



GENDER EXPANSIVENESS



what is **gender expansiveness**

We defined gender expansiveness as the erasing of lines between the boxes that society puts us in.

Our collection is a meshing of traditional masculine and feminine shapes and colors.



target markets & audience(s)

retial locations

Direct-to-consumer lets us keep costs down for the consumers (i.e. everlane), sold through our own website/campaigns, no departments stores or online retailers other than our own site, want to expand into brick & mortar stores once we're more established

economics

Affordable but sustainable/no fast fashion (pricepoint higher than fast fashion but not anything like runway designers/haute couture), meant to be incorporated into anyone's wardrobe

demographics

16yo-26yo
genderless/for everyone



marketing plan & strategy

objective

Promote creative expression, erase the line between mens/womens collections, separate ideals/move away from the collective notion created by society



marketing plan & strategy

benefits

Builds community, raises awareness, brings people together

metric of success

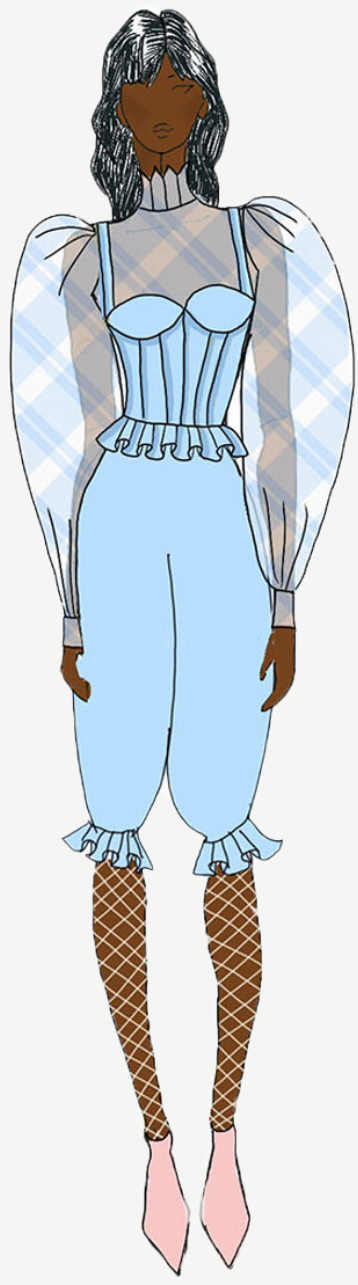
Build social media/reach all demographics/sizes, inclusive instagram/other social media platforms

public press

Models will be androgynous, put together an exhibition about the evolution of gender and the movement around gender expansiveness, very inclusive shows (across all races, sizes, genders, etc.) -- think of the Fenty show as inspo but on a much tighter budget



look number one

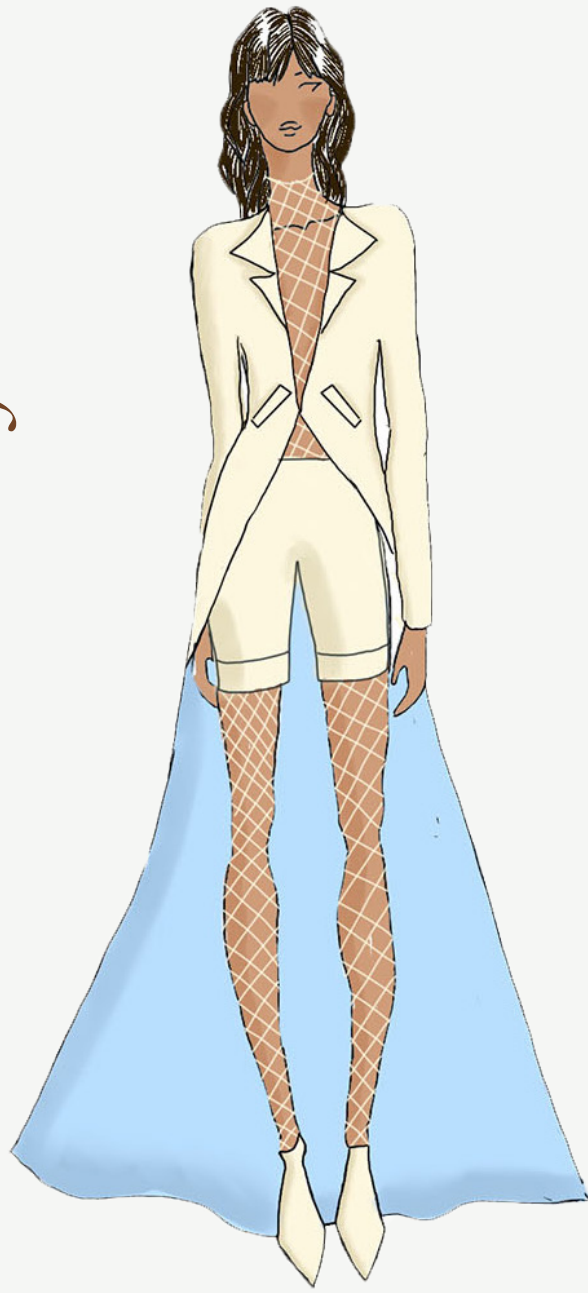


look number two



look number three

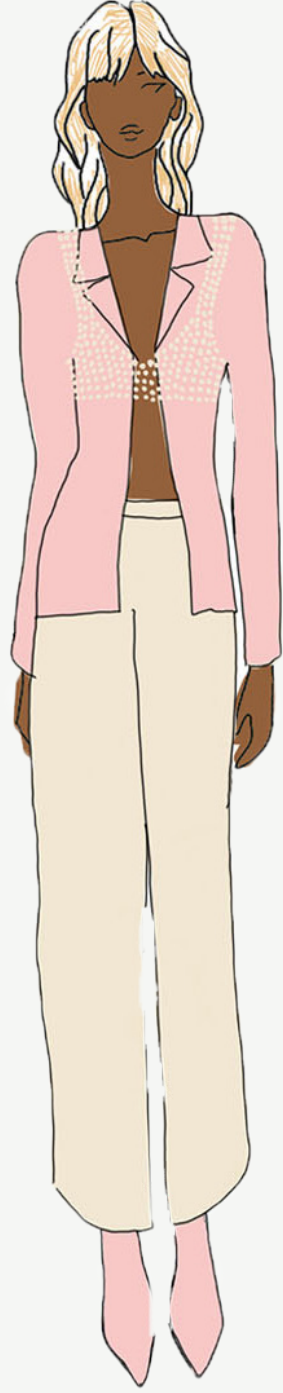
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look number five

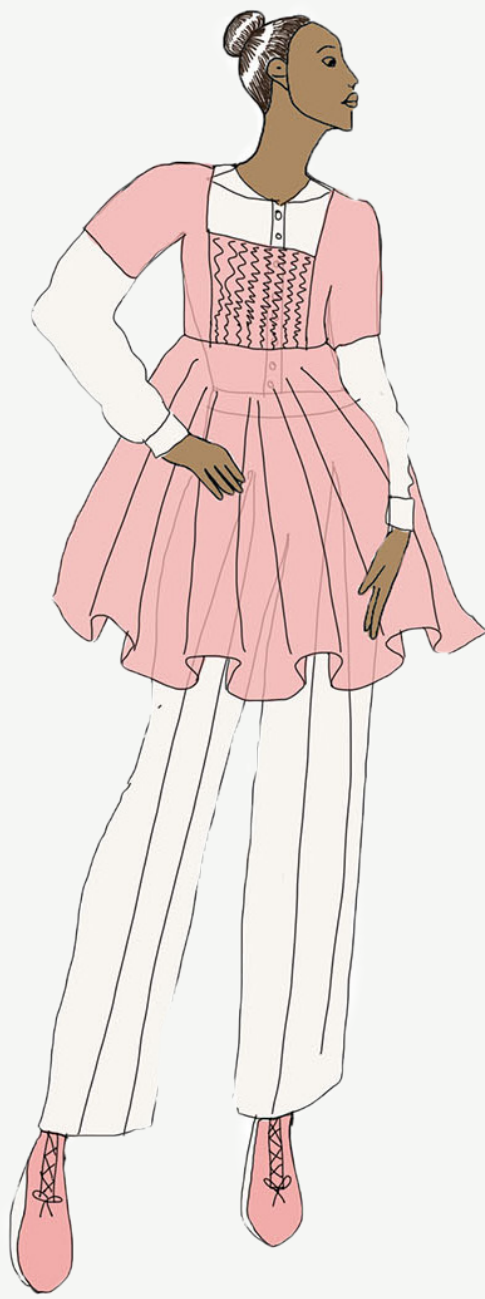
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look number seven

look number eight





look number nine

look number ten















Lead **Shannon Foley**

Designer **Meryl Prendergast**

Artist **Thandiwe Tembo**

Other **Karina Jamri**