

Mini Monarchs

AMD 321

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Lauren Johnson,
Lydia Schafer



Narrative

Mini Monarchs is designed for bright, thoughtful children of caring, mindful parents. Inspired by Antoine de Saint-Exupery's classic story *The Little Prince*, the line is intended to connect a favorite bedtime story of children ages 3 to 5 to comfortable, sustainable sleepwear. This collection features prints based on the story's iconic illustrations rendered in comforting, nostalgic colors; it uses only the gentlest fabrics from the most ethical sources so parents and children can rest easy.

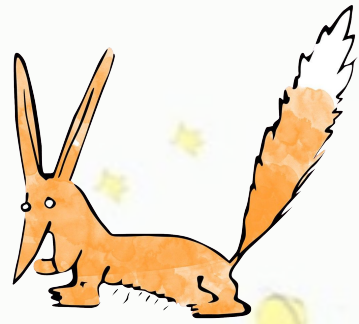
Through use of shape of whimsical animals, children are able to express their carefree spirit and wild side. Various patterns have varying levels of emphasis, allowing parents and children to mix and match with different pieces from the collection. The colors within the collection create feeling of warmth and home, while also matching the adventurous mind of the child it was designed for.

Brand Board



Target Market Board

- Age: 3-5 years old
- Gender: Neutral
- Season: F/W 21
- Brand: Mini Rodini
- Income: \$150,000-\$200,000 (parents)
- Location: NYC, NY
- The child is very playful, enjoys playing outside and being outdoors
- The child plays with toys, likes watching movies, coloring, and doing puzzles
- The parents value sustainability and ethically sourced clothing. They tend to purchase from more minimalistic brands and live clean.

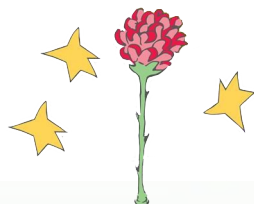


Target Market Board Cont.



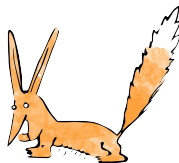


-Animal Graphic
Prints



Trend Board

Knit Onesie

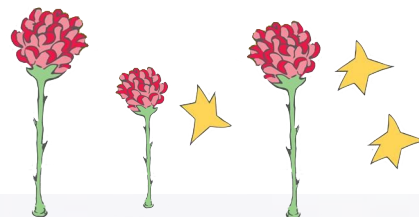


Pitty Bimbo January 2020

Pitty Bimbo January 2020



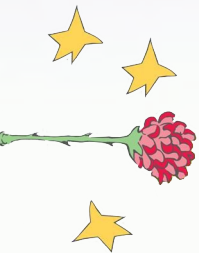
-Matching jersey
set



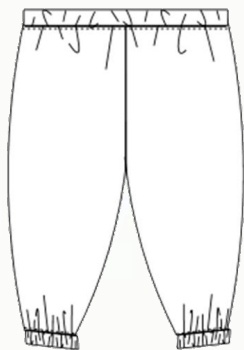
-Unisex design
-Mid-length
sleeves with
rib knit



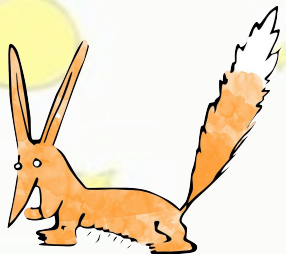
Pitty Bimbo
September 2020



Good-nightgown

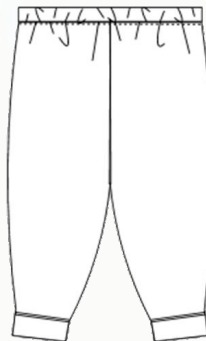
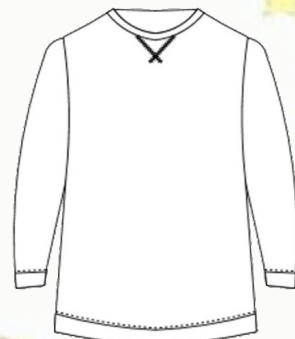
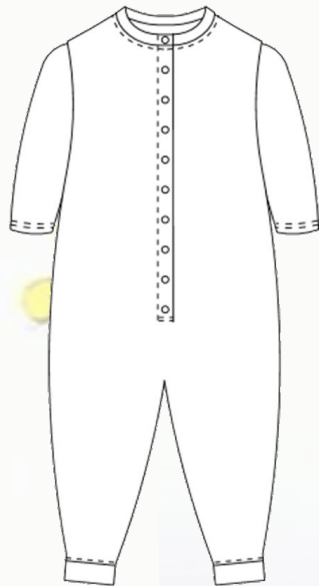


Mini Loungers Set

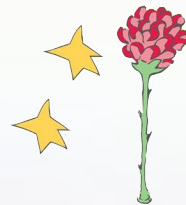


Tech Flats

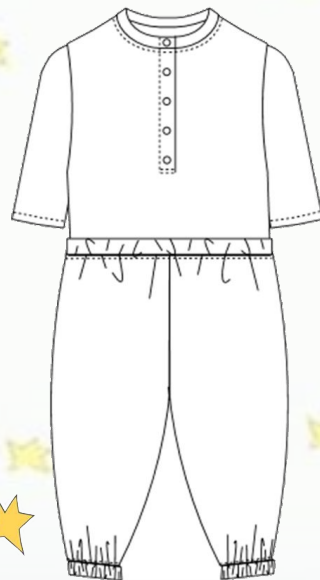
Waxing Moon Onesie



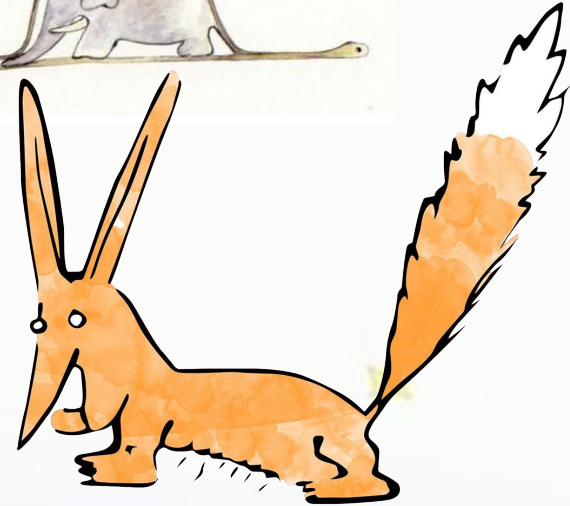
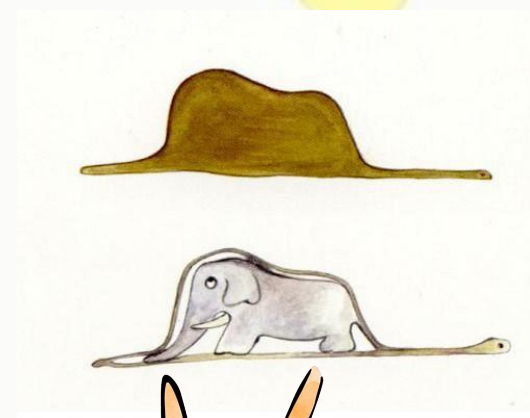
Little Sleepers Set



Dreamer Jumpsuit



Textile/Fabrication Inspiration Board



Color Palette



The Sahara

R:162 G:77
B:66



Tamed Fox

R:243 G:88
B:38



Geographer
R:88 G:91 B:81



Matters of
Consequence
R:135 G:183
B:186



Tippler

R:177 G:109
B:91



Drawn Sheep

R:242 G:223
B:202



Businessman
R:161 G:156
B:75



Well in the
Desert
R:47 G:84
B:118



Conceited Man

R:224 G:193
B:183



Strange King

R:212 G:176
B:116



Baobab
R:90 G:113
B:69



Proud Flower
R:111 G:40
B:54



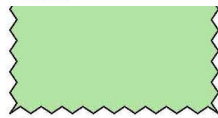
1440 Sunsets

R:241 G:158
B:122



Lamplighter

R:244 G:191
B:95



B-612
R:176 G:229
B:160



Snake Poison
R:176 G:47
B:52

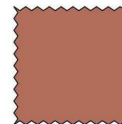
Mini Monarchs

Fall / Winter 2020 / 2021



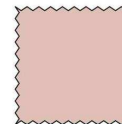
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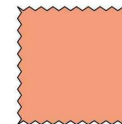
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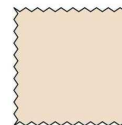
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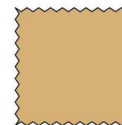
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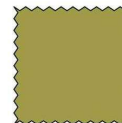


Lamplighter

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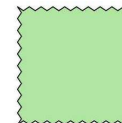
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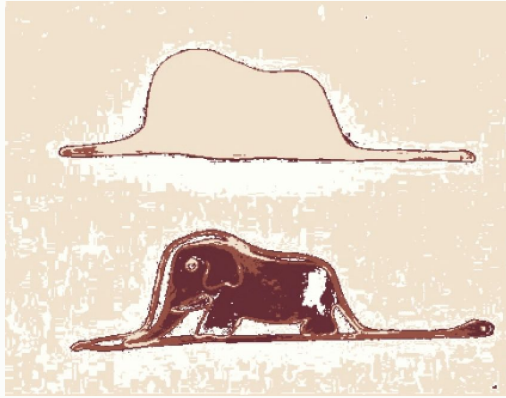
Proud Flower
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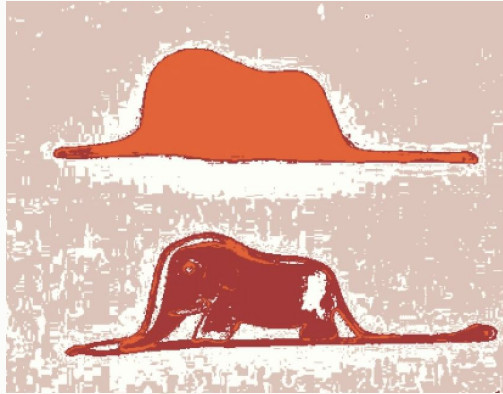
Snake Poison
R:176 G:47
B:52

Textile #1 - Elephant in a Snake

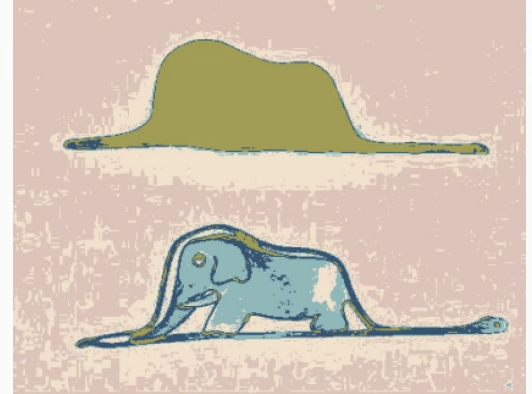
Printed on 100% Organic Cotton jersey, 60z/yd²



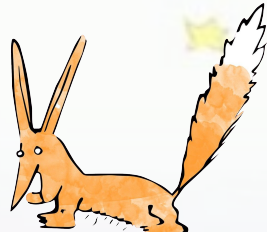
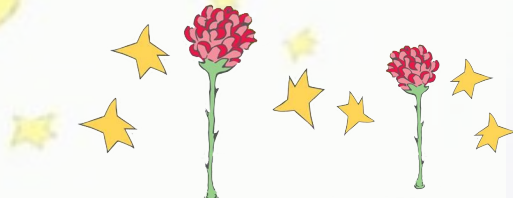
Proud Sheep



Tamed Snake

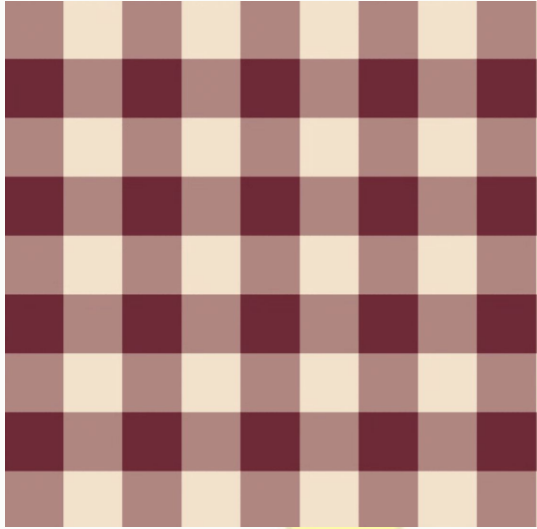


Matters of Business

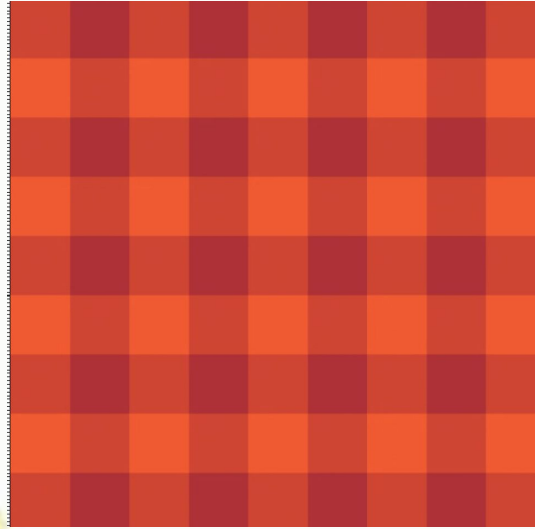


Textile #2 - Kingham

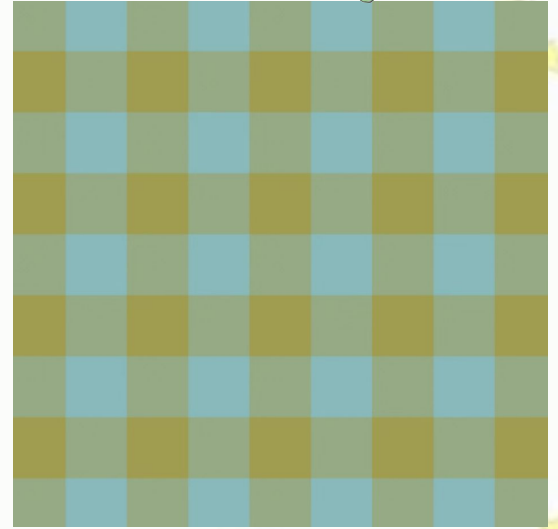
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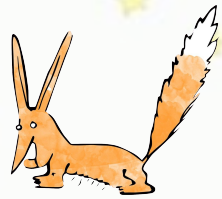
Proud Sheep



Tamed Snake

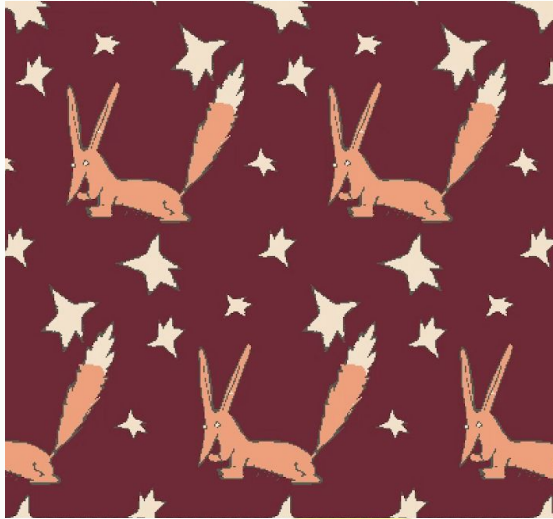


Matters of Business



Textile #3 – Friendly Fox

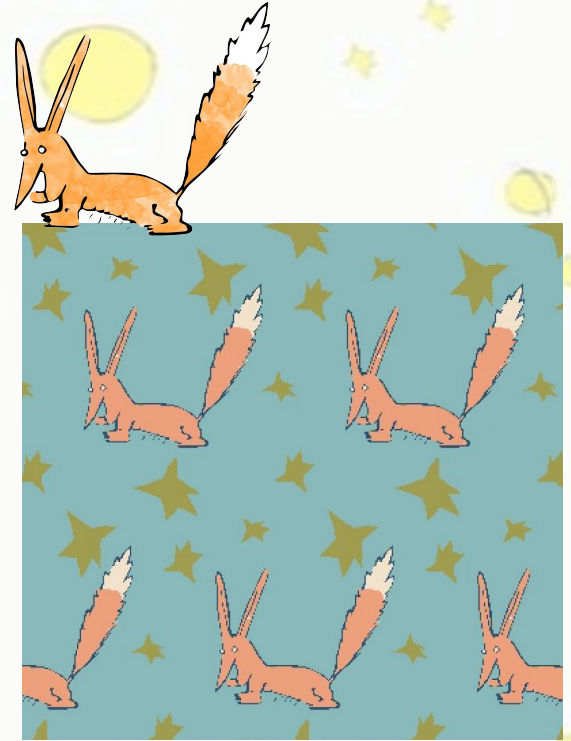
Printed on 100% organic cotton jersey, 60z/yd²



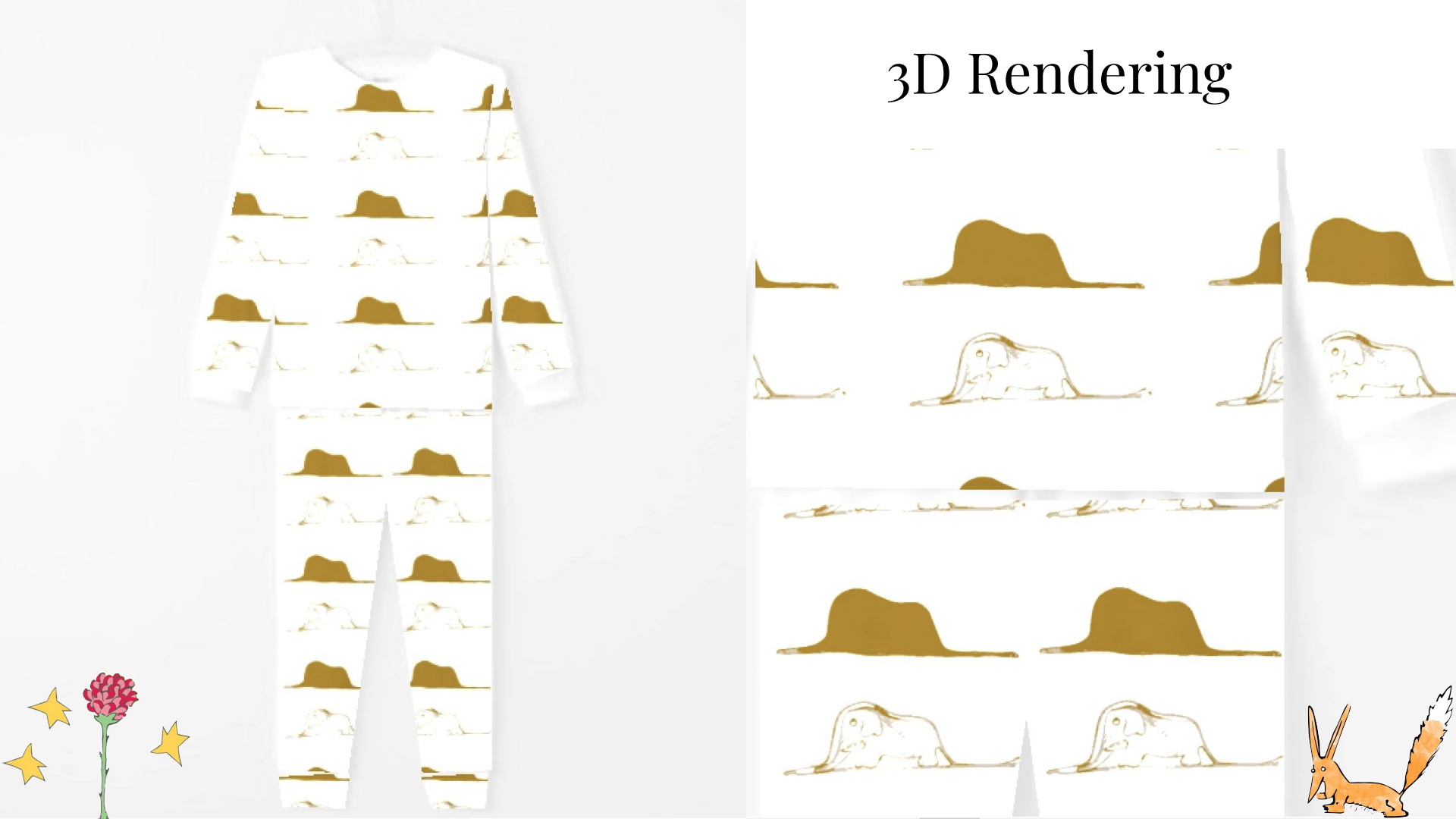
Proud Sheep



Tamed Snake

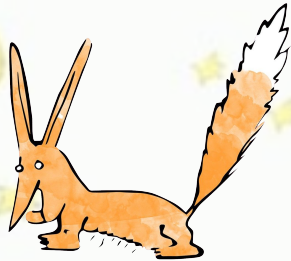
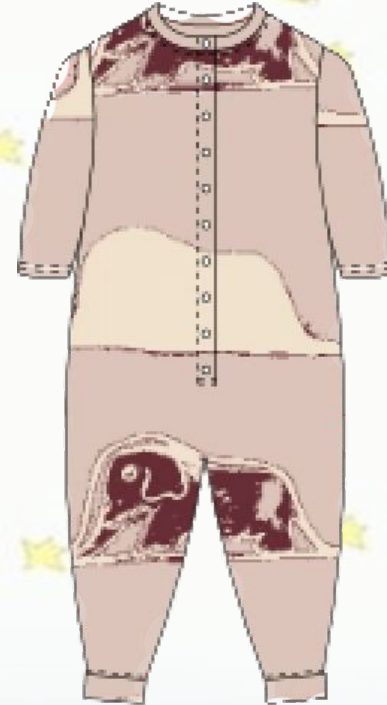
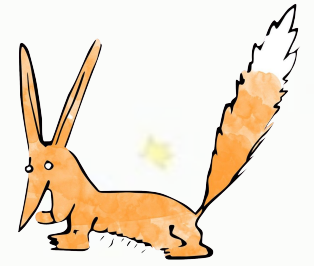


Matters of Business

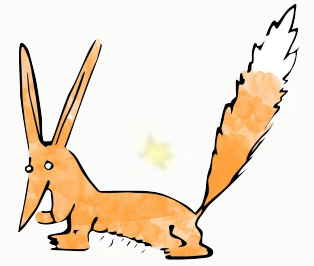


3D Rendering

Product Collection in CW 1 – Proud Sheep



Product Collection in CW 2 – Tamed Snake



Product Collection in CW 3 – Matters of Business



Technical Specification Sheet

**mini
rodini**

DATE: 11-16-2020

SEASON: Fall/Winter 2020-2021

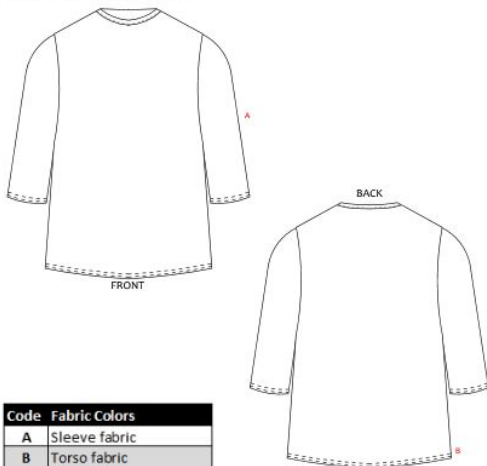
THEME: Mini Monarchs

DIVISION: Children's Sleepwear

PRODUCT NAME: Mini Stars

TYPE OF FABRIC: Printed Organic Cotton Jersey

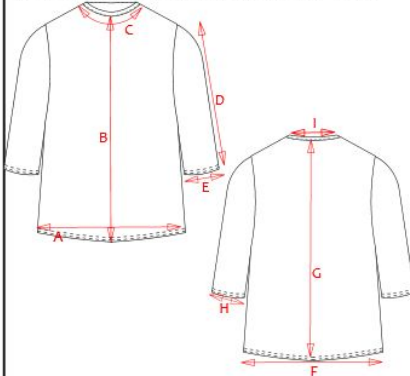
Fabric Identification:



Code	Fabric Colors
A	Sleeve fabric
B	Torso fabric

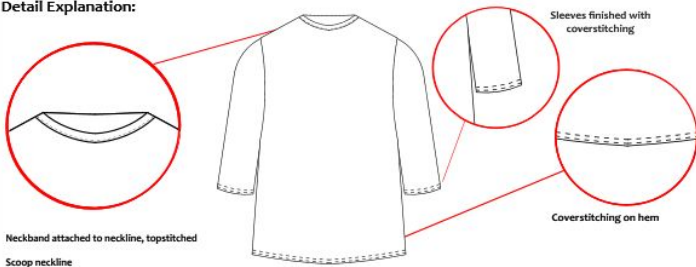
Description: Children's sleepwear or loungewear shirt. Length is from shoulder to hip. Unfitted. Sleeves are oversized and 3/4 length, hitting below elbow. Scoop neckline for comfort. Shirt hems and sleeve hems finished with coverstitch to account for stretch of knit fabric. Garment may be all one fabric print or have contrasted sleeve fabrics.

Measurement Identification: Sample Size - Large



Code	Measurement Point	Measurement (in.)
A	Hem across front	10.00
B	Center front length	14.00
C	Front neckline	7.00
D	Sleeve length	8.00
E	Sleeve front hem	4.00
F	Hem across back	10.00
G	Center back length	16.00
H	Sleeve back hem	6.00
I	Back neckline	5.00

Detail Explanation:

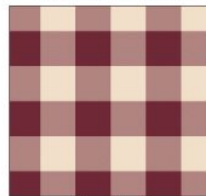


Hangtag:

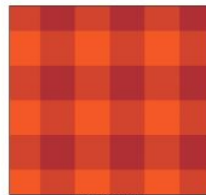


Product Specification

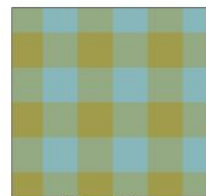
Colorway & Fabric(s):



Proud Sheep



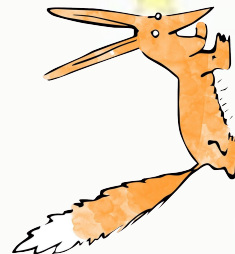
Tamed Snake



Matters of Business

Fabric Information:

Type:	Jersey
Comp:	100% Organic Cotton
Other info:	6-screen print



Hang Tag



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