



Mood Board (Reversible Jackets)

Renee Birchwood



Reversible Jacket

You eagerly look at the time on your Apple watch: 8:00pm is only an hour away but work makes it feel like eternity. It's a Sunday which means tomorrow repeats the cycle of another school day. Last week you've buried your head in review notes and assignments while juggling to reach on time for your part time job. You stand on your feet for at least five hours and before you know it your taking the train downtown to get back home to finish up any other forgotten assignments. All to do it again the next day. Its Sunday, the end of a week and the birth of a new one. The week was packed with stress but for today you want a little bit of relief. Something that would make the ending of your week feel less crappy. You want to do something that will at least put a smile on your face. You live in New York so there's many activities to partake in around the area. There's restaurants, the movies, shopping in Times Square but for tonight you have something else in mind. Its 8:00 pm you clock out, grab your reversible jacket, and walk along Soho at night to admire the freshly painted graffiti.

The target audience in my scenario is Generation Z. I believe that this generation leans more towards urban streetwear that is both comfortable and eye catching so with the reversible jacket it provides comfortability and two different looks in one jacket. The activities my target audience would go through are focused on their type of environment. For example in my scenario my teen has to worry about classes while having a part time job and traveling by mta transportation. The environment is very fast paced and usually when you are in an faced paced environment you don't have time to completely plan your outfits. The motivation and psychographics of buying the jacket is based of lifestyle. I want generation Z to think the jacket is stylish and a quick grab on the go that can elevate what you are wearing underneath.