Brenda Mendez
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BUF2240
Prof. Roberts

CHARCOAL	NAVY SAIL	KHAKI LEAF	BLOOMY	SMOKEBOX	TAUPESHE	VACATION SAND	PALE SKIN	SKY HIGH	BLANK WALL

Charcoal: This color in my color pallet is very important. Charcoal is what makes my light colors balance each other, giving it a good contrast.

Navy Sail: This color represents the soothing colors of dark waves, dark rocks and dark outfits.

Khaki Lead: This color represents all natural things that surrounds my outfits, making it very environmental.

Bloomy: This color is being shown as the fog. Making it the mystery of my color palette.

Smokebox/Pale skin: This color represents the models that are modeling the outfits. Showing equal representation.

Taupeshe: This is a Taupe color that the models are wearing throughout the clothing. This color has been very popular for a long time.

Vacation sand: This color represents the outfit that one model is wearing and the wooden floors he is on.

Sky high: This color represents the light ocean beach, and the sky.

Blank Wall: This color represents the border I created around my colors, as well as the shoes that my models are wearing.

When I created this color palette and my mood board I created a soothing/calm aesthetic. These colors are being used more by young adults. My target market was between the ages 20-23. These young adults like to go on vacation and have fun and are open to dark and light-saturated colors. These colors are very popular when it comes to oversized clothing and vintage old school kicks. These are also my favorite colors so I loved to incorporate it in everyday street fashion.