

## TARGET MARKET

AGE: 15-25 years old

Gender: Male

Location: Large Cities (New York City, Los

Angeles, Chicago, Tokyo)

Salary: \$25,000- \$40,000

Hobbies: Skating, BMX, Filming, Art, Music

Stores: Thrift Stores, Pop-up shops, Skate Shops,

Zumiez

Young adults who grew up in the city but admire the outdoors as well. Young spirted individuals who take advantage of their youth and likes to explore what the world offers.

## ORIGINAL GARMENTS









## Inspiration Techflat







## Cloudy Skies





