



FEEL BEYOND TOUCH

Supreme

x FUJIFILM

**AN INTERACTIVE, EXPERIENTIAL COLLECTION THAT IGNITES THE CONSUMER'S CREATIVE CONSCIOUS,
MERGING MATERIAL WITH SELF.**

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FEEL BEYOND TOUCH

A new age of consumerism has been born. People are no longer attracted to products that serve no purpose and hold no versatility. Clothing is growing and morphing to adapt to the new wants and needs of the consumer. However, people are seeking honesty and trust within brands. For this reason, I have chosen to select a brand many of us have grown with. Supreme. And to strengthen and freshen the brand, Fujifilm was selected as a facet and reminder of artistic expression within the Supreme name.

Supreme and Fujifilm have acknowledged the mission that everyone has an artist within. What lacks from these companies is highlighting the action that comes with being a creative. In order to touch consumers through the ethos of these brands' grassroots, "Feel Beyond Touch" was created.

"Feel Beyond Touch" is a experiential collection that seeks after the creative within the consumer by catalyzing three attributes within every client. Authenticity, Collaboration, and Innovation. All while upholding the importance of sustainable matters of production and consumption, and versatility in clothing that creates a gender fluid collection.



THE SEARCH FOR MORE



FROM COMMUNITY

As a company that started with the intention of bringing like-minded individuals together it became evident that Supreme needed direction that stemmed from their initial inspiration as a whole- people.

The company boasts itself on the attitude of creativity, with it's consumer base and following containing a large demographic of artists, skaters, and visionaries alike.

From a local Manhattan skate store selling hoodies and sweatshirts on Lafayette street to becoming a brand that has one of the highest cult followings, it is no surprise that Supreme has the potential to catalyze a new wave of creativity within community through collaboration.



TO COLLABORATE

With the rise of the logo, and representation by the likes of Kanye West, A\$AP Rocky, and Tyler the Creator, Supreme quickly became a household name, trailblazing the meaning behind the word "hype".

Teenagers across the world began seeking out obscure items with the infamous red rectangle due to it's scarcity and unconventional charm, the fashion brand not only got away with selling items such as crowbars, fire extinguishers, and inflatable rafts- they created a culture.

Breeding a community that was enamored with obscurity and watching a phenomenon grow right in front of them, Supreme adopted a new generation of creatives- a generation that not only wanted more, but also defined what more meant.



WE HAVE VISION

As a new age of consumerism reinvents the retail experience around the world to innovate and bring originality to the table, buyers have become more and more aware of what is trying to be sold to them versus what they are receiving. This leaves Supreme and Fujifilm, brands that attain a sense of familiarity and comfort among Gen Z and more, the opportunity to take advantage of it's creative network and following to revolutionize the future of clothing.

Although Supreme's original streetwear aesthetic is declining demand, their name does quite the opposite. With name, network, and recognition these brands sit perfectly with the concept of expansive collaboration through clothing and experiential events, giving the consumers creative freedom and uniqueness through innovative technology.

PERSPECTIVE



25%
OF THE WORLD'S
POPULATION IS GEN Z

GEN Z RANGES
FROM AGES

12 - 25

61%
OF STREETWEAR IS
MARKED AS MENSWEAR

STREETWEAR HAS SWITCHED FROM BEING WHAT PEOPLE ON THE STREET ARE WEARING, AS AN ORGANIC THING, TO WHAT BIG CORPORATIONS ARE TELLING THEM TO WEAR. - DEREK GUY

PERCEPTION



FUJIFILM MOTTO

VALUE FROM INNOVATION

BUYERS SEEKING
TRADITIONAL LUXURY
(TAILORED CLOTHING,
ONE OF A KIND,
ARTISTIC EXPRESSION)

#1
SUPREME-
TRADED BRAND
UNDER APPAREL ON STOCKX SINCE 2020

WHAT THIS MEANS FOR

Supreme

x FUJIFILM

AUTHENTICITY

With growing buyer-awareness of the people behind brands, Supreme X Fujifilm puts the control right back in the hands of the consumer.

Growing a collaboration that rewires intention back to the grassroots of their businesses, that encapsulates bringing like minds together and laying down the foundation for creatives allows for revolutionary and authentic expansion.

**RE-IMAGINING PAST
SUPREME SHOOT
FILM ROLLS
VIA GRAPHIC PROMOTION**

**SOCIAL CAMPAIGN OF
ARTISTS SHARING CHILDHOOD
FILM OF AN ERA THAT
INSPIRED THEIR WORK**

COLLABORATION

As consumers begin to disfavor the idea of mass production and unoriginality within their purchases, a sense of collaboration to create the new arises. This sense not only pushes the average buyer to seek out creativity but also be apart of the process. With both Supreme and Fujifilm being multifaceted companies attracting creatives, an opportunity of feeling a sense of community, self-worth, and reflection through an omnichannel of experiential marketing heightens.

**POP UP BRANDED PHOTO-BOOTHS
IN VARIOUS BIG CITIES**

**HAND PRINTED T-SHIRTS WITH
CLIENT'S FILM, ART, AND/OR
SUPREME X FUJIFILM LOGO**

**VIDEO AND PHOTO CAMPAIGN OF
SEVERAL ARTISTS STYLING MODELS
IN COLLECTION TOGETHER
(EMPHASIZING PERSPECTIVE TO
PERCEPTION)**

INNOVATION

To take Supreme X Fujifilm to the next level a third facet of technological advancement takes place within the structure in design and capability of the garments. With integrated technology within each garment, the capabilities and freedom of the pieces not only inspires the client to personalize the collection but makes them the creator of their reality within the clothing.

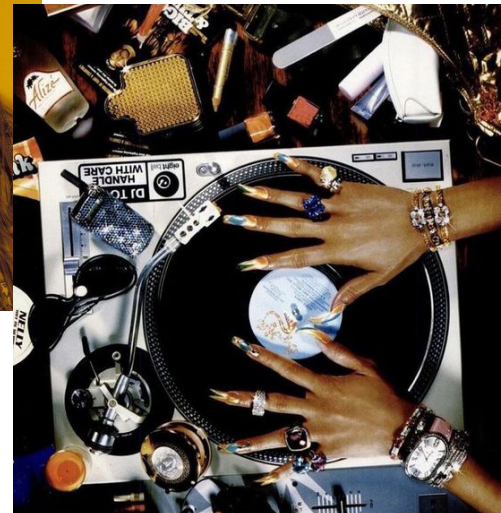
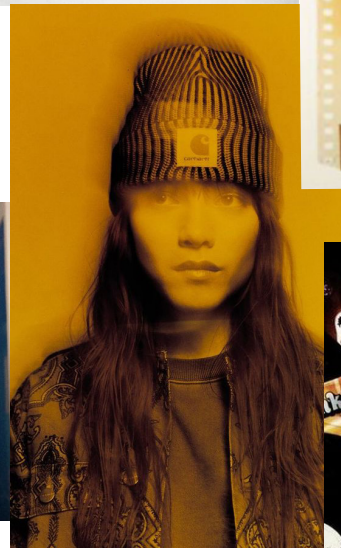
**INTERACTIVE TECHNOLOGY TO
CONNECT EXPERIENCE
WITH GARMENT**

- SCRATCH OFF MAP OF CITY ON
BACK OF JACKET
- INTEGRATED AND FUNCTIONAL FILM
ROLL IN GARMENT
- ADJUSTABLE GARMENTS & TEXTILES

moodboard



i am
the designer
of my own
style.



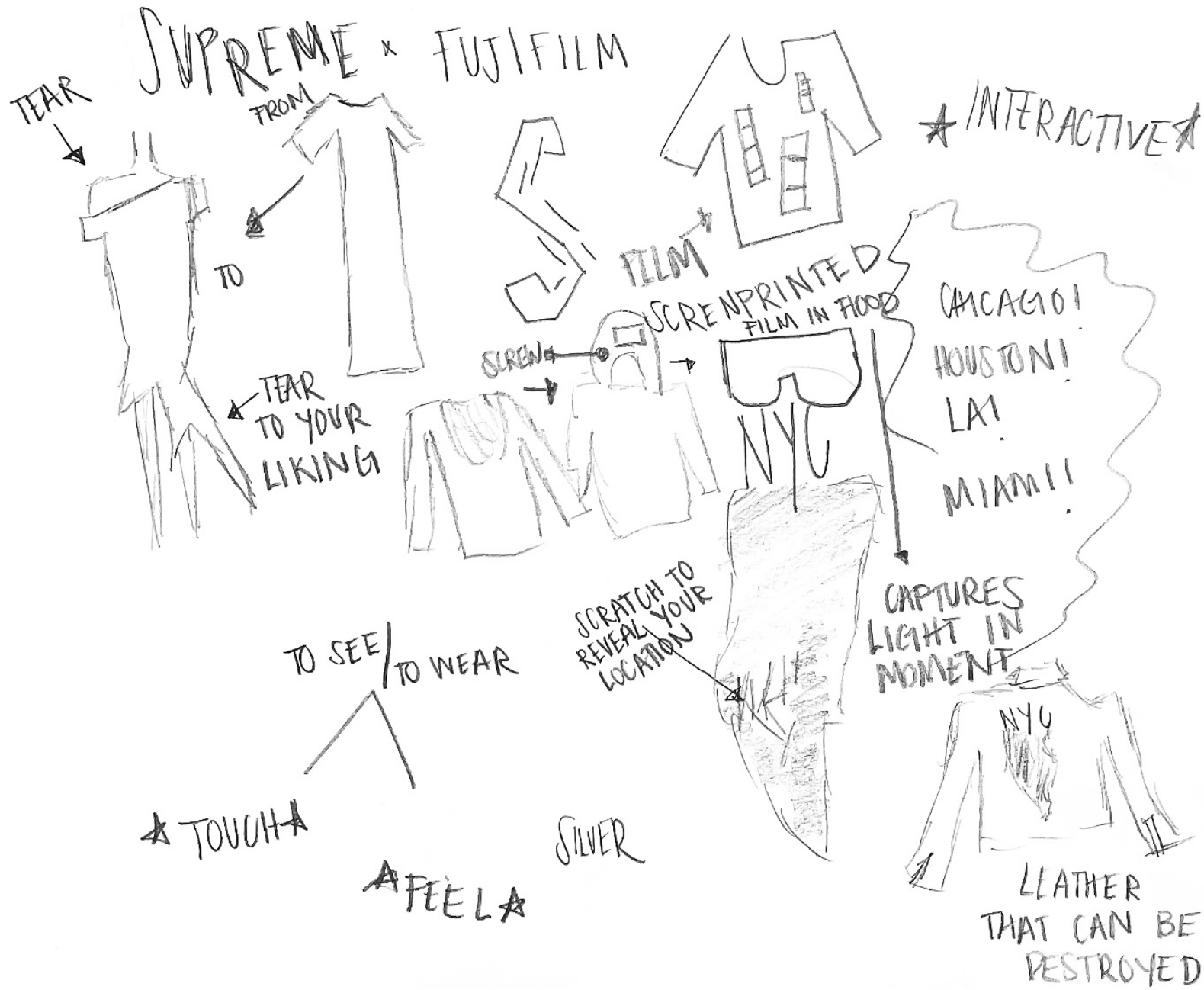
"Originality can only arise when you are connected to yourself."



It is an act
of honesty."

> HIP HOP
(clockwise from top left): sneakers and accessories "Pulsation" rings, both by Chanel Fine Jewelry; watch and diamond ring by Bambi Barnes; "hollywood man" diamond ring by Plague; pink sapphires and diamond bracelet, all by The Dufferin for Eragon NYC watch by G. Armani; (top right) watch "tutti" ring with sapphire crystals by Riccardo Gabiani watch yellow sapphire ring and diamond and yellow sapphires bracelets, all by The Dufferin for Eragon NYC; "Lullaby" diamond and platinum collar ring by Vitto F&C; (bottom left) Urban Street Watch by Versace; (bottom right) watch by Chanel; (bottom) sunglasses by Chanel; (bottom right) watch by Blaise Gault; (bottom) watch by Helmut Lang; (bottom) Women Progress and Lights on Lights glasses, both by Versace; face and body sprays by T. LaCherita; and polish in Chica and Chica, both by Maria Lugaresi in Clear and Blue and K.C. Face, both by W.A.C. Cosmetics; Versace's Versace Home gears by ERM; (middle) face by Espresso; (bottom) limited edition "Tee" Tee-shirt, both by W&B. BEAUTY NOTES: Nails: nail polish in Blue Lagoon and Chica Cha, G.P.A. nail polish in Moon Lagoon and Sheer Enchantment. See THE DETAILS, page 206.

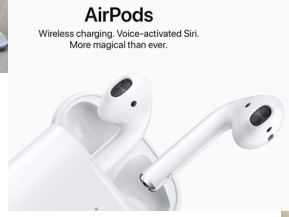
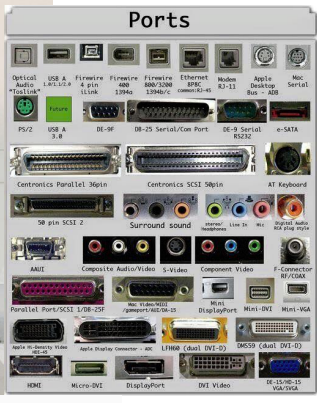
SKETCHBOOK



LOOKING

BACK

AHEAD



inspired by clothing structure of the 80s

bold colors

more retro, covering the body

comfort

relaxed

casual & oversized

convenience- extra pockets and room, technology developed to make life easier



intriguing

exciting

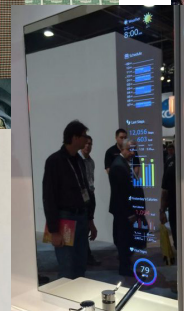
collaborative

unconventional & innovative

adjustable

tight

transformative structure & warm colors



COLOR AND MATERIAL

All colors and materials have been sourced with intention. Intent of texture, functionality, background, and sustainability. Intent of creating a resourceful means of production to a meaningful act of purchase.



RIPSTOP NYLON

- waterproof
- durable
- breathable
- windproof
- recycled
- sleek

The use of nylon in the collection exhibits versatility. The material will be used in areas for use of it's functionality. Fully made from recycled materials to exhibit the connection of past to future material.



COTTON PLAIN & VOILE

- can be ripped
- breathable
- sheer

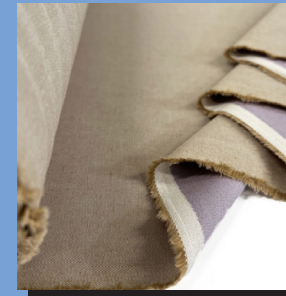
Cotton plain and voile was added to create and interactive and transparent aesthetic to the collection. Pieces have been created to be collaborative and hands on giving the client the option to show more skin through sheerness and destruction.



JAPANESE DENIM

- sentiment
- structure
- inspirational production
- eco-friendly

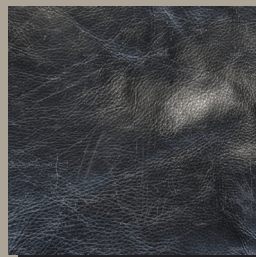
Japanese denim highlights the art of textile that translates into fashion. The denim has soft and stiffer texture that creates form, and intricate history that creates inspiration with consumers and an eco-friendly dying process compared to other denims.



COTTON GABARDINE

- form
- attitude
- warmth
- timeless

To continue to innovate and excite the collection cotton gabardine is used for a timeless and exciting feel. Mixing more of a serious textile in an artistic way creates intrigue within the collection.

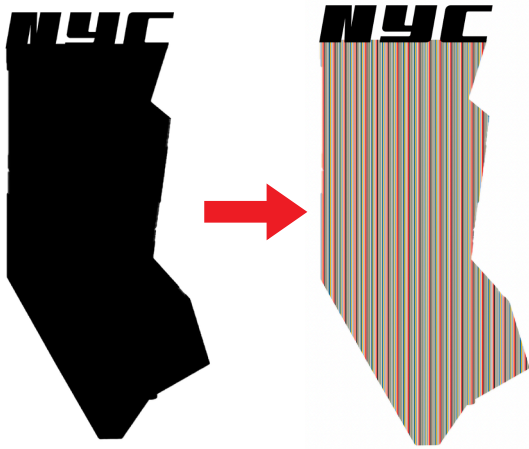


RECYCLED COUCH LEATHER

Highlighting the collection's intent of being interactive and sustainable, the use of worn out leather recycled and re-purposed from unwanted couches gives the client the ability to destruct their garment with wear and experience. This couch leather retains marks, scratches, and ink. The collection includes this leather with maps printed on and the ability for the client to engage with the textile by scratching off areas on the map explored. Pushing them to explore, imagine, and capture their experiences- and embrace the wear, tear, and authenticity that comes with it.

#E6B519
#0C82B5
#F9AA6C
#ED1C25
#000000
#9C7B5C
#6F8970
#ADA497
#036097

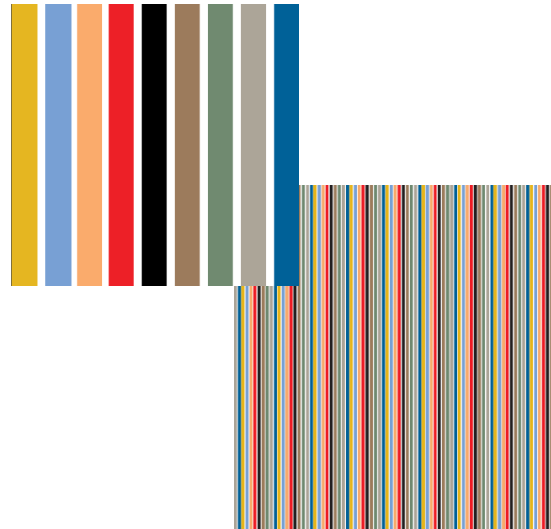
PATTERNS & PRINTS



CITY MAP PRINT

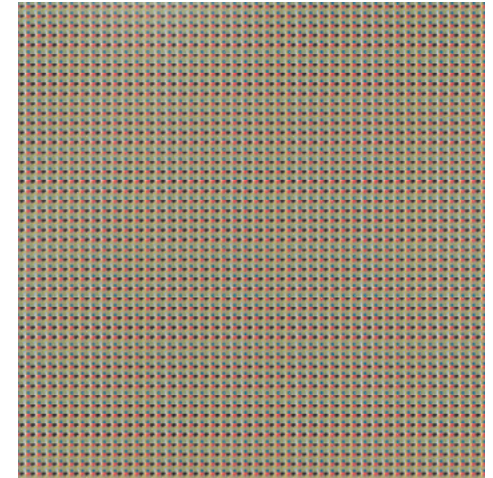
MAP DEPENDANT ON LOCATION

Printed on the back of the coats designed with recycled couch leather, the map is scratch-able to reveal a striped pattern. The action not only is innovating but boasts new creative technology.



STRIPED PATTERN

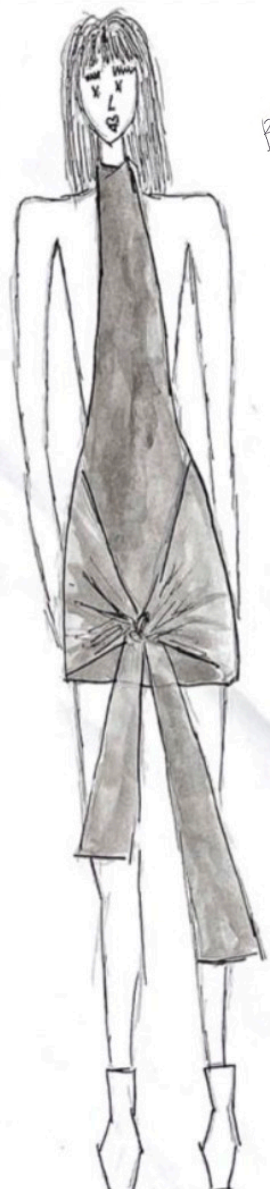
To create a cohesive feel with naturally merging colors and play with the way color translates from film to fabric, this striped pattern was created. Exhibiting the entire color story consisting of warm neutrals and toned holds, the colors replicate the way film morphs color shades in photographs while staying in theme with Supreme's creative palate.



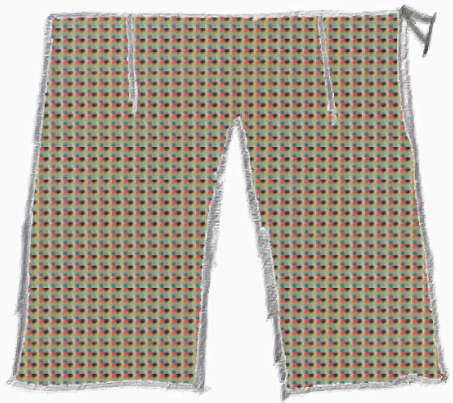
DIGI PRINT

Keeping in mind that the future of fashion is encapsulating a digital verse of consumerism, I was inspired to merge warmer, film colors with an invigorating print. Not knowing what is being looked at, however recognizing that it is too much for the mind to comprehend connects me to what it feels like to think of the future.

DESIGNS



BLACK
COTTON
VOILE



GIABARDINE



JAPANESE
DENIM



RECYCLED
COUCH
LEATHER



RAW
ZIPPER



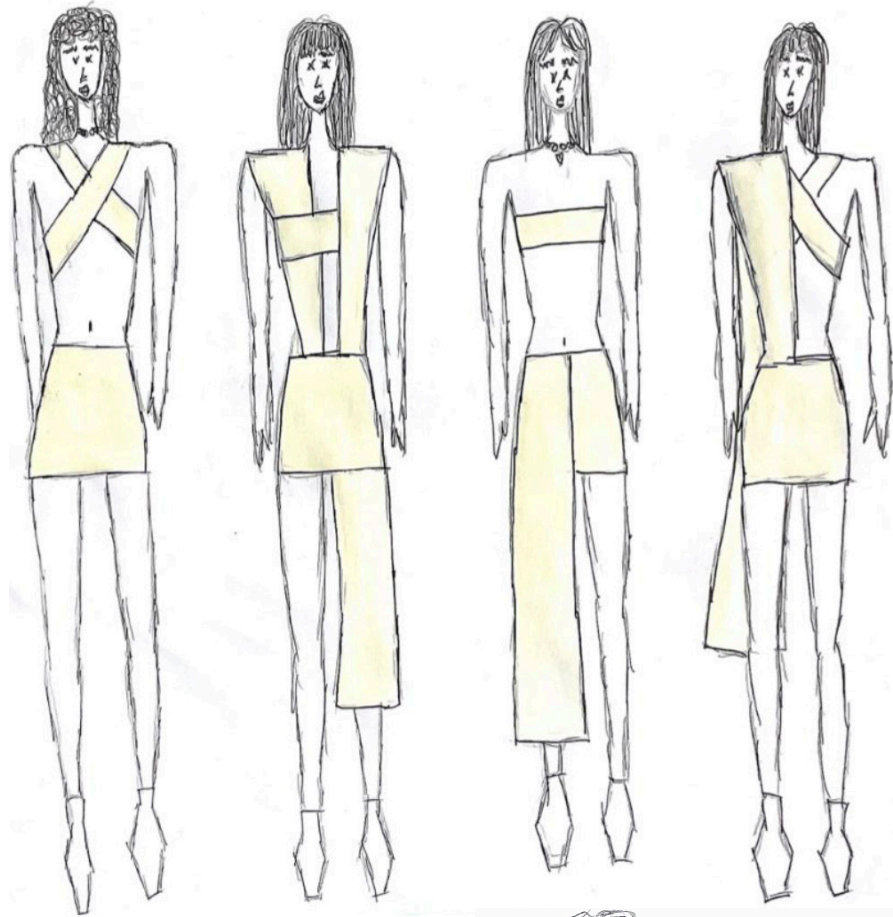
FILM
CAPTURES
LIGHT



SCREEN TO
MOVE FILM

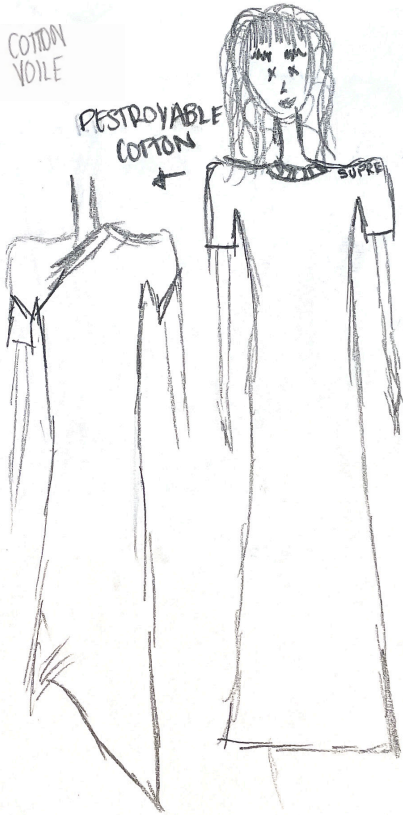
DESIGNS

COTTON
VOILE



COTTON
VOILE

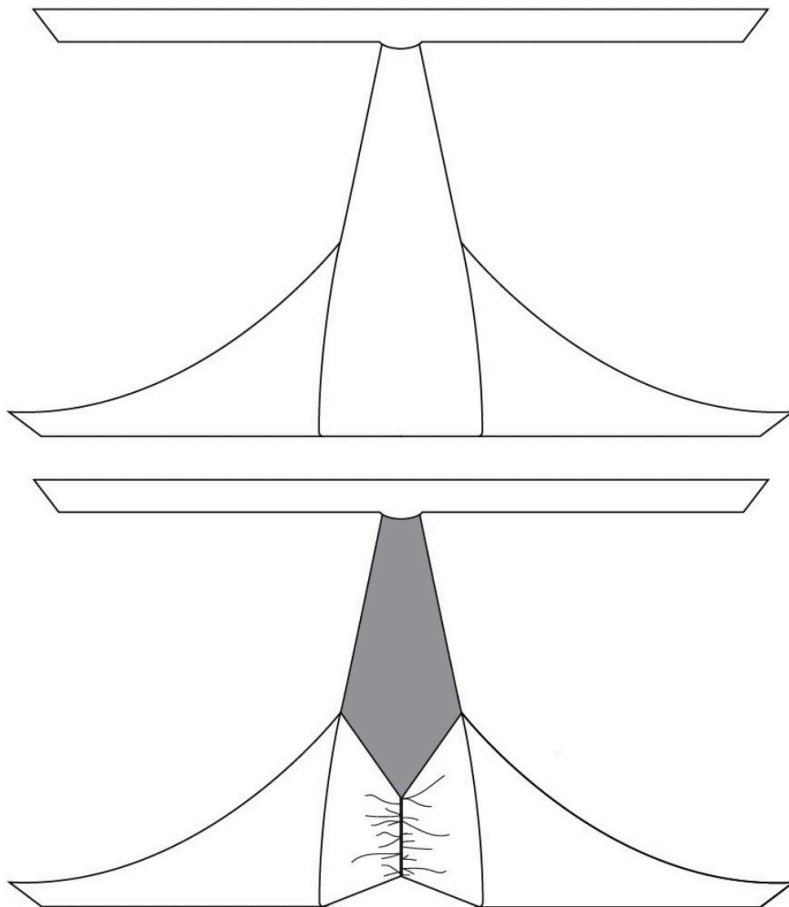
RECYCLED
COTTON



RECYCLED
COUCH
LEATHER

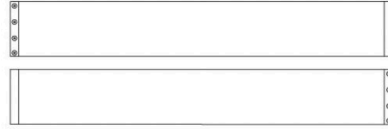
RECYCLED
COUCH
LEATHER

FLATS



FLATS

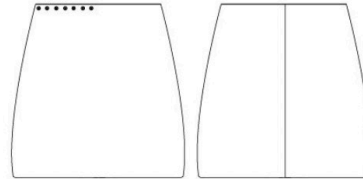
BANDEAU



TIE TOP



SKIRT



SKIRT ATTACHMENT



SKIRT ATTACHMENT BOOSTER



DETAILS

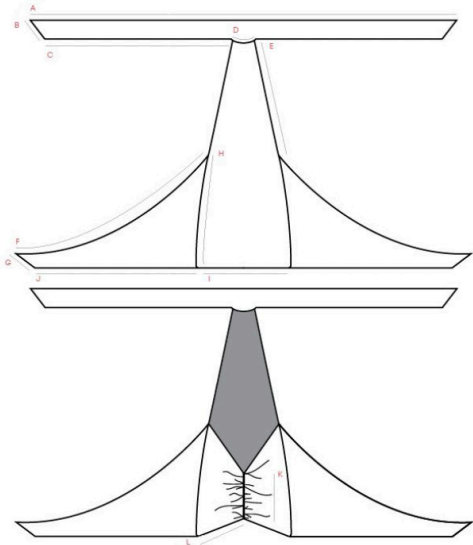
POINT OF MEASURE

BRAND: AVA LAHIJANI

DESIGNER: AVA LAHIJANI

STY NAME: GOTTA GO DRESS STYLE NO.: 42223

SIZE RANGE AND SAMPLE: XXS, XS, S, [M], L, XL, XXL



LETTER	MEASUREMENT (INCHES)
A	66.5
B	2.75
C	30
D	6.25
E	17.5
F	42.5
G	4
H	20
I	21.5
J	34.5
K	10
L	11

DETAILS

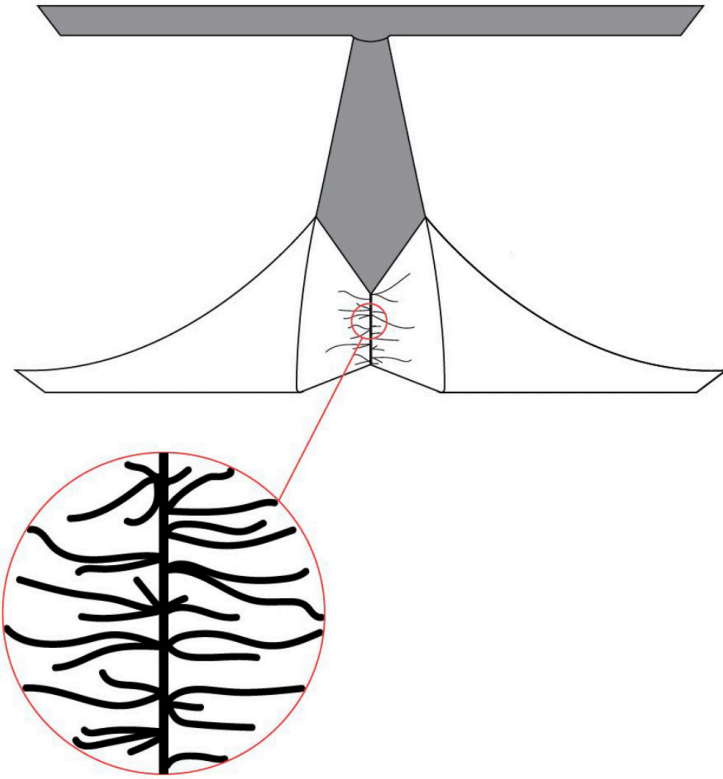
CALL OUT

BRAND: AVA LAHIJANI

DESIGNER: AVA LAHIJANI

STY NAME: GOTTA GO DRESS STYLE NO.: 42223

SIZE RANGE AND SAMPLE: xxs, xs, s, [M], L, XL, XXL



DETAILS

BILL OF MATERIALS




BRAND: AVA LAHIJANI

DESIGNER: AVA LAHIJANI

MAIN FABRIC: BLACK cotton voile

STY NAME: GOTTA GO DRESS STYLE NO.: 42223

SIZE RANGE AND SAMPLE: XXS, XS, S, [M], L, XL, XXL

ITEM	QUANTITY	COLOR	PRICE	PHOTO	PURPOSE
THREAD	125 YARDS	BLACK	\$1.99		Sew all fabrics and elastics together, binding. Also used for ruching.
cotton voile	2 YARDS	BLACK	\$14.98		Fabric adds shine, buttery feel, outside shell of garment.
ELASTIC	2 FEET	BLACK	\$3.79v		Used for ruching, pulled while sewing center back to ruche the fabric.

CAMPAIGNS

To create an atmosphere around the collection that promotes an attitude of collaboration, innovation, and authenticity three campaigns, targeting short and long term impact, will be established to initiate a disruptive and experiential impact on Supreme and Fujifilm's audience.

HERO

EMOTIONAL RESURGENCE

- Social movement pushing artists to share Fujifilm memories that inspires their work
- Pushing graphics, adverts, posters, containing past Supreme shoots shot on film

EXPERIENTIAL POP UPS

- Supreme X Fujifilm pop ups in NYC, LA, Houston, Chicago, and Miami
- Branded photobooth with color-scheme and logo
- Hand printed T Shirt booth where clients can print their photos on Supreme X Fujifilm collection

INTERACTIVE TECHNOLOGY

- Video and social campaign of influential "streetwear" artists such as photographer Tyler Mitchell, rapper A\$AP Rocky, Tyler the Creator and more style the collection on each other. Pushing the idea of collaboration sharing the emphasis on perspective and perception that emerges a feeling greater than touch.

SIDE

EMOTIONAL RESURGENCE

- Movement continues on fashion and lifestyle influencer's social media, pushing followers to do the same
- Adverts takeover on website and social with countdown takeover before collection and video and social campaign taking place after

EXPERIENTIAL POP UPS

- Branded memorabilia continues the lifestyle and name of the collection with clients
- Various fashion and lifestyle influencer's promoting pop ups via digital content, sharing t shirt creations and photobooth rolls

INTERACTIVE TECHNOLOGY

- Adjustable, convertible, and sustainable collection continues to serve as a timeless capsule that client's applied their creativity to
- Influencer's in social and video campaigns takeover Instagram channel, to share their creation.
- v street photos follow

REACH AND SUCCESS OF

Supreme

x FUJIFILM

AUTHENTICITY



Digital and social sharing pushes a movement of sharing throwbacks and thought development of meaningful moments, connected to the ethos of the brand.

All age groups, as film has been a timeless factor of many childhoods

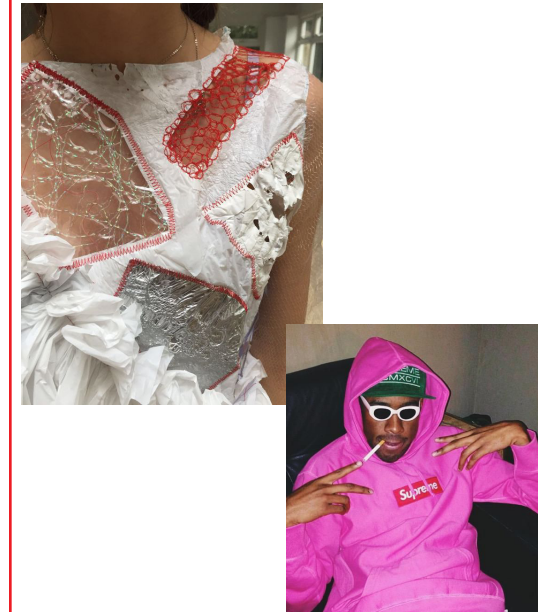
COLLABORATION



Memorabilia shared across an omnichannel of media by consumer and influencer's alike, highlights the movement of the "Feel Beyond Touch" motto.

Mainly Gen Z and following of millennial artists

INNOVATION



Technology designed to reflect the client creates a boastful attitude to the garment. Social takeover inspires like minds to get creative with the collection as well.

Mainly Gen Z and following of millennial artists

SOURCES

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