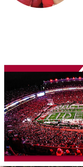
Blitz

At Blitz, we are redefining gameday apparel by blending fashion and fandom into a seamless expression of style and team spirit. Inspired by the fusion of northern and southern aesthetics, our designs transition effortlessly from the roar of the stadium to the refined ambiance of post-game gatherings, offering timeless, versatile charm. With a commitment to innovation, we craft collections that capture the spirited energy of gameday while exuding sophisticated appeal, ensuring your allegiance to your team is celebrated on and off the field. Join us in shaping a new era of sports-inspired fashion that takes you from the bleachers to the city streets with elegance.



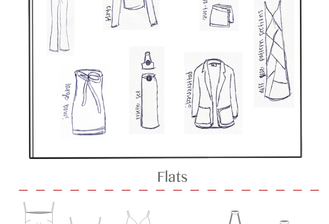
Customer Profile

Taylor, a dynamic 20-year-old University of Alabama student, thrives in the balance of academia and vibrant gameday culture. As a proud Crimson Tide supporter, she seeks gameday outfits that blend comfort, style, and versatility, allowing her to transition seamlessly from tailgating to cheering in the stands and post-game celebrations.

For Taylor, gameday is more than just football—it's a chance to make a bold fashion statement, reflecting her team spirit, personal style, and the vibrant energy of Southern culture.

Key Imagery

Market Research



Materials and Colors

Ideation

Flats

Top Style No. 101
Bottom Style No. 102
Body: Cotton Jersey
Wholesale: $50
Retail: $90

Style No. 103
Body: Knit Jersey
Wholesale: $40
Retail: $75

Top Style No. 104
Bottom Style No. 105
Body: Knit Jersey
Wholesale: $40
Retail: $80

Top Style No. 106
Bottom Style No. 107
Body: Denim
Wholesale: $35
Retail: $60

Top Style No. 108
Body: Herringbone
Wholesale: $65
Retail: $150

Top Style No. 109
Body: Denim
Wholesale: $50
Retail: $75

Top Style No. 101
Body: Cotton Jersey
Wholesale: $50
Retail: $90

Colorways

CLO-3D Rendering