

A Boy should be like a bowl of corn flakes...

extroverted

cold

harmless

Sweet

sexless

Bumfy

corn

hot

zany

By

shy

Humzah B.

dry

available

the grand canyon

dangerous

wet

a lesbian

2 inches tall

god

the opposite of himself...

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Humzah Butt was born in Brooklyn in 1996 and aside from his sub-culturally inspired and independent aesthetic, is a designer best known for his dramatic career change - from the world of industrial and furniture design to the world of luxury menswear. Humzah launched his menswear brand “Bumfy” in 2014 and has managed to bring his garments into prestigious retail spots such as Saks Fifth Ave, Bloomingdales and Bergdorf Goodman. Humzah makes sure that every garment that is released to the public is up to the utmost standards of luxury couture.

Dear Reader,

Greetings! My name is Humzah Butt and I am the founder of Bumfy. What is Bumfy? Well Bumfy is a way of living your life as if you're in bed watching Netflix with your imaginary BF/GF while eating ice cream. Bumfy is the combination of the term "bum" and "comfy". Bum + Comfy = Bumfy!!! Below you will find the trends for our SS21 Flannel Collection. I have had an enlightening experience sharpening my creative skills, and being able to write about the trends I found interesting, those that make me think about my life, myself, and my world. I hope to convey those feelings toward you, my reader, throughout my forecast. Contained in it are three of the major trends I have composed.

The first trend you will find is the colors I chose for the collection. The first color I chose is a shade of yellow I call "Wild Parsnip". The color eludes to the joy of a cool lemon ice while walking through Central Park and admiring Mother Nature at its peak in the Spring/Summer. The second color I chose is a shade of red titled, "Oxy Fire". And the last color I chose for this collection is "Good Gray" because what isn't bad for you is good for you...

The second trend for the collection is that this collection is the duality of nature. Even after centuries of industrial progress, these elements of nature maintain their intrigue, mystery and wonder about them. Owls for example are just not birds; their silence and disengagement is almost as inexplicable as it's charming. Vast and impenetrable woods still put fear into us, humans. Uncharted swamps serve no real purpose but remain the staple of sinister tales and whispered stories. Each piece will tell its own story depending on who wears it and how they decide to wear the garment.

Some of the clothes were acid-treated so they would have torn and rip as if they were eaten by moths. The items were firstly sold in an excellent condition but they would "rot" with wear. This technique may represent not only the themes of decomposition but also man's inability to sustain his battle against the natural order, that his resistance is ultimately pointless. The rotting fabric also provides the wearer with a sense of authenticity and personal history, as each piece lives on different from the others. There are so many highlights in the collection but definitely the most notorious ones are the CITY TECH sweatshirt

“Anxiety is like a spouse you’ll always be stuck with, for better or worse, who drives you crazy but you can’t live without. Bumfy is Anxiety... Bumfy stays with you for better or worse and let’s be honest: can you live without comfort?”

Sincerely,

Humzah Butt