

A seagull is shown in flight, its wings spread wide, flying from right to left across the upper right portion of the image. The background is a vast ocean with a bright, shimmering reflection of the sun on the horizon. In the distance, a range of mountains is visible under a clear sky. The water in the foreground is dark blue with small, bright highlights from the sun's reflection.

HOLLISTER SUMMER 24

By: Zoe Bator



HOLLISTER swimwear has existed since the brand's inception in 2000. It procured the attention of California surf culture in the early 2000s and became an easily identifiable symbol of activeness and youth. Now, its consumers are young people looking for their yearly swimsuit purchase (possibly outgrowing theirs from the year prior), and other mass market consumers who appreciate the trendiness and quality of a Hollister suit.

HOLLISTER SWIM | Current Product Offerings



Rib knits



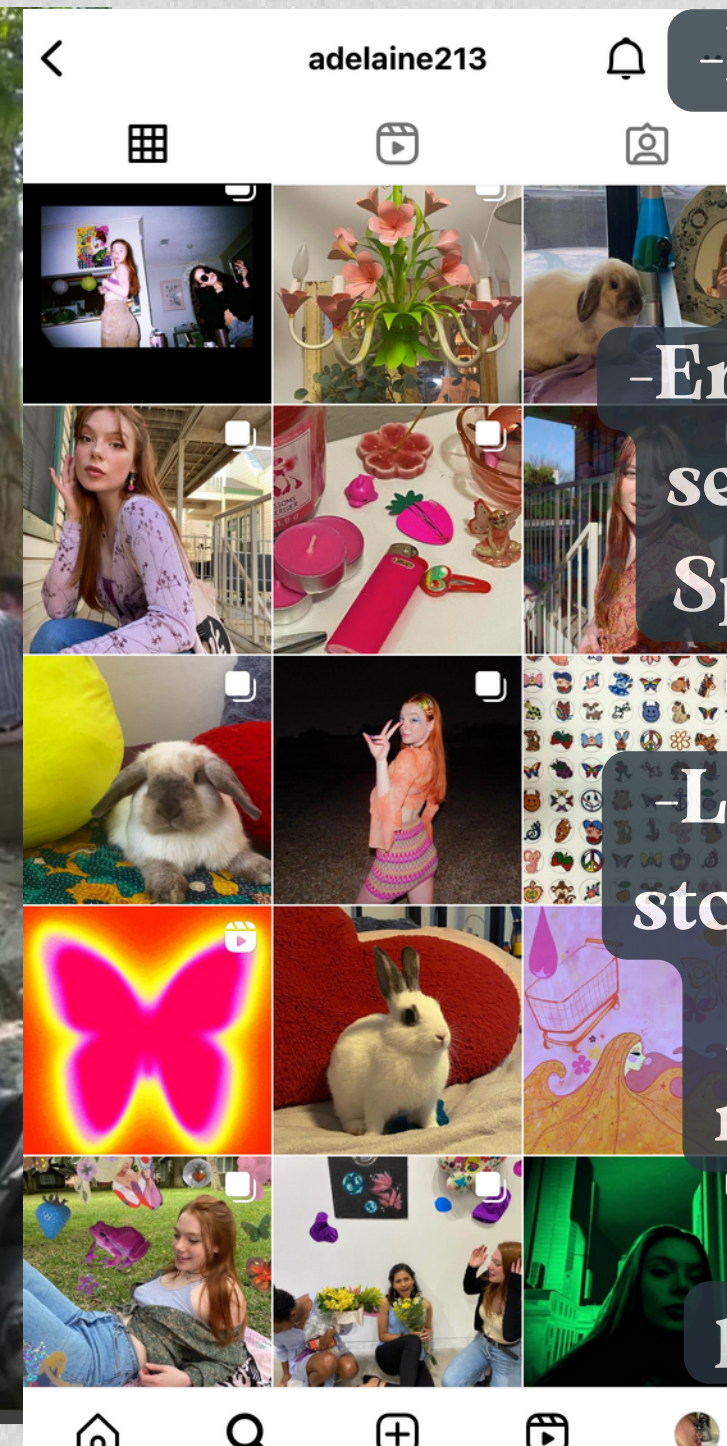
Swim accessories

TARGET CONSUMER

Aged 13-24

Lives in a city by a body
of water like a lake,
ocean, or even a
community pool &
looking for a mixture of
simple and statement
suits

Meet : Adelaine



-Lives in Austin,
Texas

-20 years old

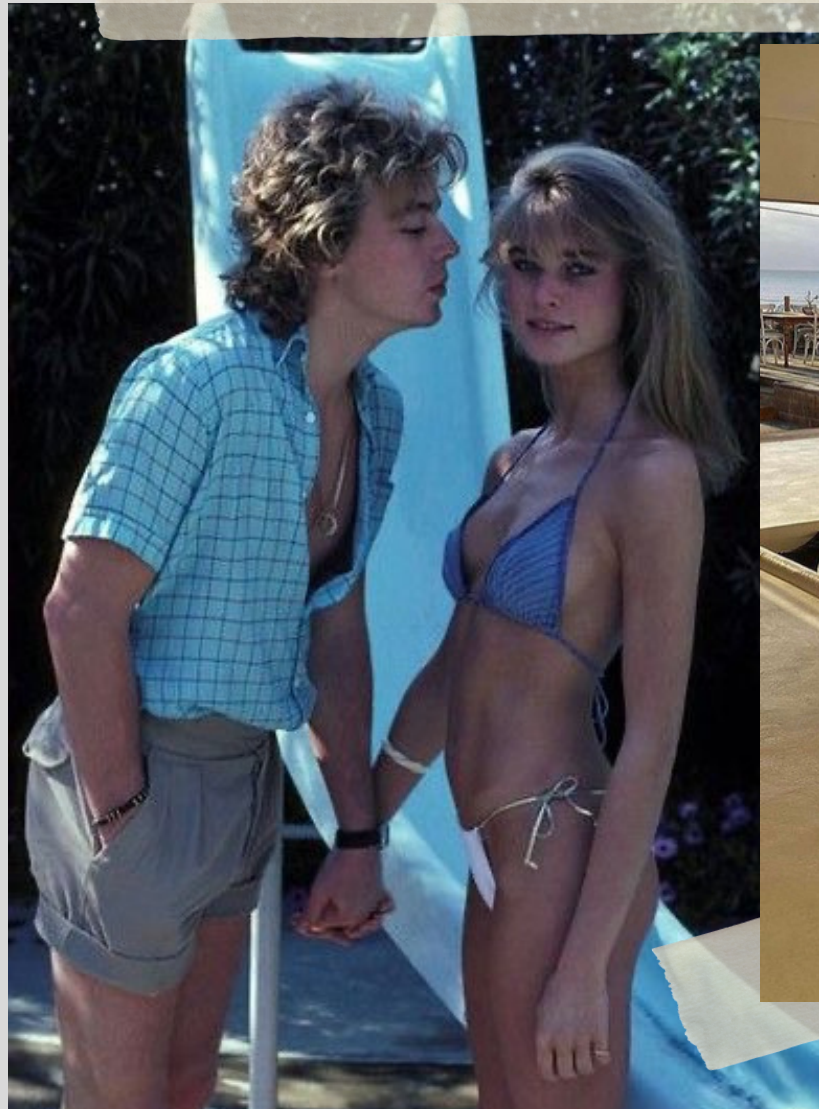
-Enjoys the summer
settings of Barton
Springs and Deep

Eddy pool

-Likes shopping in
stores at the mall to
purchase mass
market fashion

-Swimsuit
purchasing is a
year-round
occurrence

CONCEPT BOARD



TREND RESEARCH

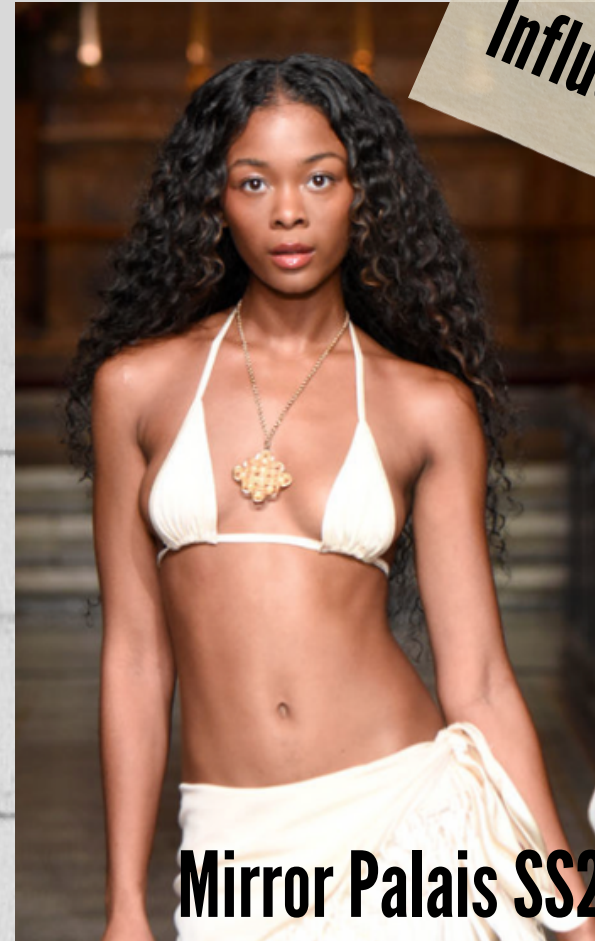
1.



Emphasis on flattering silhouettes

ARE YOU AM I

2.



Mirror Palais SS23

Influence from the Runway



NORMA LLIOT SW22



Anna Sui SRTW22

3.

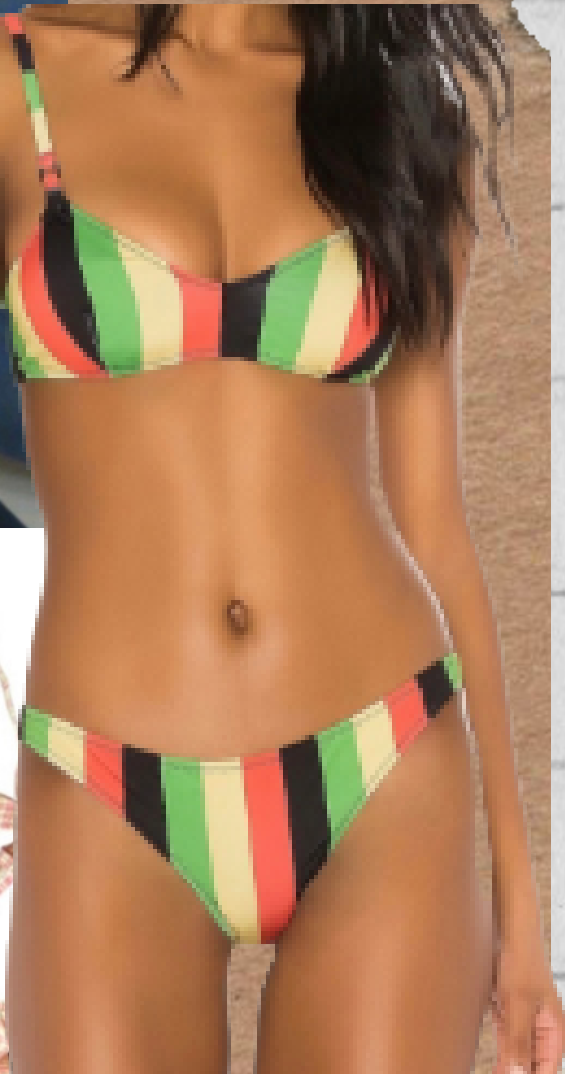


Coachella/music festival culture



TREND RESEARCH- SUMMER24

1.



Bikinis

Bikinis w/ embellishments



2.



3.



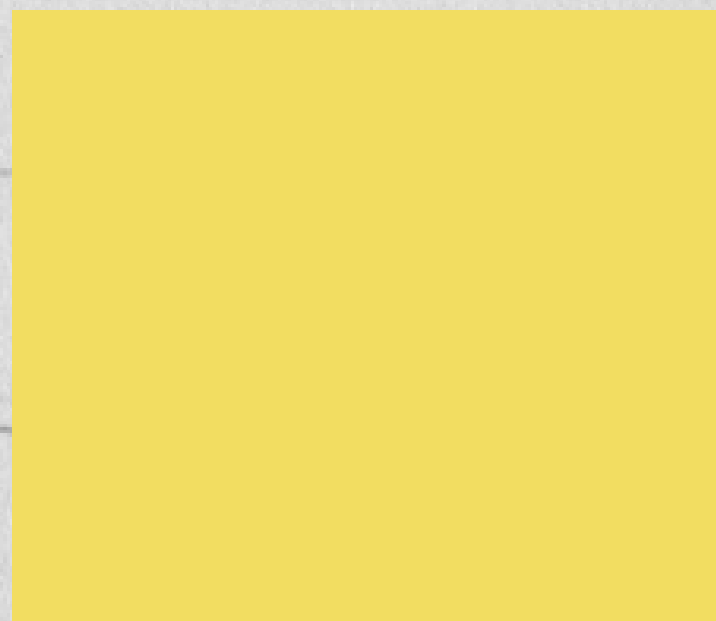
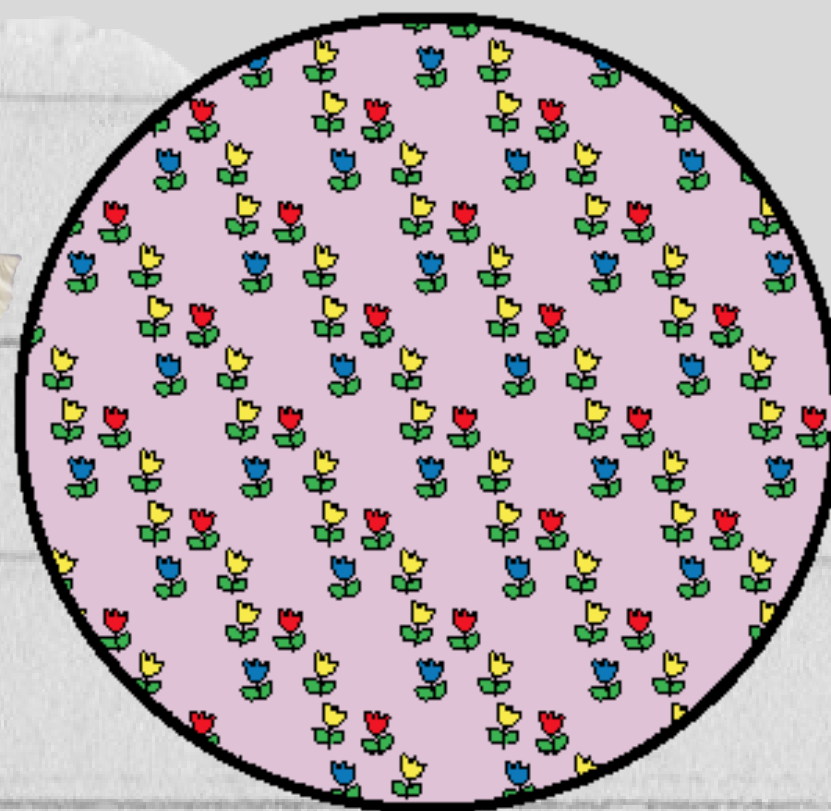
Accessories

One-pieces

4.



COLOR STORY



PANTONE
12-0642 TPG
Aurora



PANTONE
14-2806 TPG
Nosegay



PANTONE
16-6339 TPG
Vibrant Green



PANTONE
19-4042 TPG
Set Sail



PANTONE
14-5002 TPG
Silver

SUMMER24

**Pieces should
LAST!**

Fabric/Findings/Trimmings

Polyster, Cotton, & elastane mix

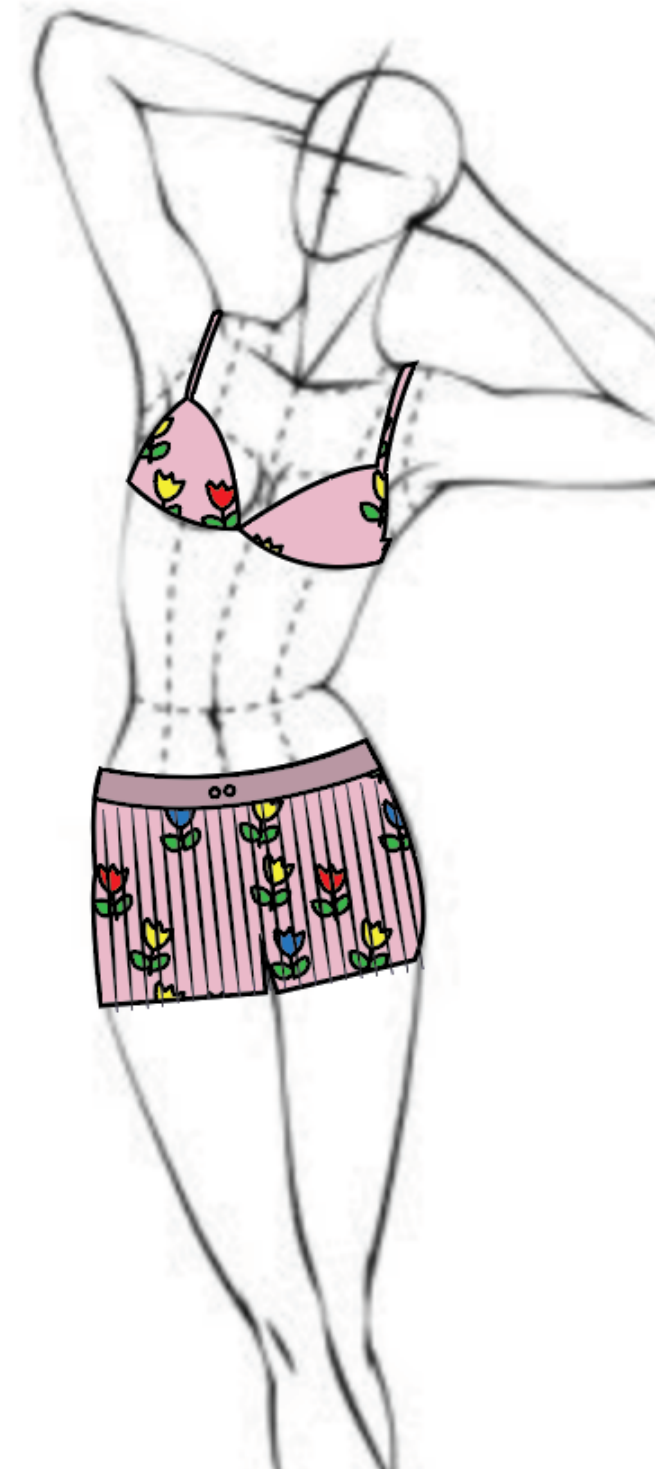
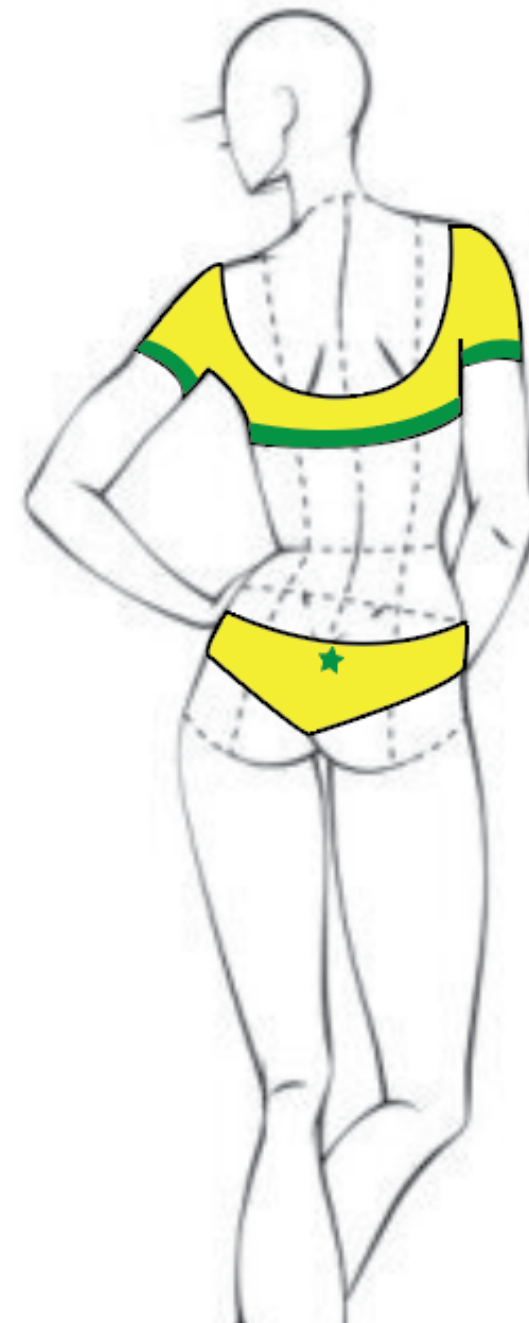
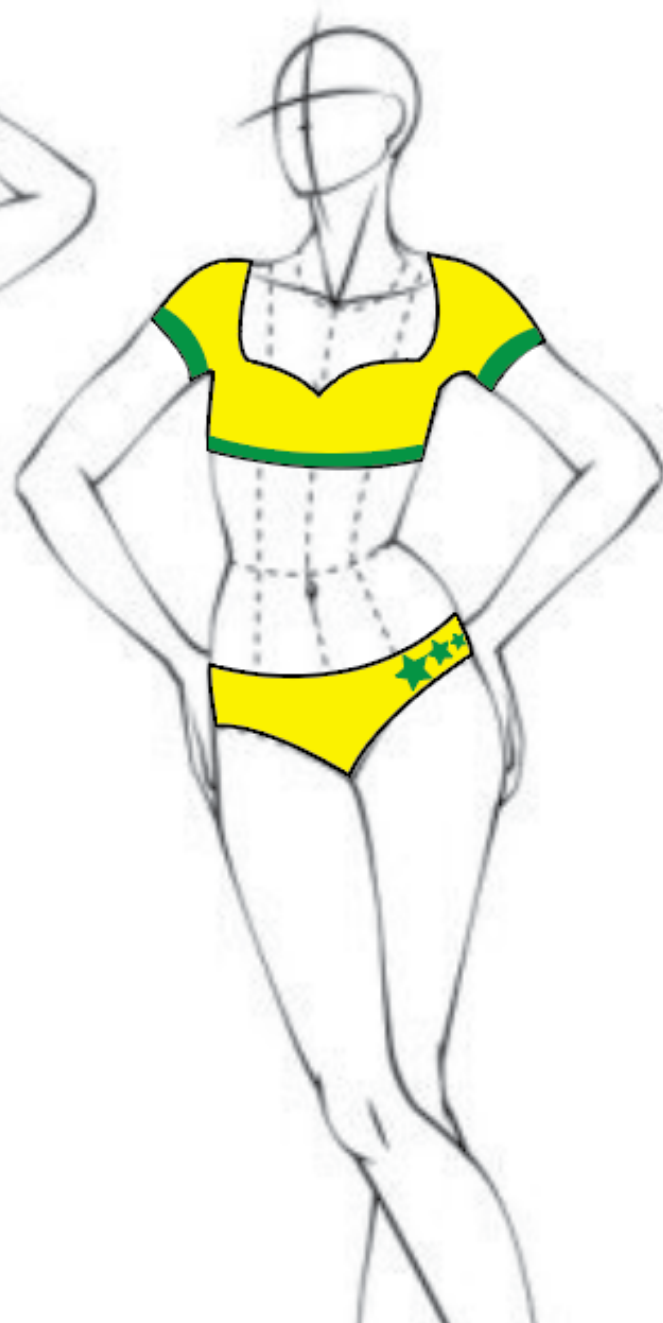
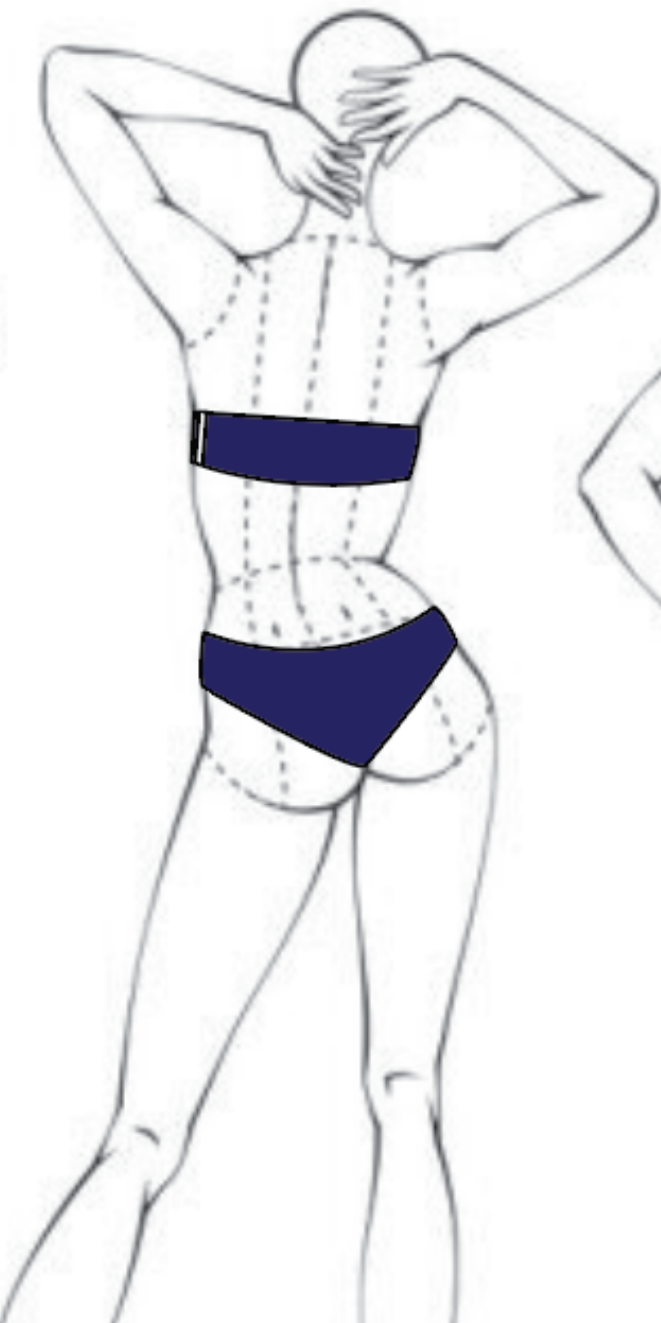
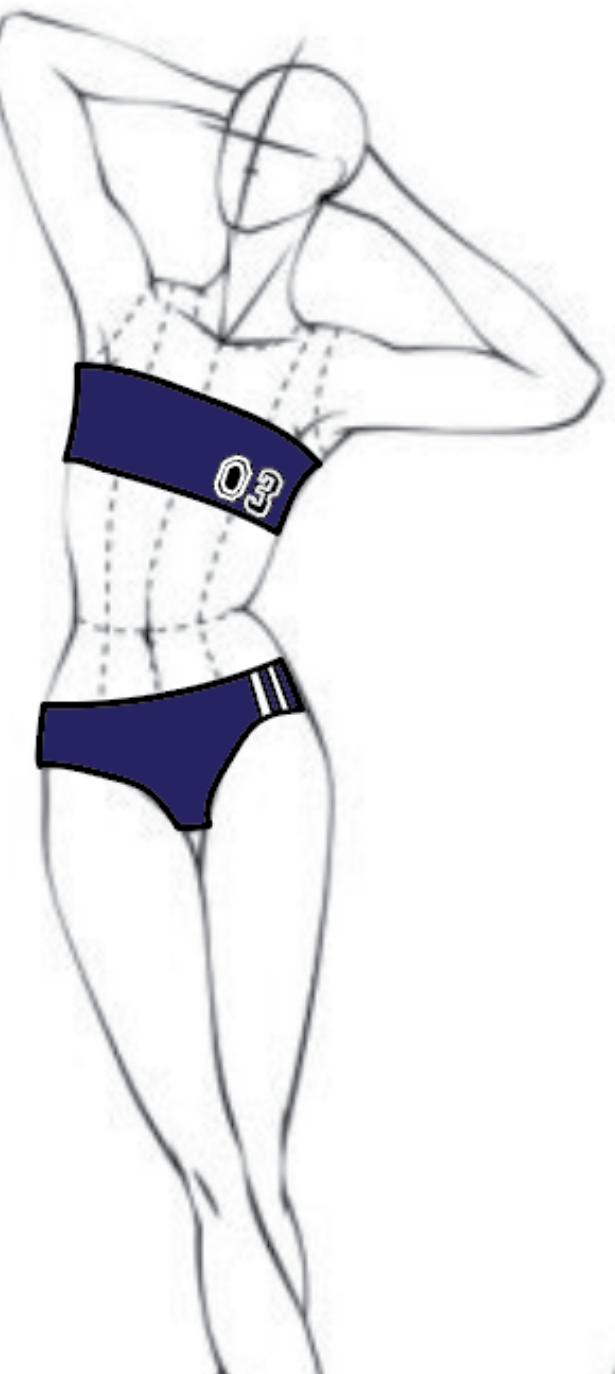
55% Poly 25% Cotton 20% elastane.

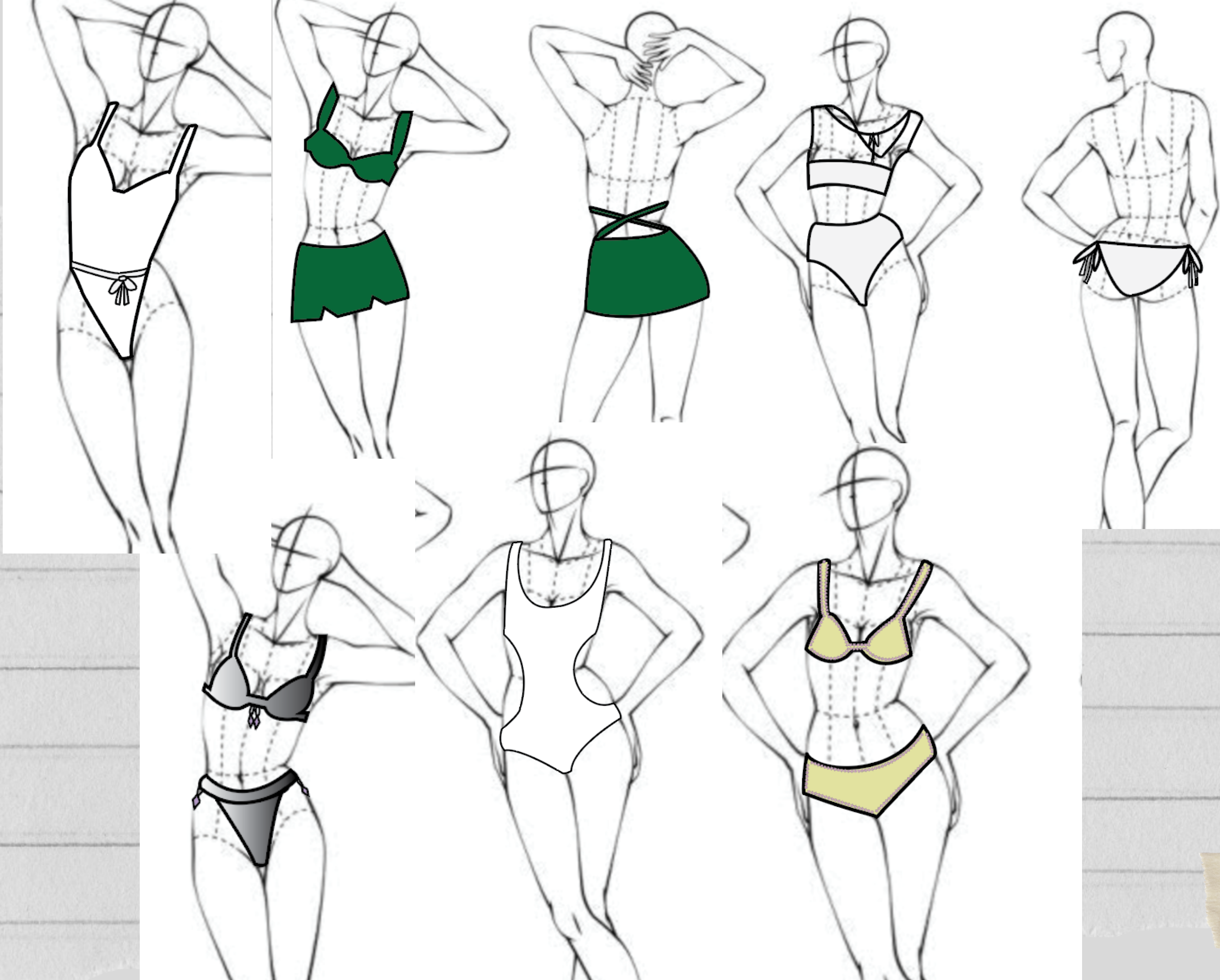
Polyster is less harmed by chlorine and UVs than a nylon mix



Why not Nylon? Nylon cannot be printed on without risk of ink bleeding.

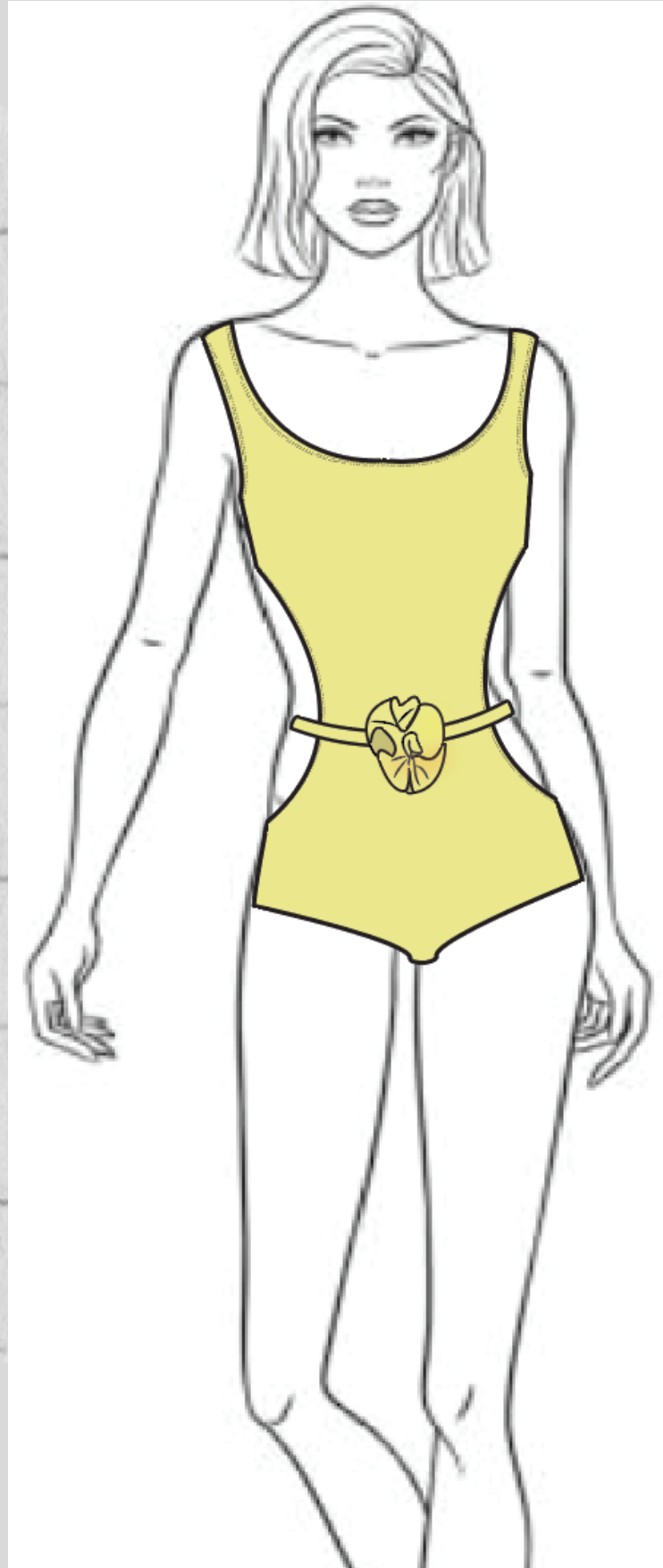
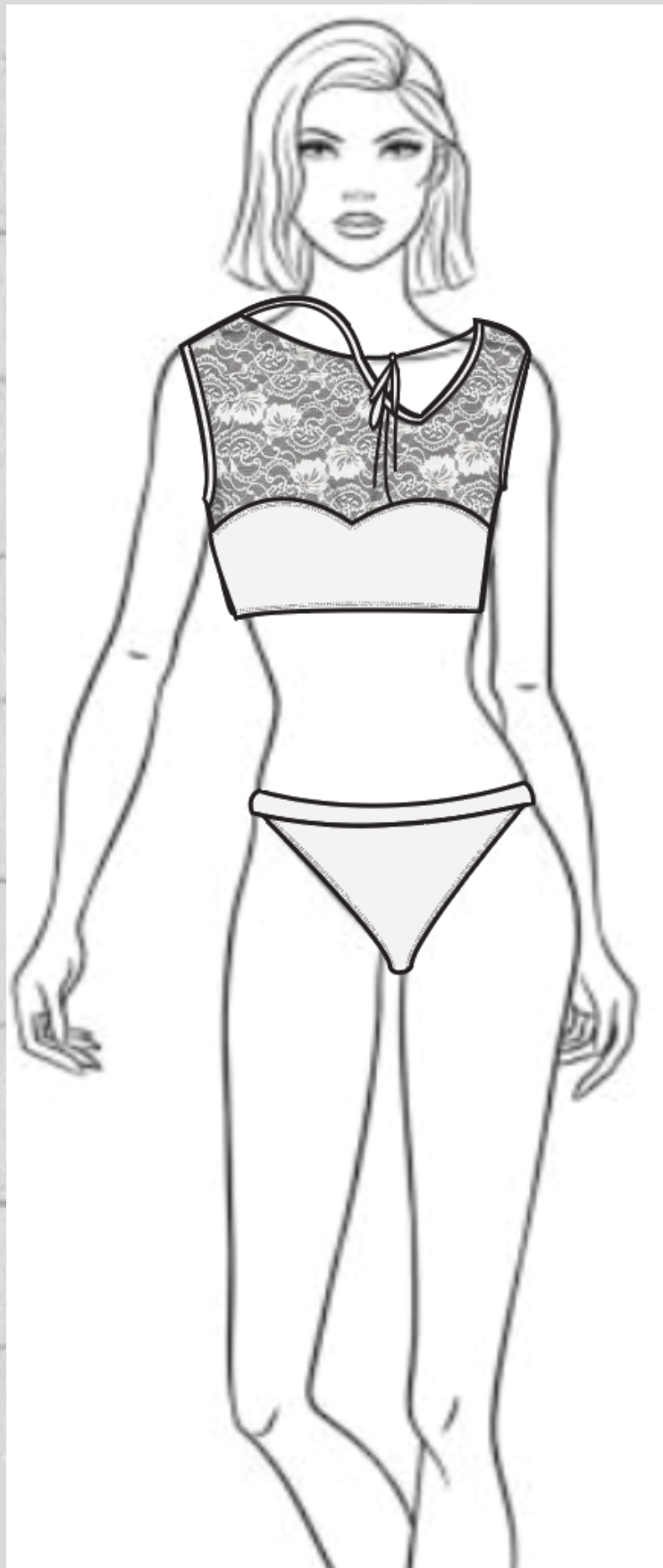
Process Sketches





Process Sketches (2)

FINAL LINE-UP



LOOK #1



FRONT

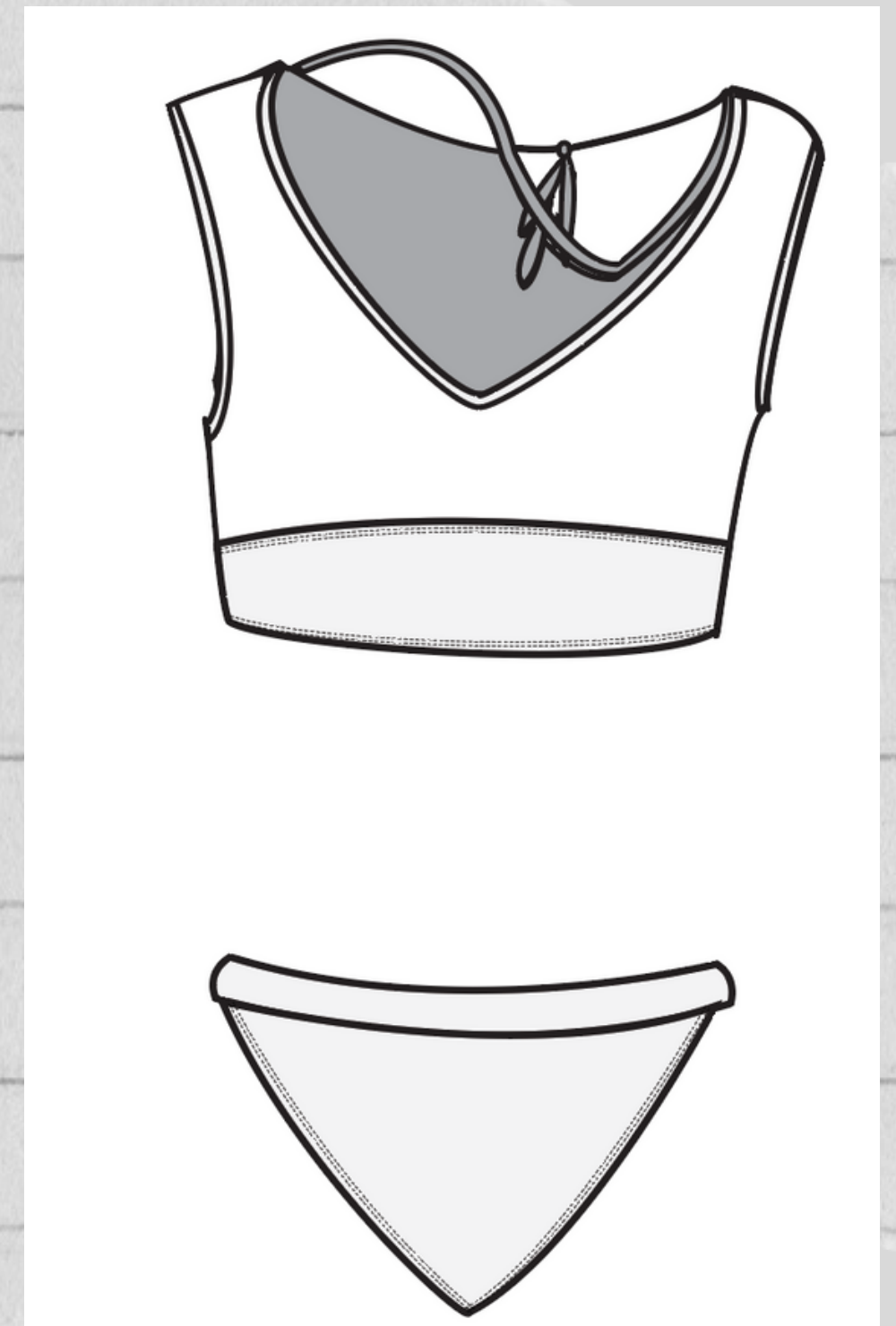


BACK

LOOK #2

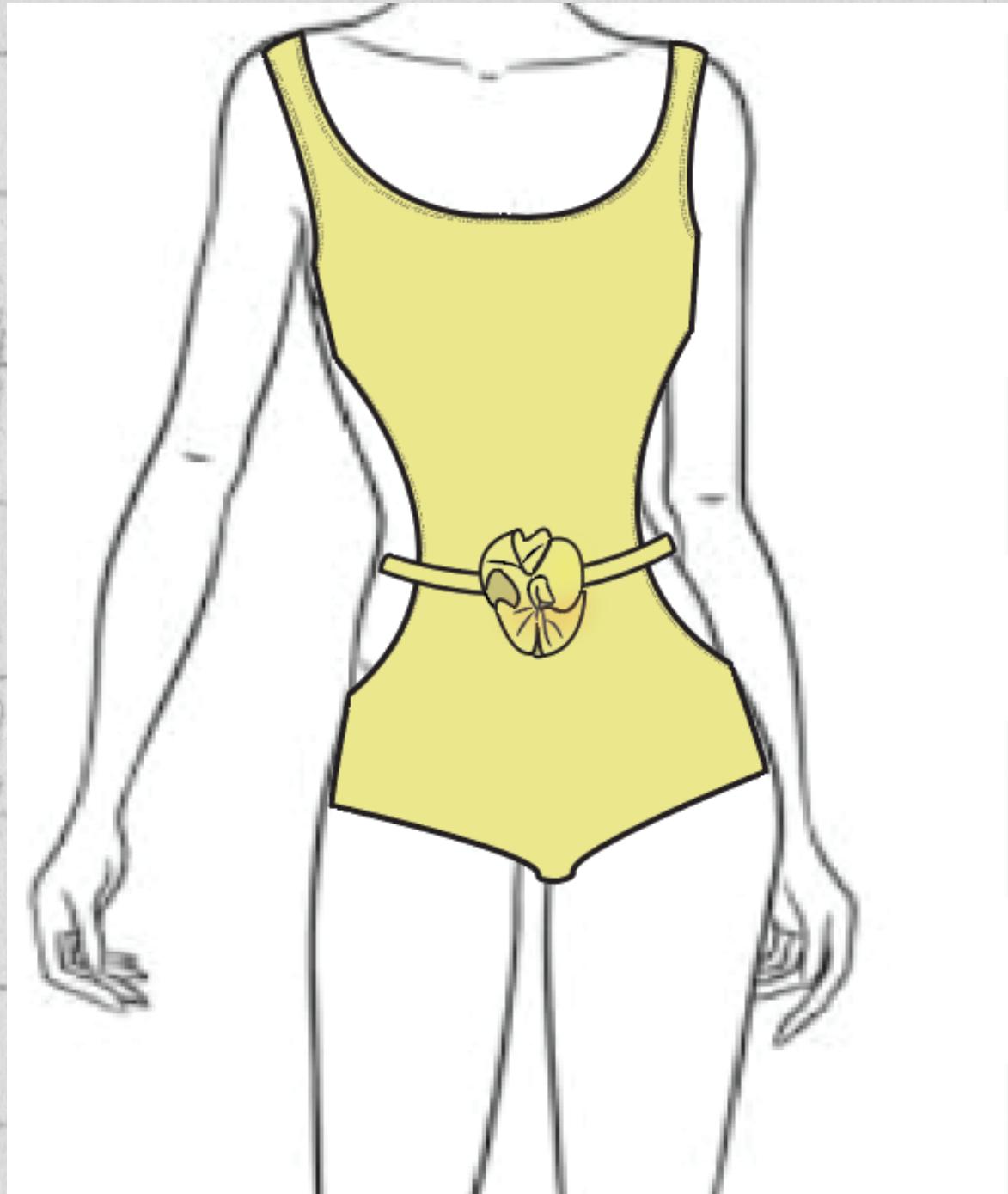


FRONT

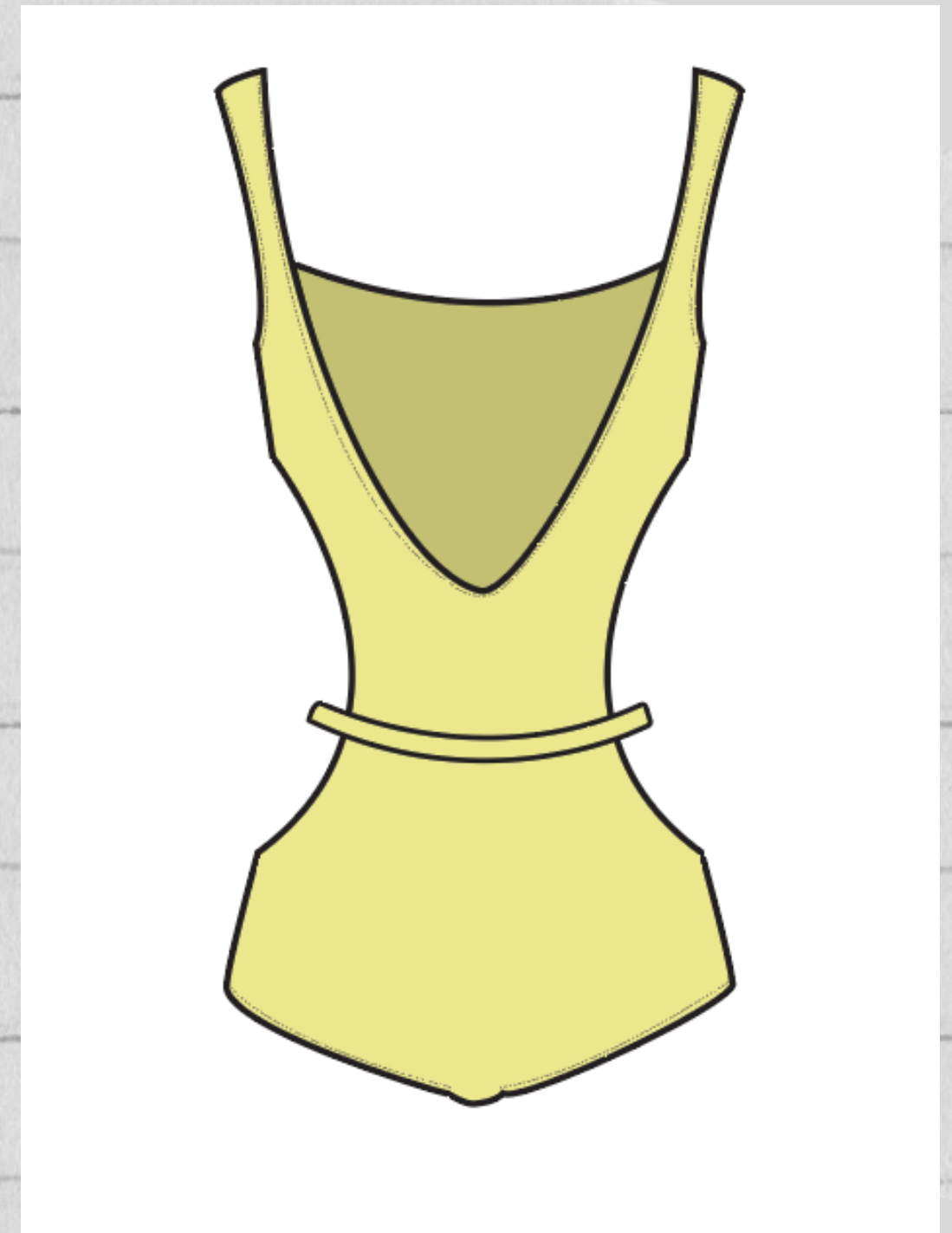


BACK

LOOK #3

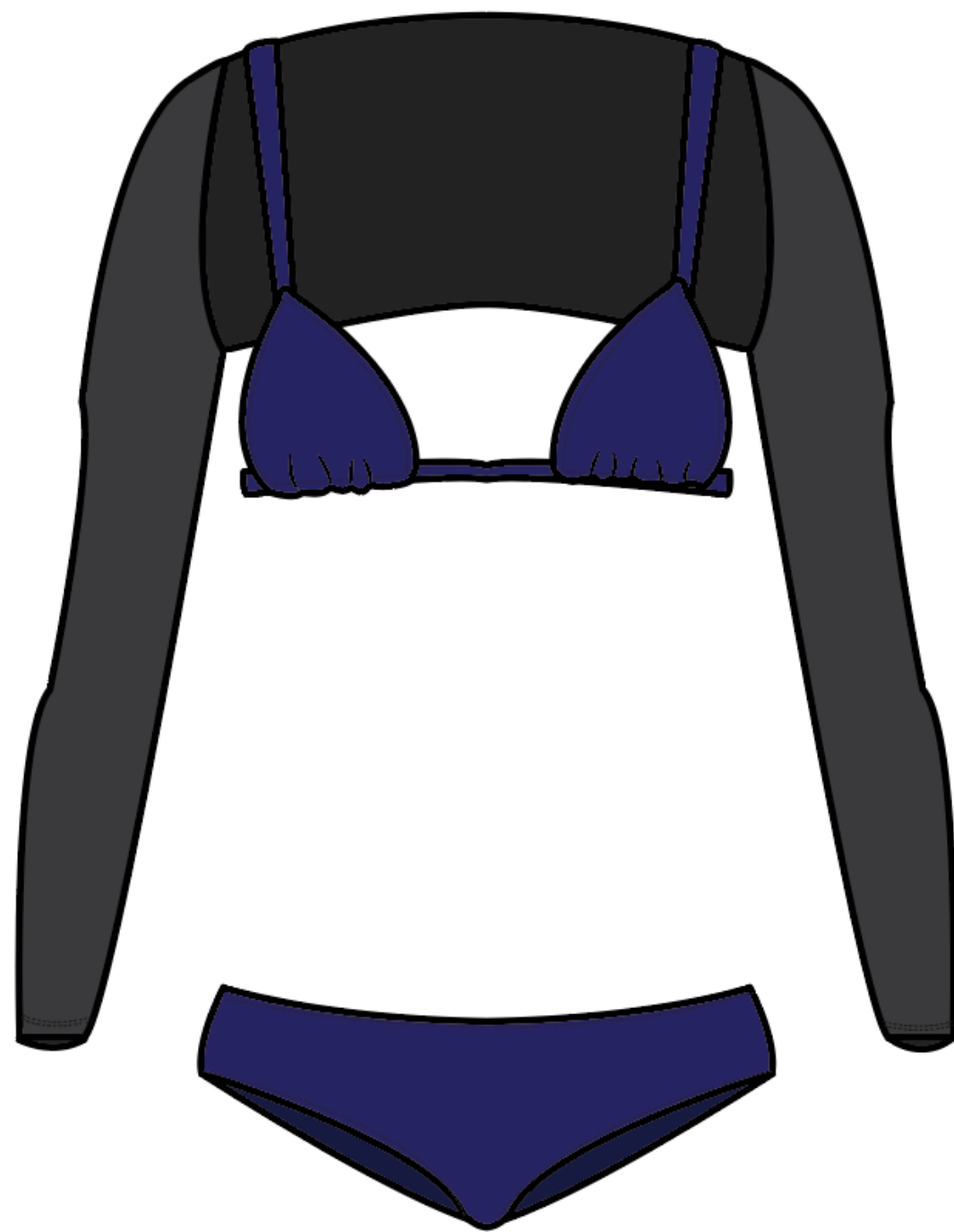


FRONT



BACK

LOOK #4

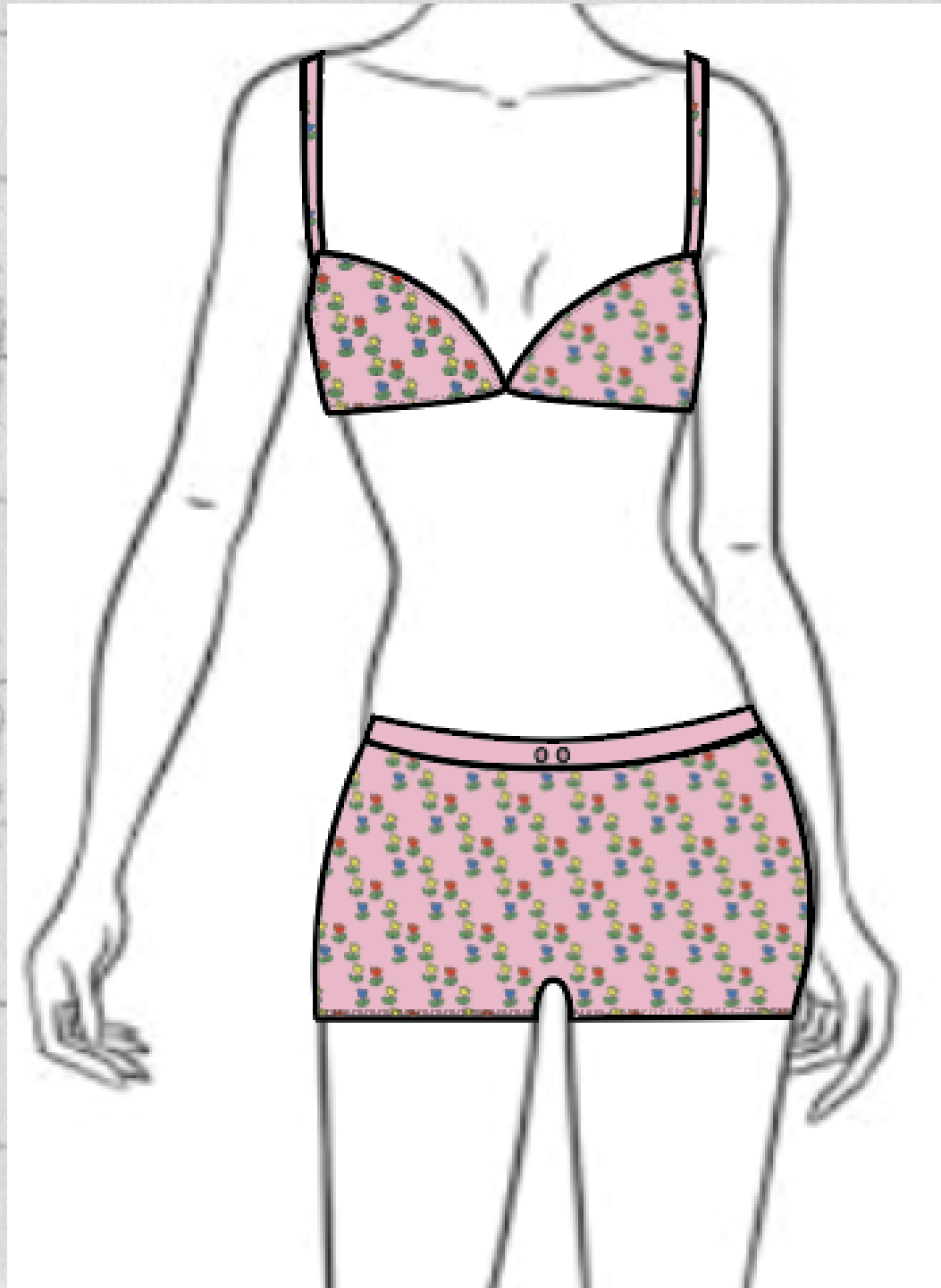


FRONT

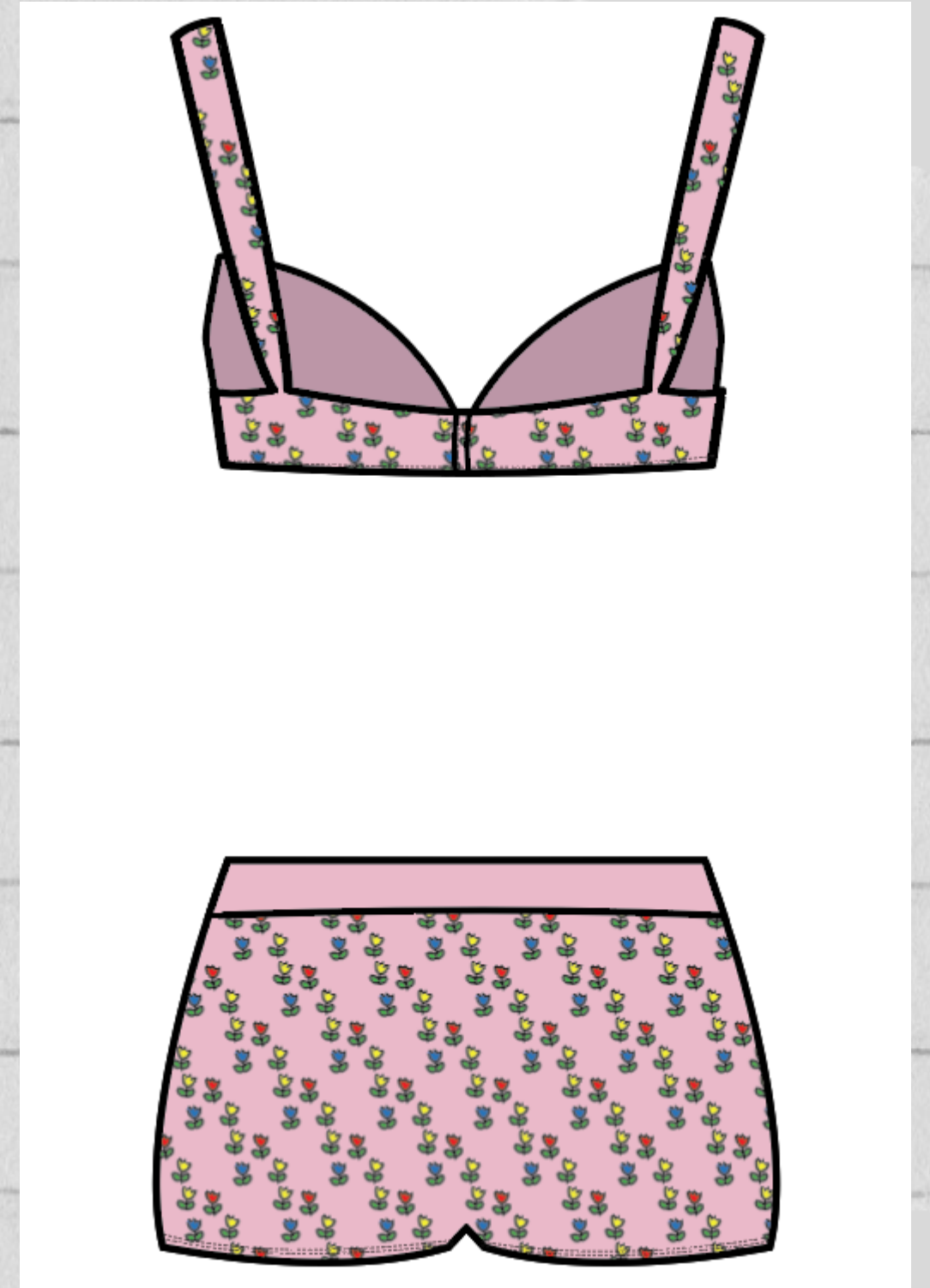


BACK

LOOK #5



FRONT



BACK