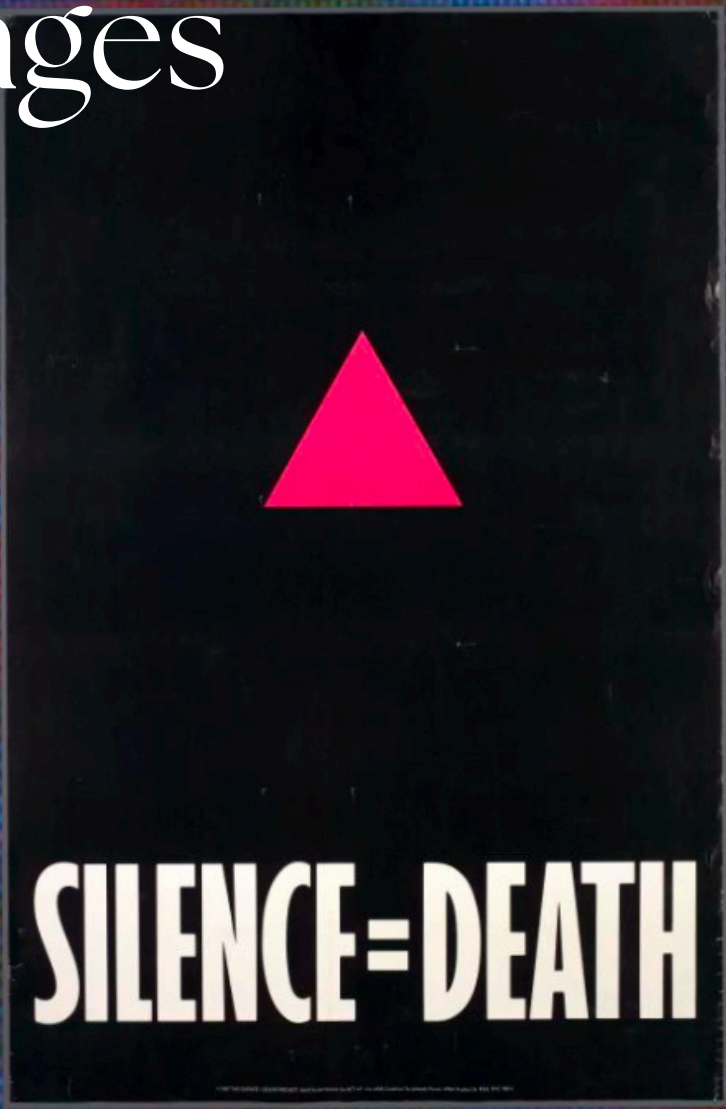


BOHEMIA

By Eleana Garcia

Sketchbook Pages



Collection Synopsis

"Bohemia" is a S/S women's streetwear collection inspired by the Broadway musical "Rent." Debuting in 1994, the musical follows the life of impoverished young artists living on the Lower East Side of New York. Amidst the AIDS crisis and incoming gentrification, the group of friends overcome their challenges and honor those who were lost. Inspired by 90s fashion and grunge aesthetics, the collection explores the musical's themes of art, connectivity, and individuality. The target customer is in their late 20s or early 30s, and she is an art enthusiast with a passion for rock music. Her salary ranges from \$60,000 to \$70,000, and she rarely spends on new clothes since she is fond of thrifting. Regardless, the "Bohemia" collection catches her eye due to its unique motifs and bright color accents.

Concept Board



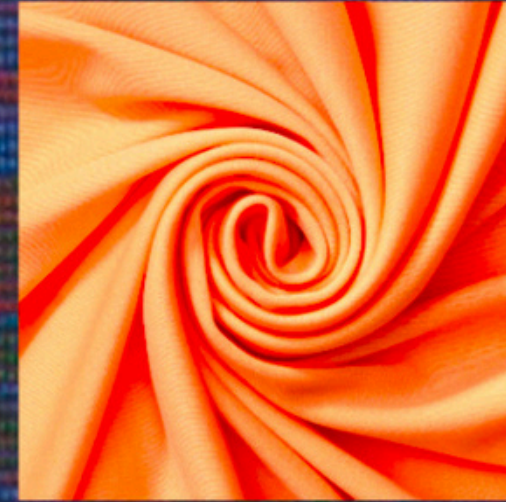
Fabric Board



Stretch Denim
Joann's
\$20.99/yd
60% cotton/38% modal/2%
spandex



Off White Linen
Joann's
\$6.99/yd
90% viscose/10% linen



Orange Jersey Knit
Joann's
\$16.99/yd
90%poly/10% spandex

Seasons of Love



Record



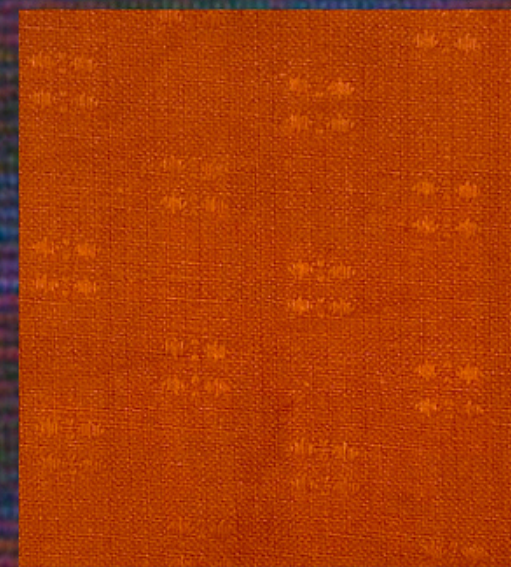
Drink



Burgundy ITY Knit
Gaffney's
\$3.99/yd
90% poly/10% spandex



Multicolor Plaid Wool
Joann's
\$11.99/yd
100% cotton



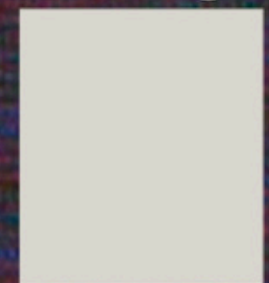
Dark Orange Eyelet
Cotton
Gaffney's
\$3.99/yd
100% cotton



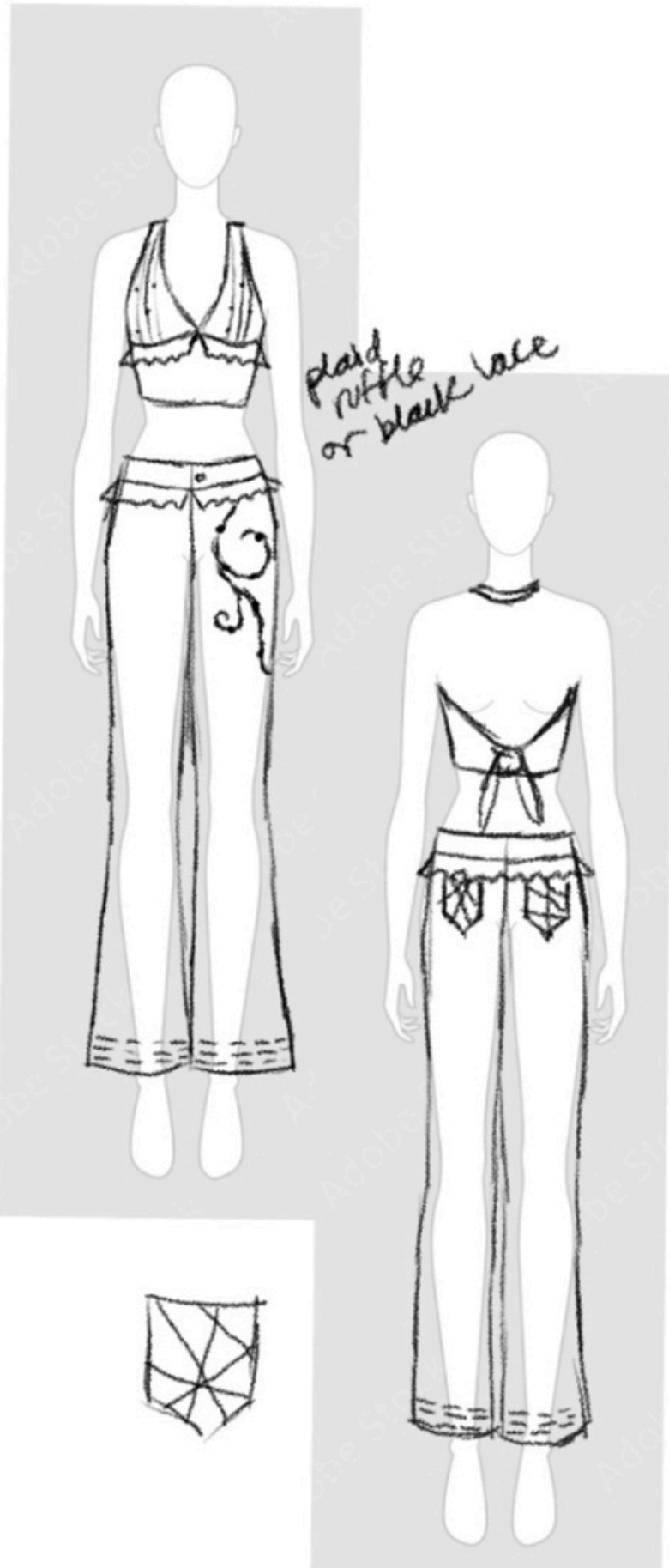
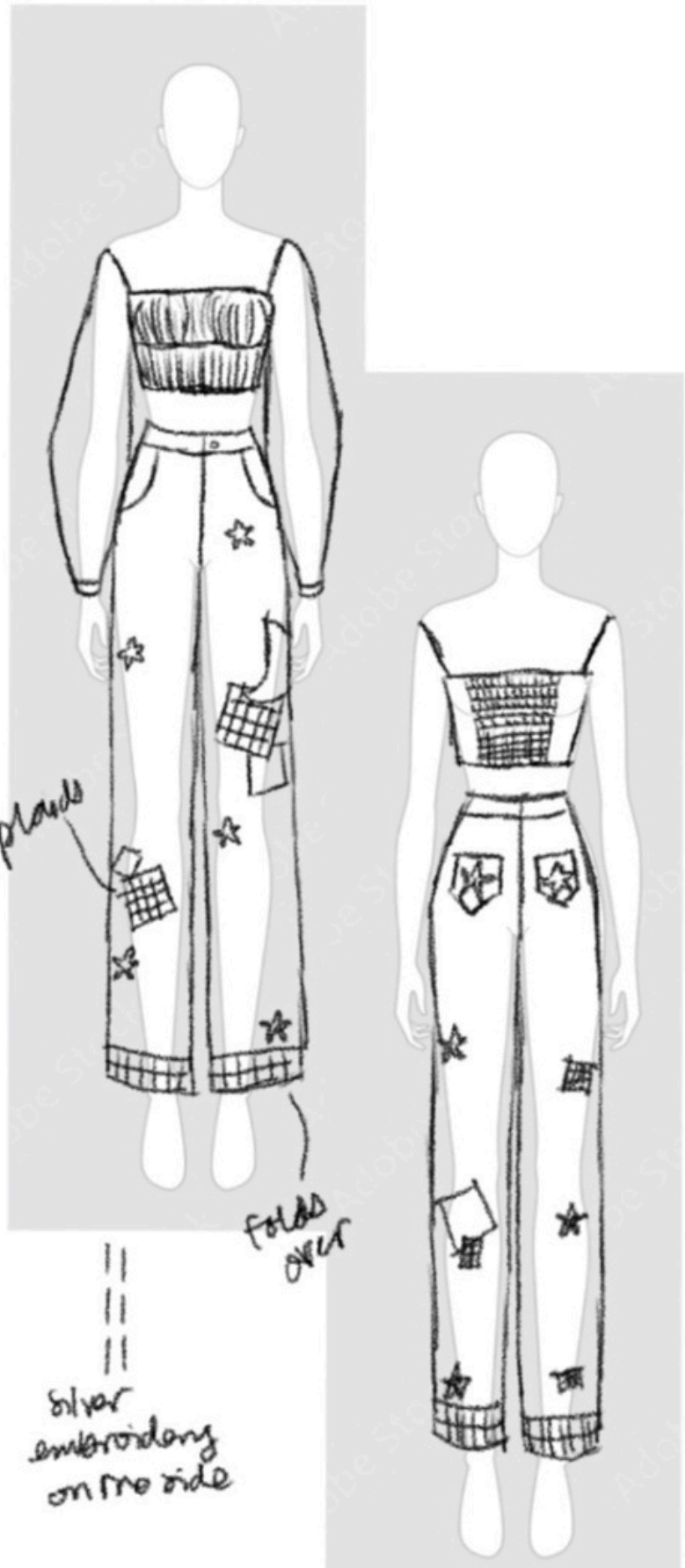
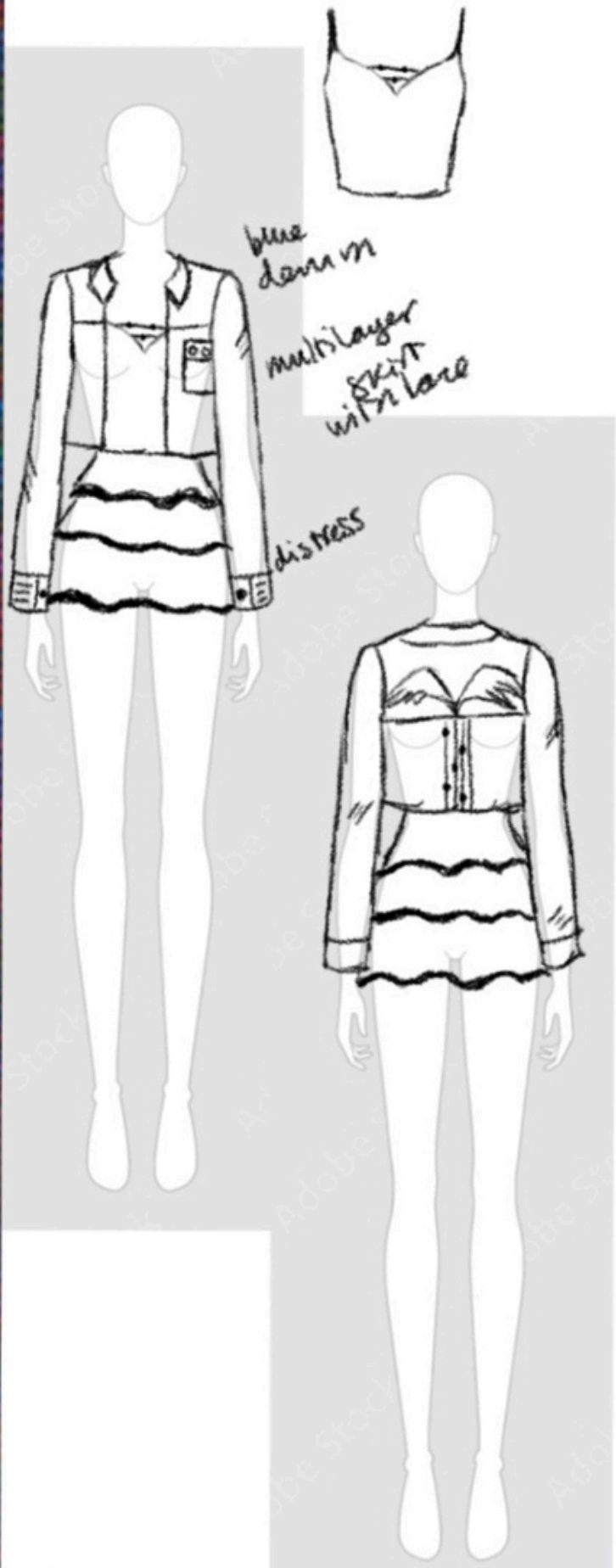
525,600



Moonlight



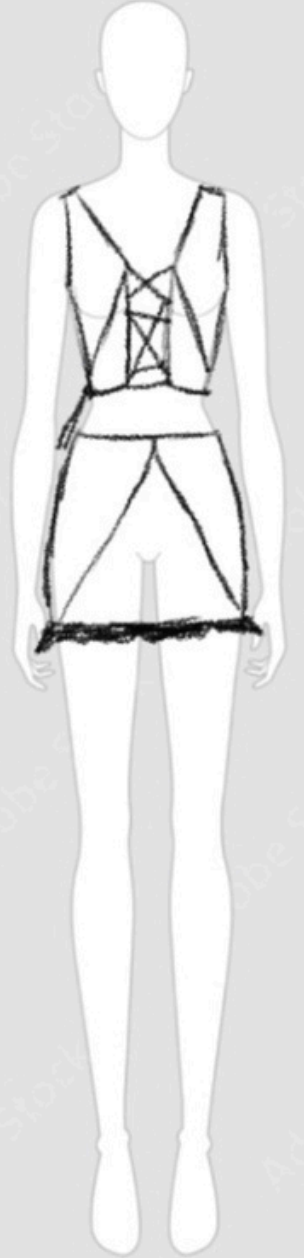
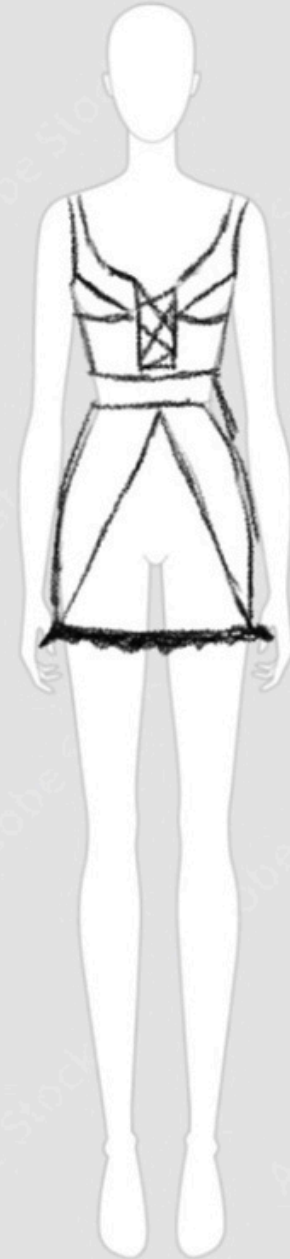
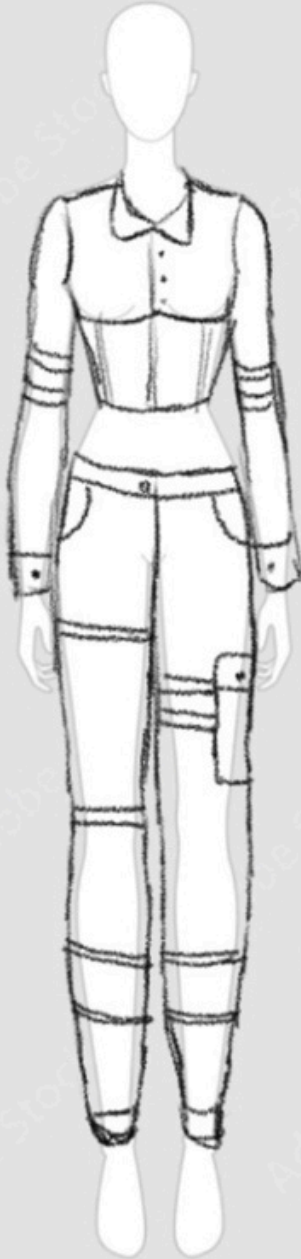
Angel



Illustrations



godet
skirt



Illustrations

Merchandising Plan

Cotton denim jacket, plaid lining, assorted knit skirt (rib knit, cable knit, waffle), lace, matte black stretch knit

blue denim on multi-layer skirt with lace distress

Rib knit and pleated cable knit, loose dark denim, patches of plaid and knits

Waffle knit and godet cotton denim skirt, light and dark wash

Matte black knit and cotton denim

plaid ruffle or black lace

Cotton broadcloth, denim, assorted knits

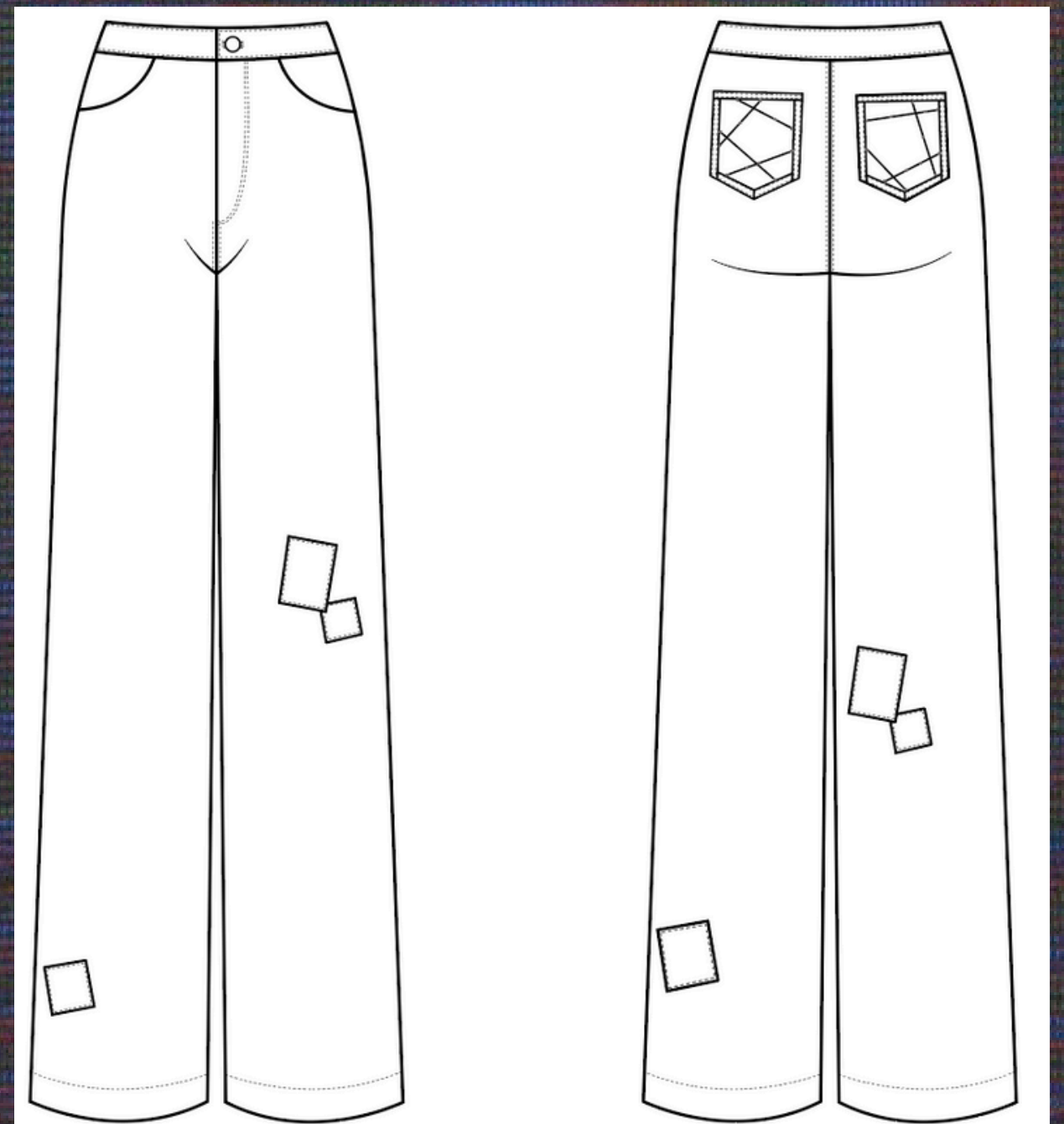
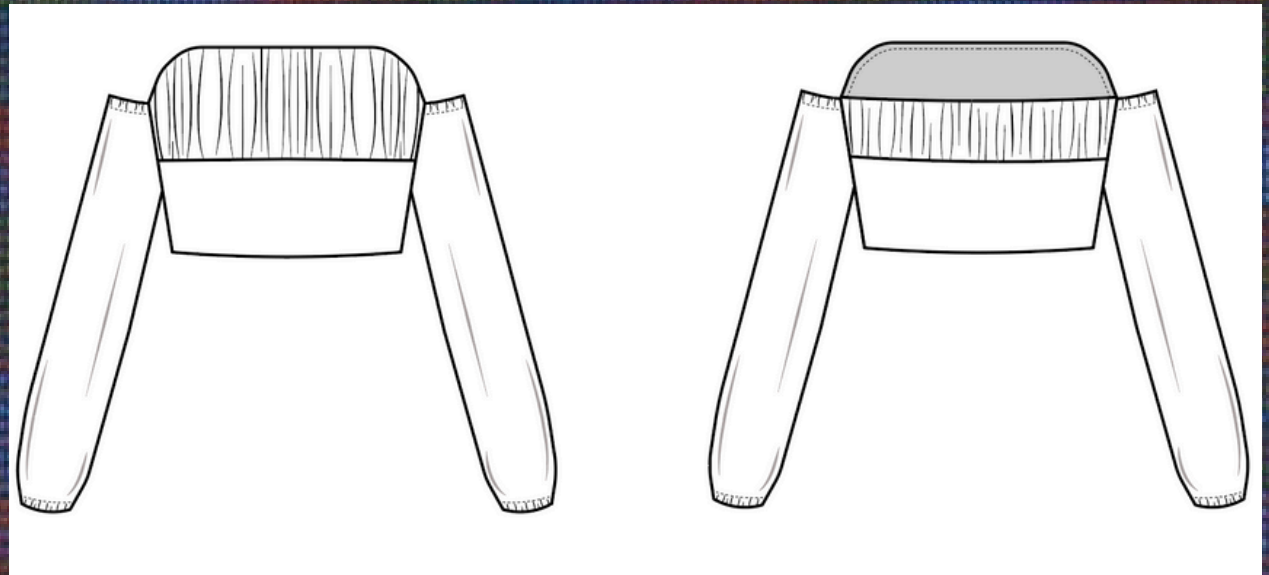
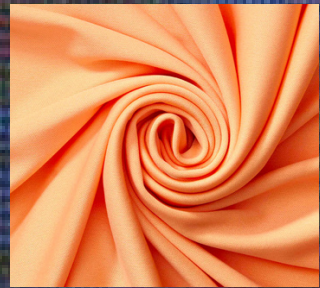
Denim, pleather and lace

godet skirt

silver embroidery on the side

Initial ideas for fabrics before updated fabric board.

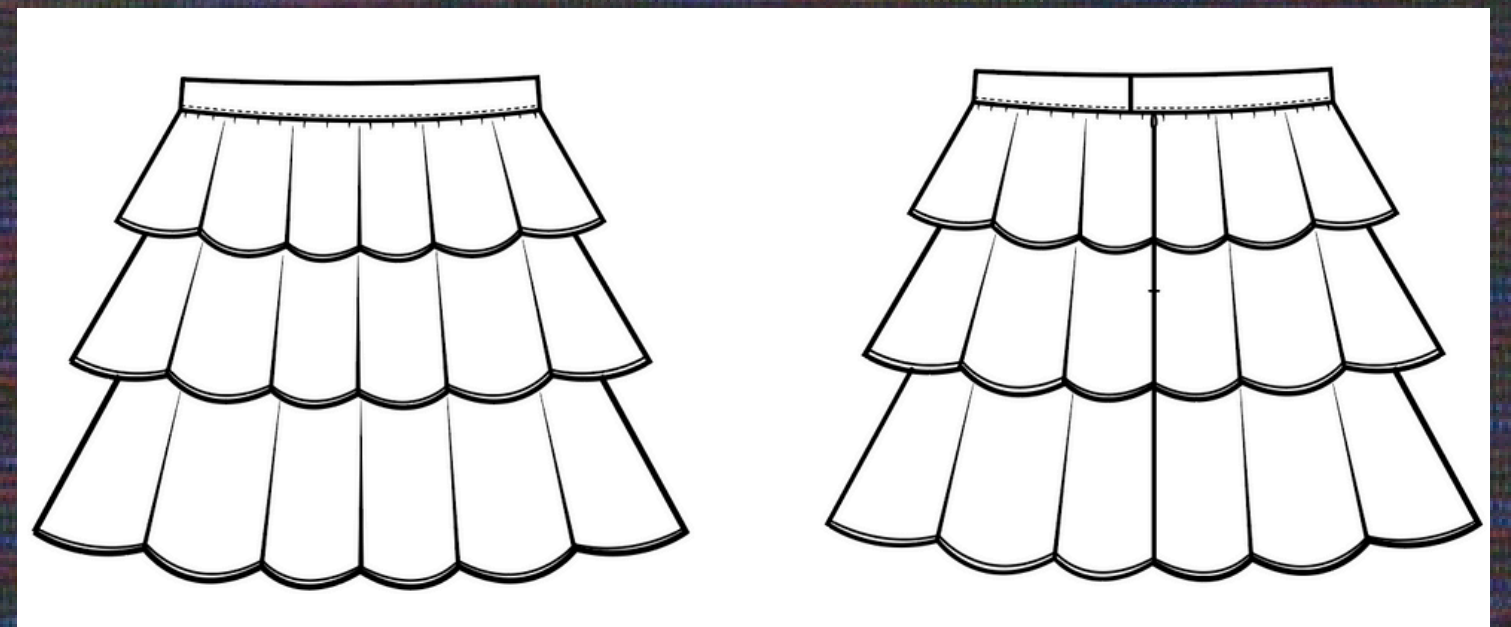
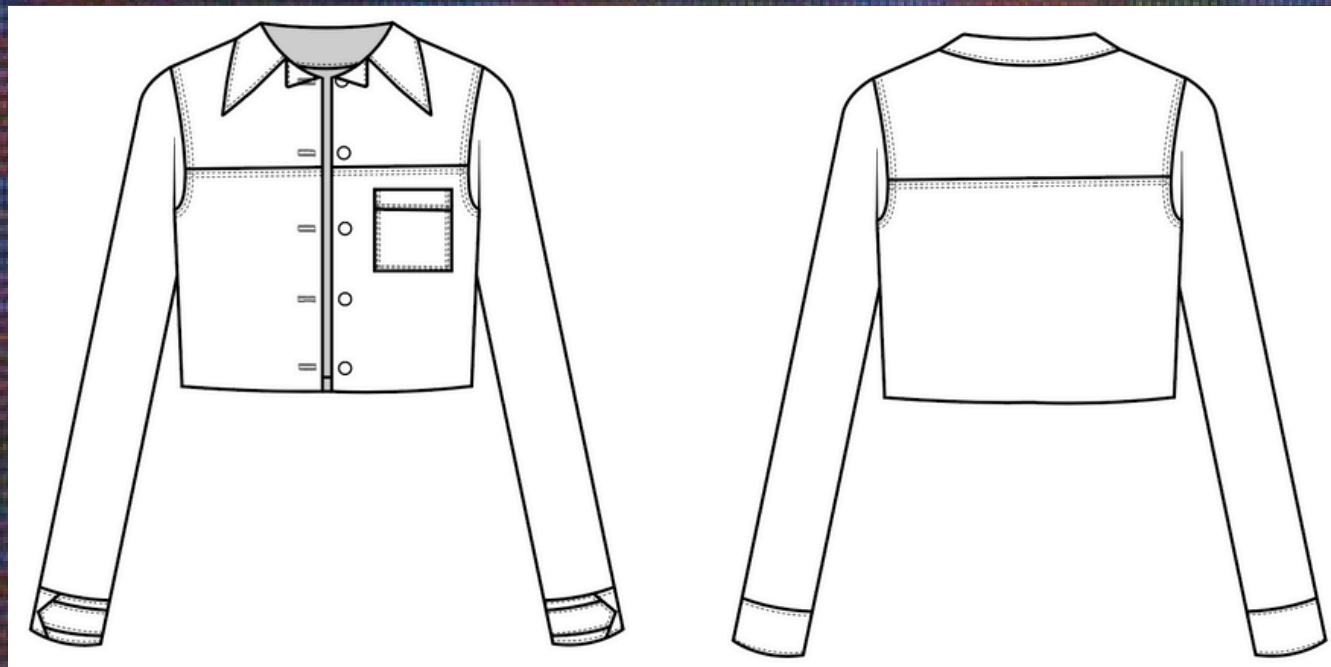
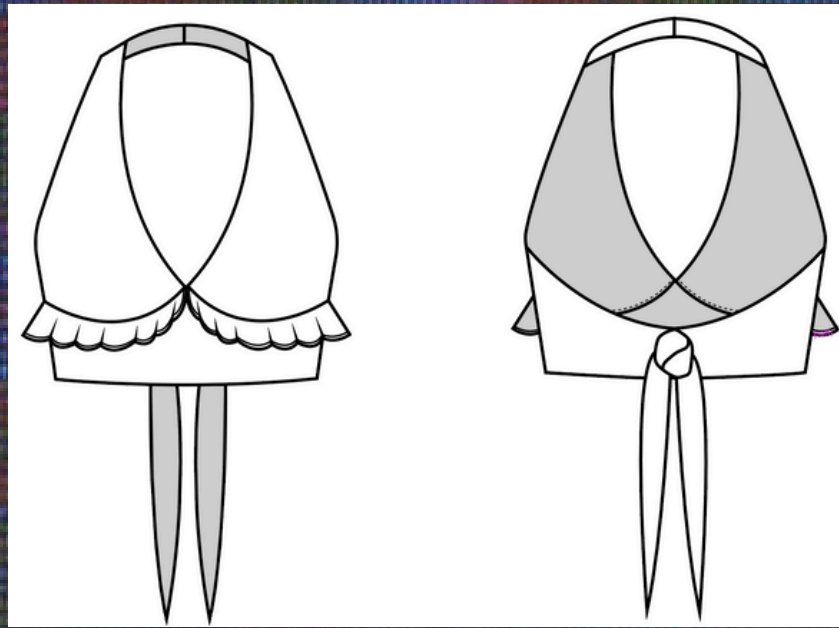
Look 1



Look 1



Look 2



Look 2

