed zipper and ring pull, buckle details

- 80% nylon, 20% lycra; 100% nylon  
staps on buckle detail  
-machine wash cold with like colors

Sizes: XS-XL

Retail: \$35  
Wholesale: \$17.50

Colors:

