



G r u n g e

Fall Delivery

Concept

The apparel line “Grunge” draws inspiration from the iconic No Doubt song called “Just A Girl” and the struggle of women to be seen as equals in a male-dominated society. Our line embodies the rebellious spirit of the 90s and the feminine grunge aesthetic, while also making a powerful statement about the need for gender equality.

Our designs challenge traditional gender norms, embracing the unique qualities that make women strong and powerful. From bold prints, the iconic low-rise pant, and small silhouettes our pieces empower women to be confident, unapologetic, and proud of who they are.

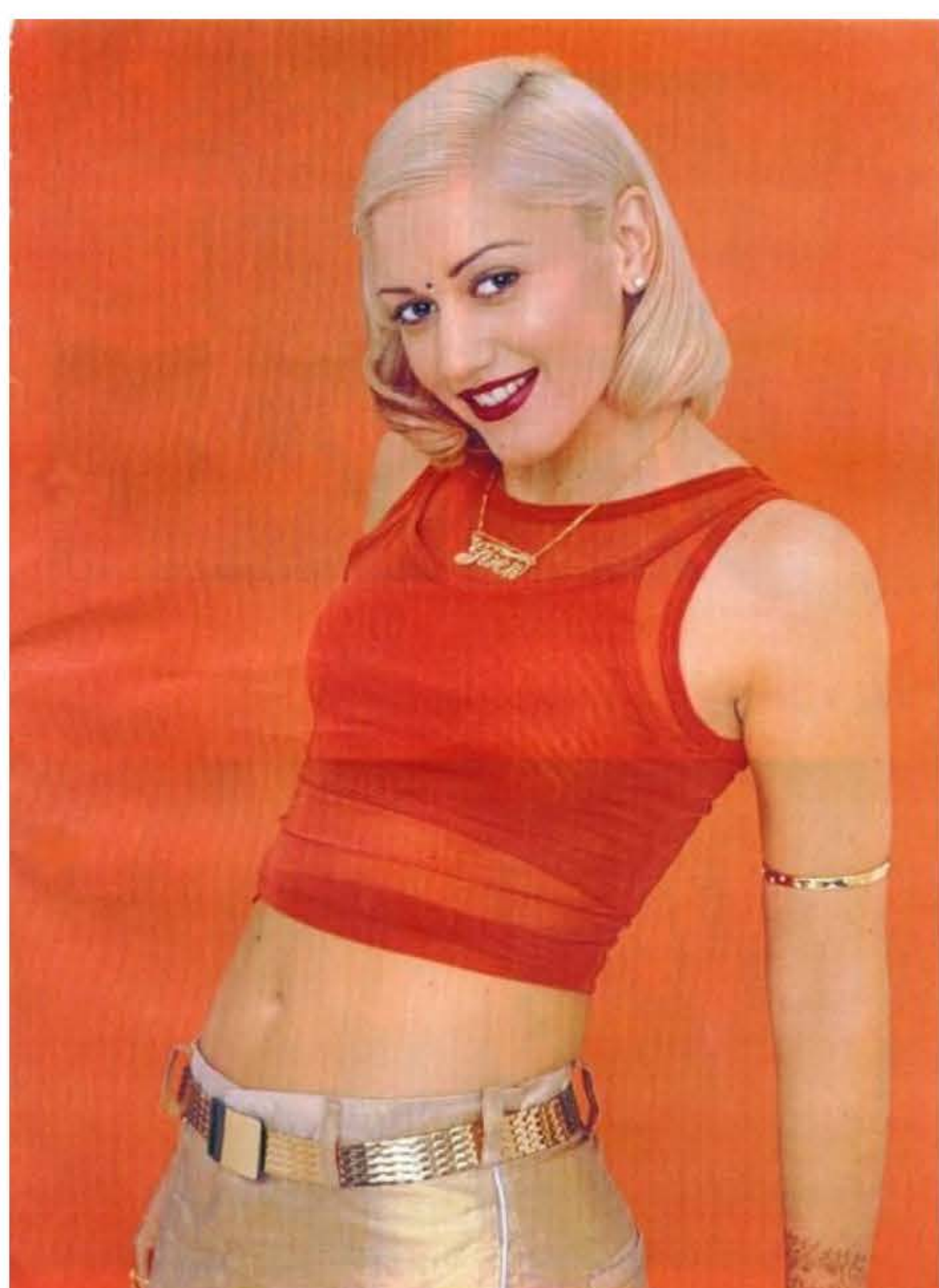
“Grunge” is more than just a clothing line, it’s a movement towards a more equitable and inclusive world, where women can be seen for their true worth and not just as “just a girl”.

Our Customer

Name: Gwen
Age: 24
Occupation: Student
Interests: Music, Art, Culture
Traits: Confident, Edgy, Modern

Our customer values self-expression and individuality, and they use fashion as a way to showcase their personality and make a statement. They are drawn to the grunge aesthetic and the rebellious spirit of the 90s, which is reflected in our collection. Our customer is not defined by gender stereotypes, and they are proud to identify as a strong, independent woman.

In terms of lifestyle, our customer is active and engaged in their community, often attending concerts, festivals, and other cultural events. They are social media savvy and use platforms like Instagram to connect with like-minded individuals and share their personal style. They are open-minded, inclusive, and passionate about making a difference in the world. Our customer is not afraid to speak their mind and stand up for what they believe in.

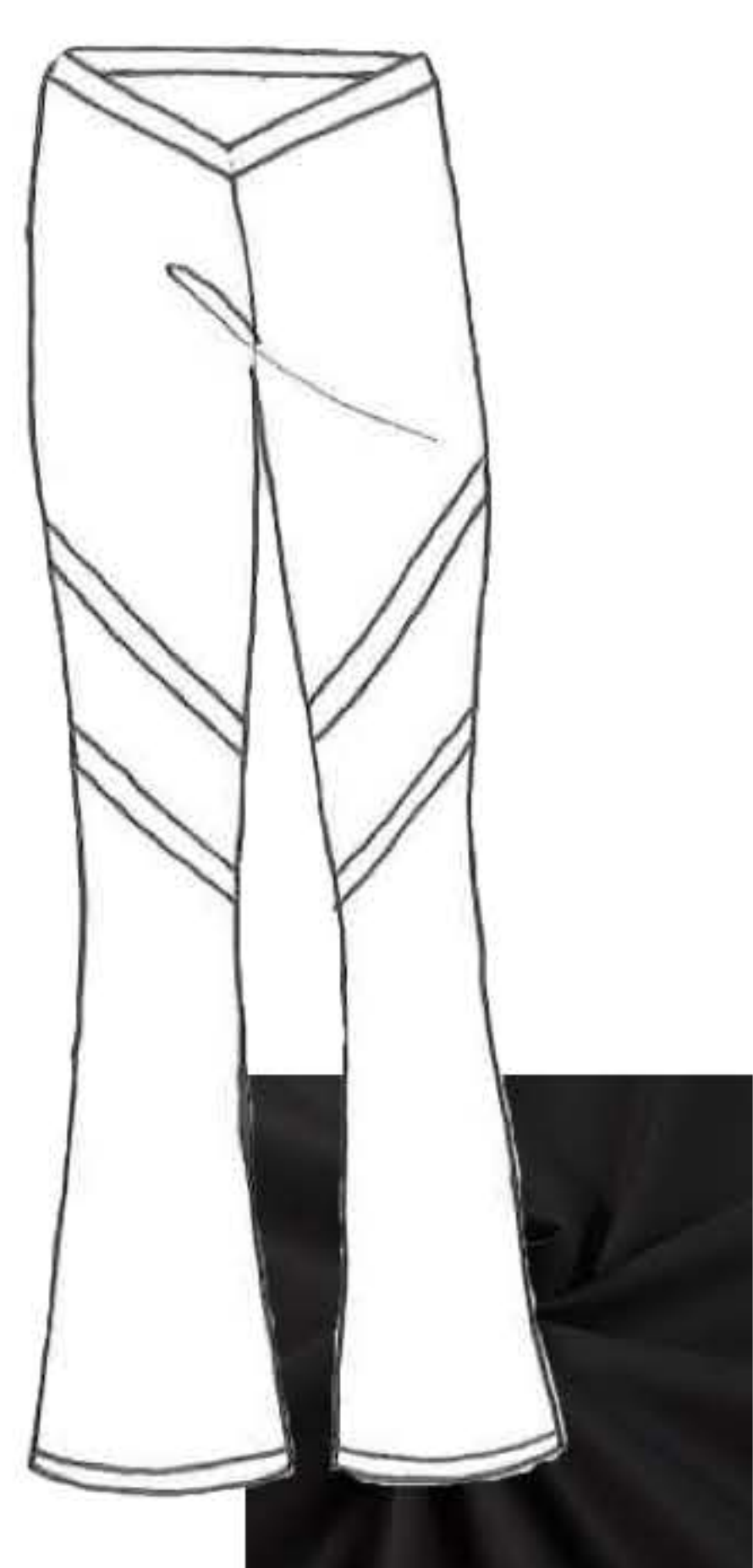


Our Mission Statement

At “Grunge,” our mission is to empower women to break free from traditional gender roles and express their unique individuality through fashion. Our goal is to inspire women to be confident, unapologetic, and proud of who they are, regardless of society’s expectations.

We believe in challenging gender norms and creating a more equitable and inclusive world, where women can be seen for their true worth and not just as “just a girl.” Through our designs, we aim to empower women to be bold, creative, and authentic in their personal style. We strive to create a community of like-minded individuals who share our values of self-expression, individuality, and inclusivity.

Flats and Materials



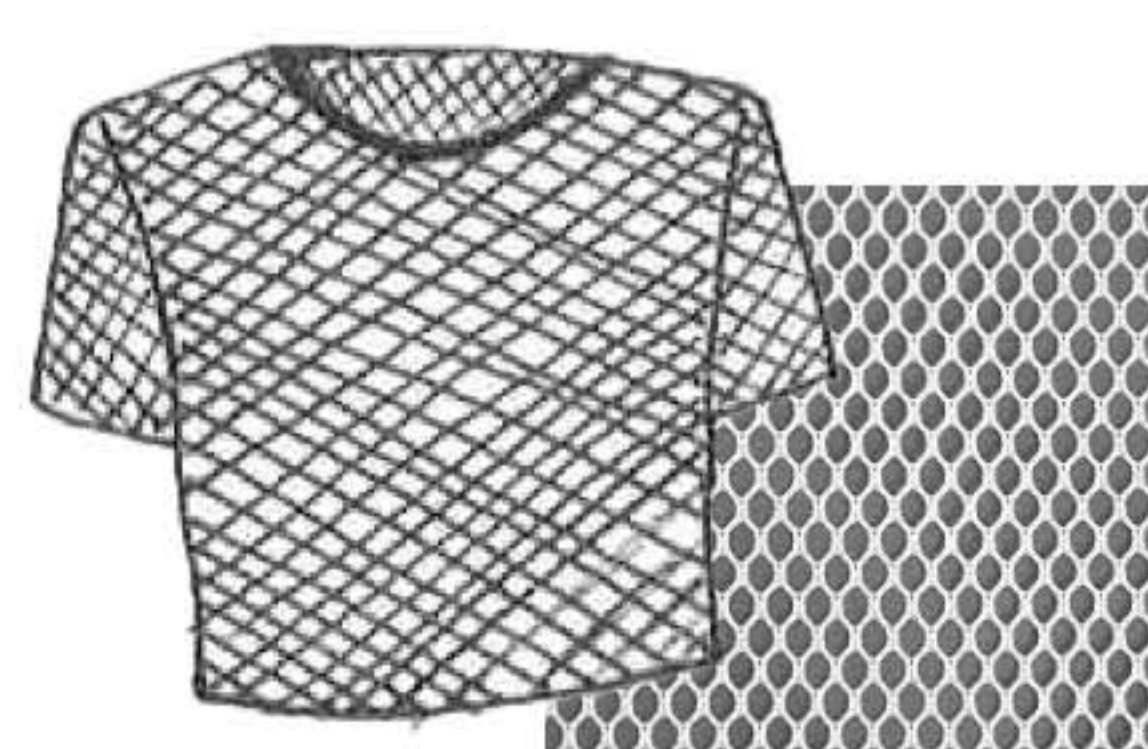
Nylon/Lycra Blend



Nylon/Lycra Blend



100% Polyester



100% Polyester

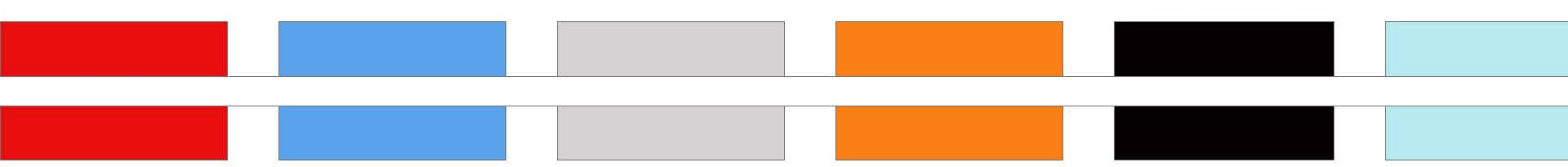


Nylon/Spandex Blend

Looks



Color Story



Laken Thompson