

# Fall Sem 2025 Collection: “dancing jaguar”

## Product Focus, Direction, and Target Market Research;

This collection is centralized in concepts of organic earnest / proletariat fashion. It primarily delves into the eccentricities and natural vibrant spirit of figures like blue collar workers, native artisans ,creative students and the bridge between adolescence and adulthood.. What is found between self identifying with urban commercialized aesthetics and the inherited fashion of one’s culture. This proposes the upcycle of sentimental clothing, trialed as reworked niche basics and more fitted silhouettes. This collection draws inspiration from progressive black and brown intellectual figures, sustainable fabrics, effective and tailored design, the collage of heirlooms and the industrial revolution (1800s \_1900s). Pays homage to worker goods, metal smithing, broaches, hat making, military wear, black and white film, poc poets, indigenous and black figures in political and sociological spaces, interpretation of old figures / immigrants... Visibility and recontextualized identity of the most systematically oppressed.

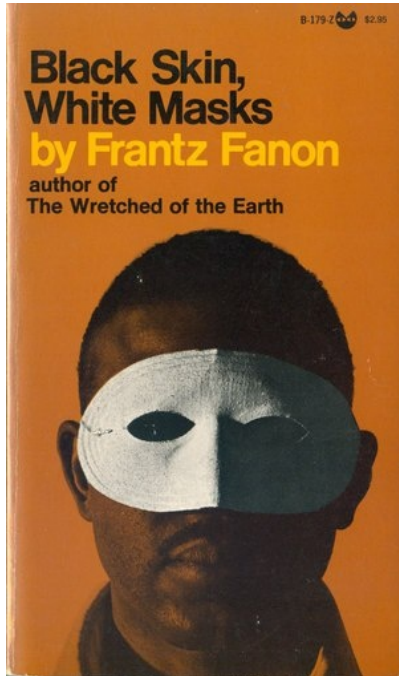
Figures of inspiration:

James Baldwin



Frantz Fanon

“Ethnocentric Gaze” - eye opening, objective review



Don Cox, Kwame Ninsin, Chiapas, brown berets

### Target Market:

Those who identify with lifestyle that inspires this type of fashion. Age range 23- 60

### Brainstorming Mind Map

El Soldado : control people advocating against ICE

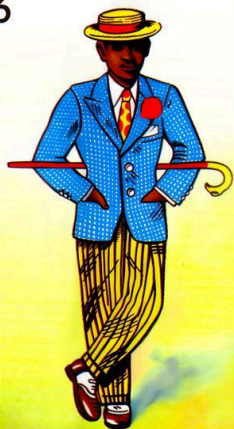
National guard uniform/ casual loteria card t shirt with national guard substitution



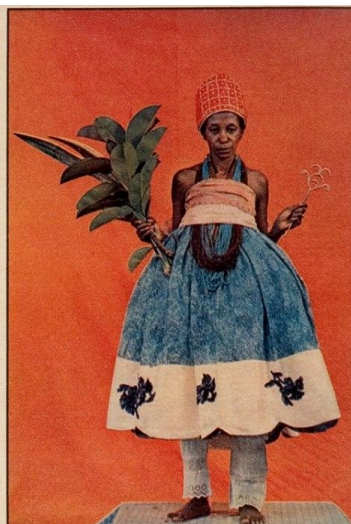
## Color Palettes, Textiles



26



EL NEGRITO



Process  
Blue



PMS 337



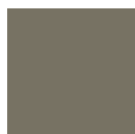
PMS 3252



PMS 416



PMS 417



PMS 116  
2X



PMS 292



PMS 2727



PMS 172



PMS 340



vvviii  
Gray 6



vvviii  
Gray 7



PMS 307



PMS 166



PMS 174





