

A.K.&R.

BY KATLIN KOETHE

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A.K.& R. WAS FOUNDED ON THE NEED FOR CHIC, CLASSY CLOTHING FOR THE MODERN YOUNG WORKINGWOMAN. A.K.&R. STRIVES TO CREATE PRODUCTS THAT EMPOWER WOMEN BY DELIVERING THE QUALITY THEY NEED TO PUT THEIR BEST FOOT FORWARD EVERY DAY.

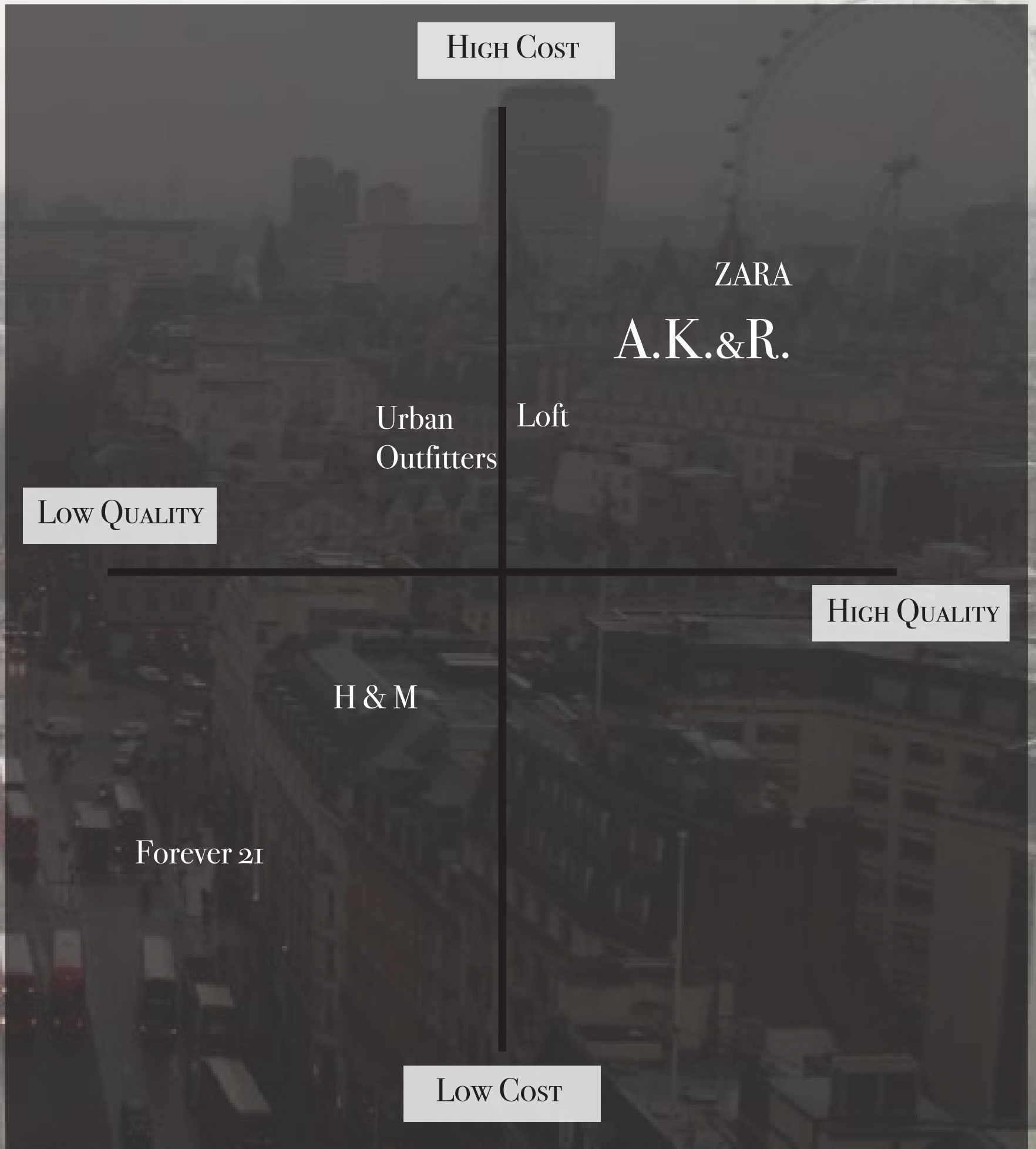
TARGET MARKET: EDUCATED, WORKING WOMEN,
AGES : 23-30

PRICE RANGES:

TOPS: \$50-70
BOTTOMS: \$75-90
COAT: \$180

SIZE RANGE: 00-18

POSITION MAP



CLOUDED LONDON

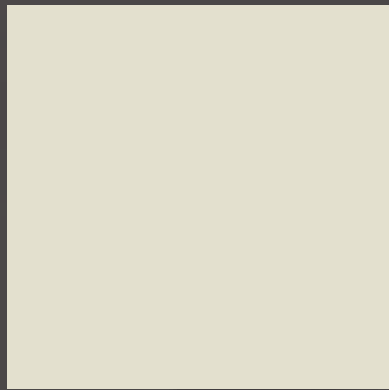
THE OVERCAST STREETS OF ENGLAND'S CAPITAL INSPIRED ME TO CREATE CLOUDED LONDON. REVIVING SENTIMENTS OF SHERLOCK HOLMS AND HISTORIC LANDMARKS SUCH AS BIG BEN, THIS THEME MERGES OLD TOWN LONDON WITH CLASSIC MODERN DAY LOOKS IN THIS FALL COLLECTION.



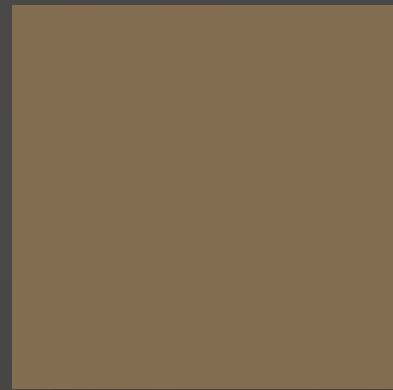
COLOR SWATCHES



Watson



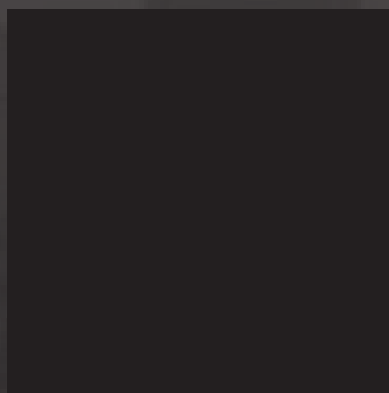
St Pauls



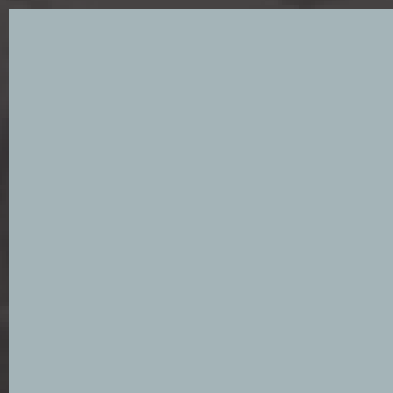
Cuppa



Elizabeth Tower

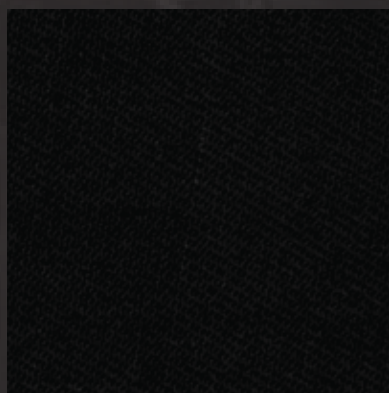


Telephone Box



London Eye

TEXTILE SWATCHES



SKETCH #1



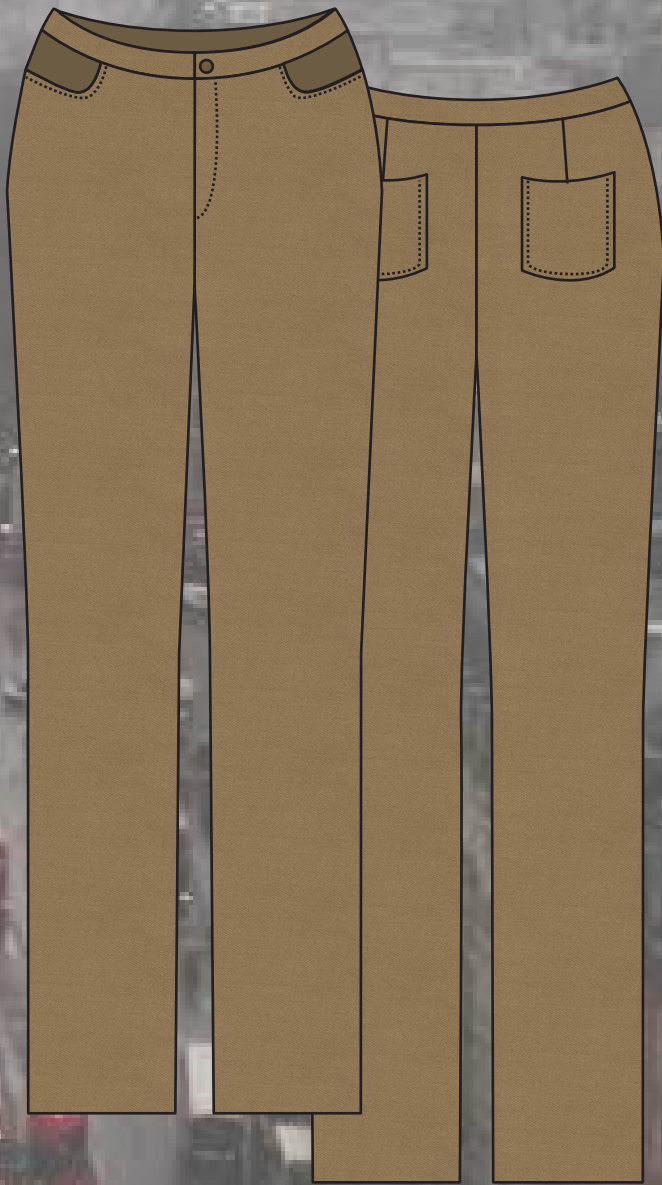
FLAT #1



SKETCH #2



FLAT #2



SKETCH #3



FLAT #3

