



Rhea Eckenrod

TXA 350D



Brand Identity

bold, quirky, and youthful aesthetic

graphic prints, cheeky slogans, bold colors and nostalgic references

Unapologetic, Kitschy, Individuality

Sustainability

Introduce fabric sourcing transparency

Deadstock Fabric and Trims

Reduce Outsourcing labor and production

Customer

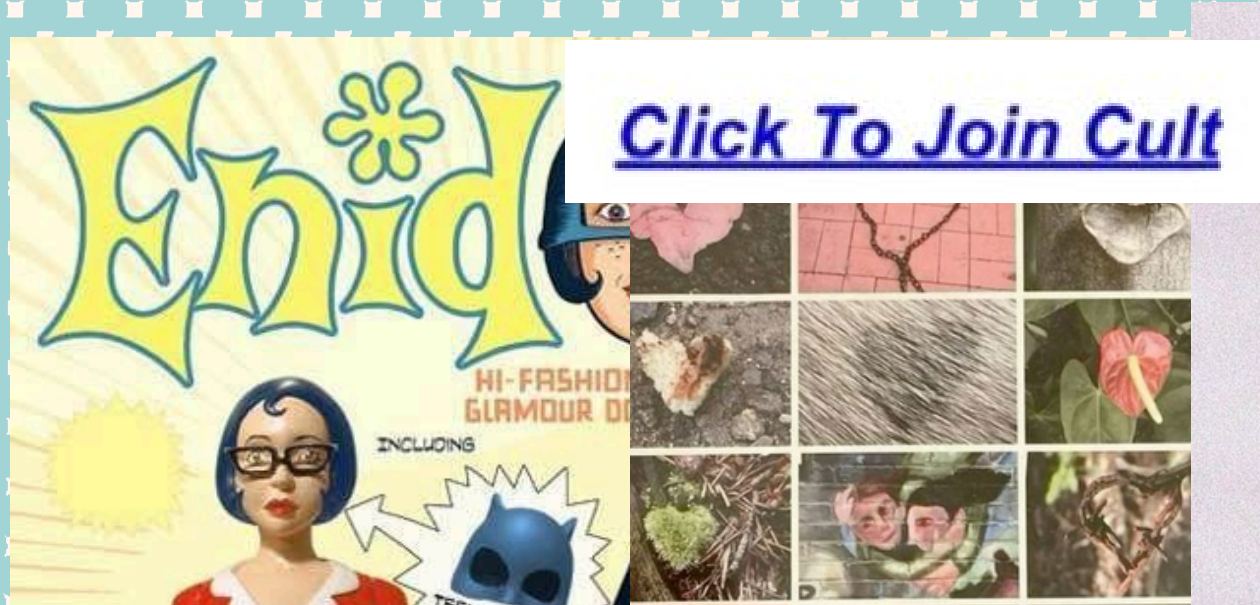
- Age : 16-25 years old
Gen-Z and Early Millennials
- Gender: Predominantly female
significant number of gender-fluid and non-binary customers
- Income: Moderate to upper-middle-income
can afford mid-priced fashion but often seeks trendy, high-visibility items



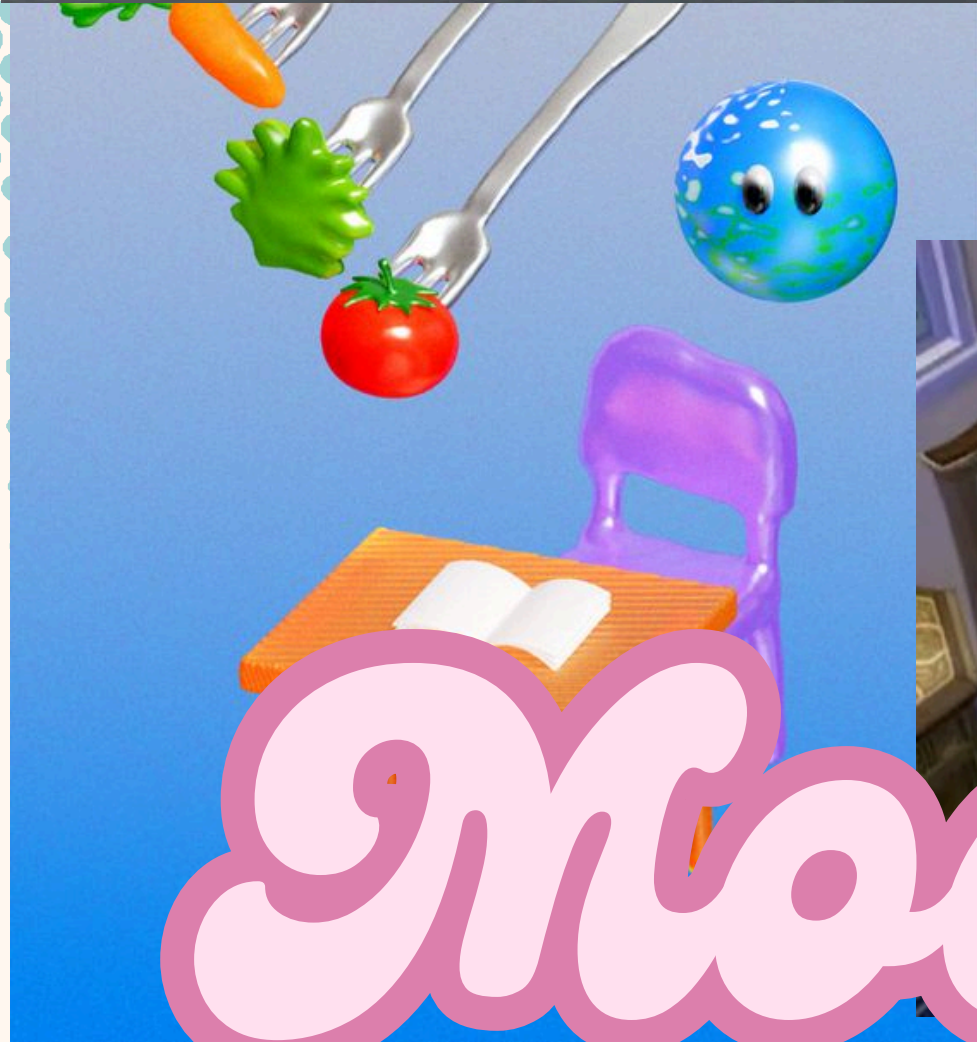
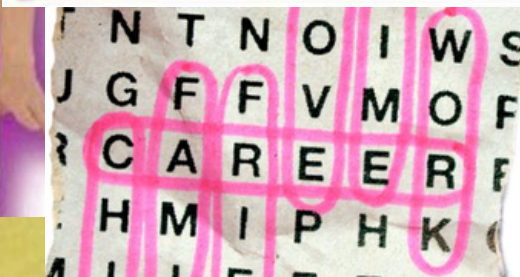
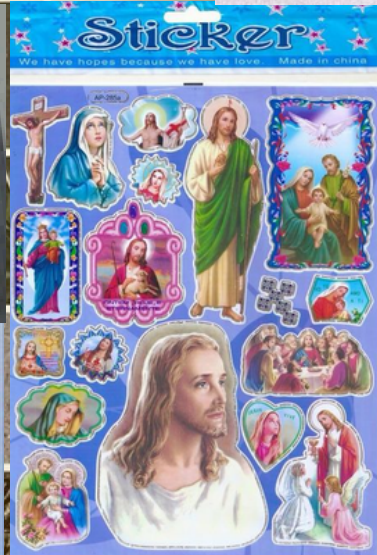
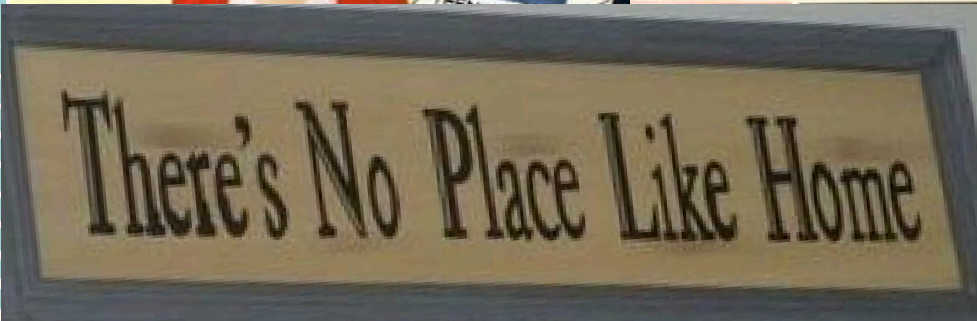
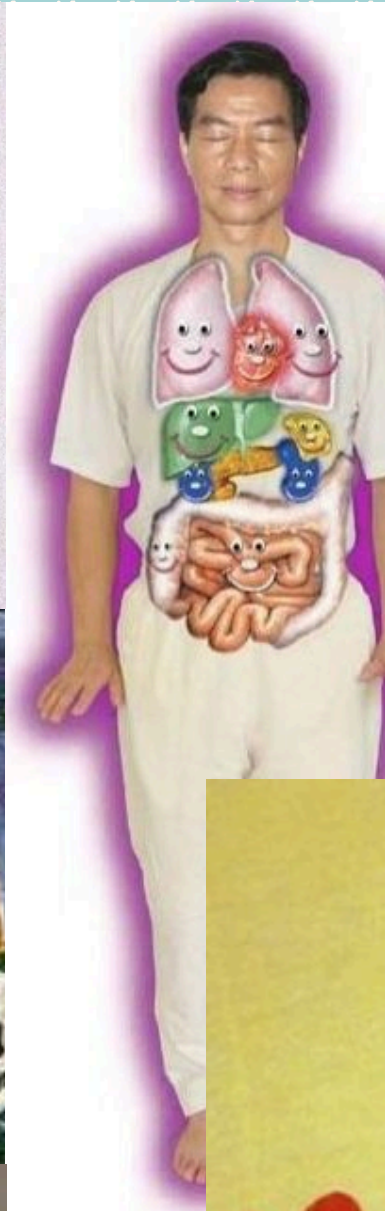
Profile

Meet Lily Park!

Lily is a full time College student and a part time fashion influencer. Lily grew up in the digital age, and her style is heavily influenced by the resurgence of Y2K fashion, e-girl aesthetics, and internet culture. She loves the feeling of wearing something that makes her stand out, especially when it gets attention from her followers or strangers on the street. And although she resents the term, she is "chronically online" and believes she pushes the boundaries of what's considered "mainstream."



[Click To Join Cult](#)




Mood

Board

Collection Story



As a hyper-femme brand, this Spring 2025 Omighty collection focuses on the forgotten voices of women. Not only will the collection reference feminist writings and film, but showcase the lack of visibility in the modern woman's everyday life. From the things she cooks, to what she reads, and what she consumes online; these are not the only things that define her, but they are a part of her world.



Trend Research

Literature and Film References



Proenza
Schouler SS
25'



Nanushka SS 25'

Chanel SS 25'

Striped Prints

Peer Visibility



Print Story



Film Negatives
Print



Sheep Print



Mouse Cursor Print

Pantone
7703 C

Pantone 12-
0730

Pantone 19-
1223 TCX

Pantone 18-
1763 TCX

Pantone 13-
2804 TCX

Pantone 18-
0110 TCX

Color
Story

Fabric



plastic beads



Stretch Cotton
Jersey
95% Cotton / 5%
Spandex



Cotton
Pointelle
100% cotton; 60%
stretch



Cotton Cable
Knit (4-way
Stretch)
60% Cotton, 36%
Polyester, 4% Lycra



Cotton 8x4 Rib
Knit
80% Cotton, 20%
Elastane

Idea #1: Layering



* Sequin Tube Top w/
bikini strap details

- stretch sequin fabric
w/ rucking in between cleavage
- bikini in contrasting
material

* Mini Shorts w/ two stripes
- stripes only in front?
- two diff. color stripes
w/ bold short color.

* cross body tank w/
sequins

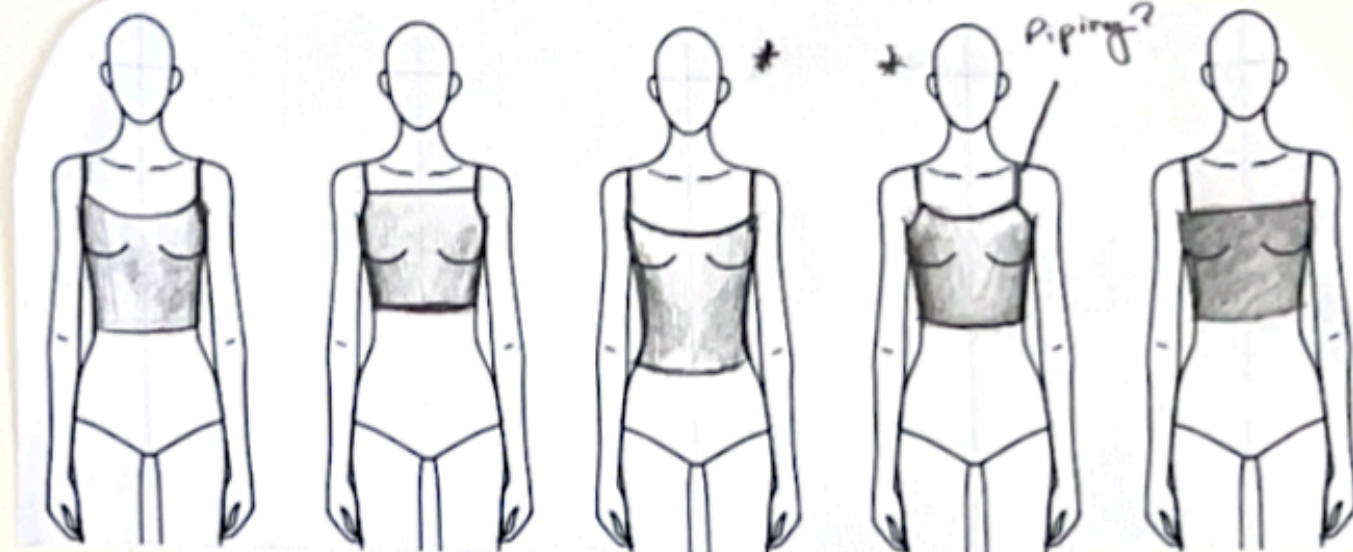
- longer length
only one side has
sequins
- back is plain

* Stripe waistband
cheerleading skirt
each fold is a diff.
color.

* off the shoulder graphic

- lace fabric on shoulder
area
- graphic print under
neath.

* lace tights w/ under
wear overlay
- brief logo peeking out.



tank silhouette ideation
- do tanks go over or under?
- cropped or hip length?
- how form fitting?



maybe tank
shape.

* illusion t-shirt

- contrasting colors
- ringer illusion

* illusion skirt
- screenprinted.

- two imagery
or even monk
skirt w/ belt?



* geometric hem
3/4 sleeve top.

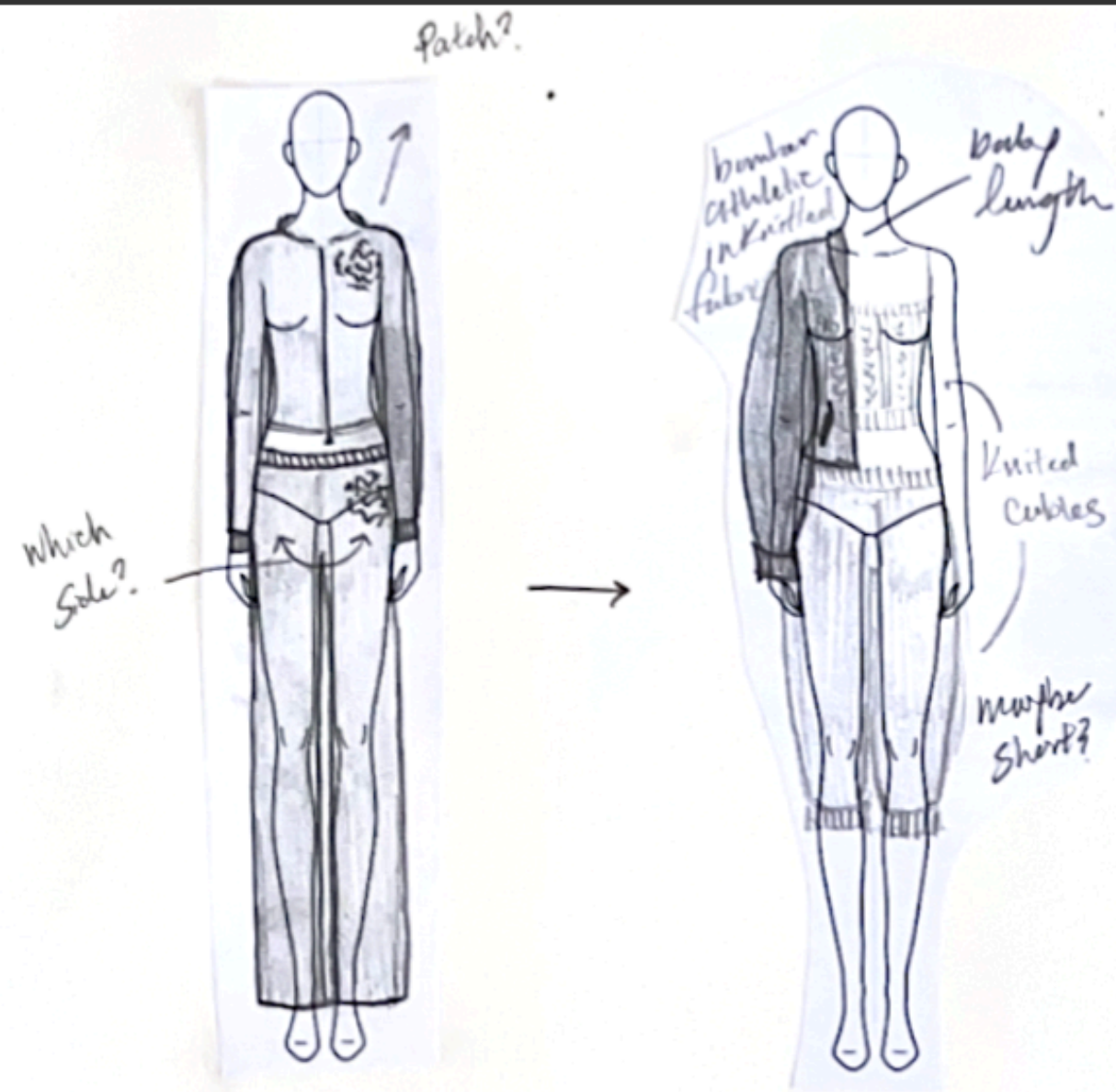
baseball style
sleeves

- fold over areas @
shoulders.
maybe wider
hem.

* bermuda shorts
w/ tightening straps
w/ heads.

fold over waistband

Idea #2: Illusion garments



* Zip up hoodie

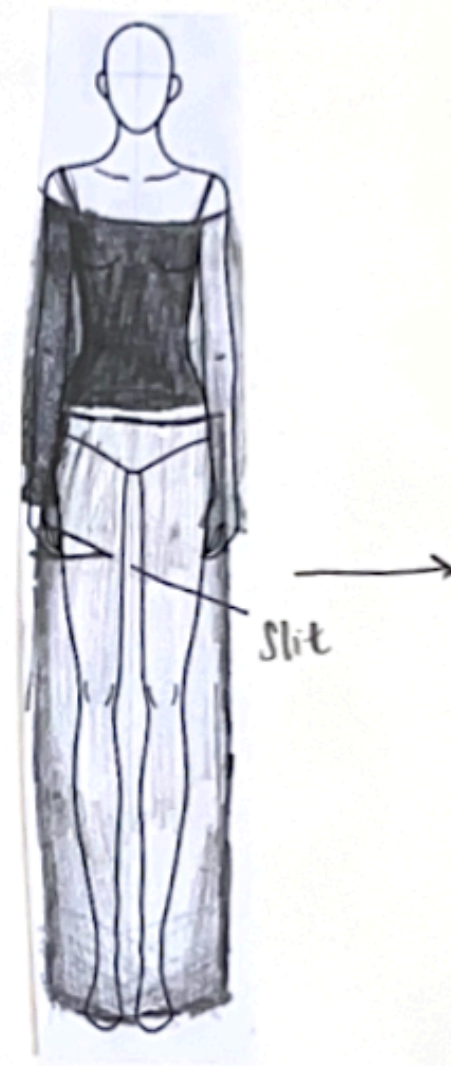
- floral patchwork applique
- textured fabric (pointelle?)
- maybe diff. applique

* Sweatpants

- applique
- flared hem
- elasticized waistband
- mini skirt version?

* Cable Knit Workout set

- tank w/ hoodie pocket?
- what length of shorts?
- all pieces are the same fabric
- ribbing on tightened areas.

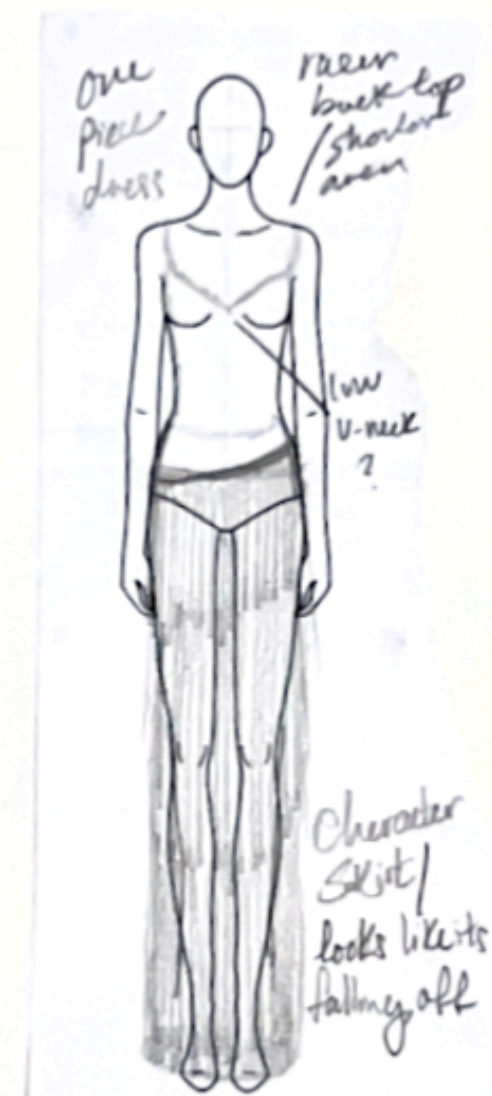


* Sheer long sleeve w/ graphic tank

- Sheer fabric is flouzy.

* character skirt w/ slit.

- Slit has finished edges

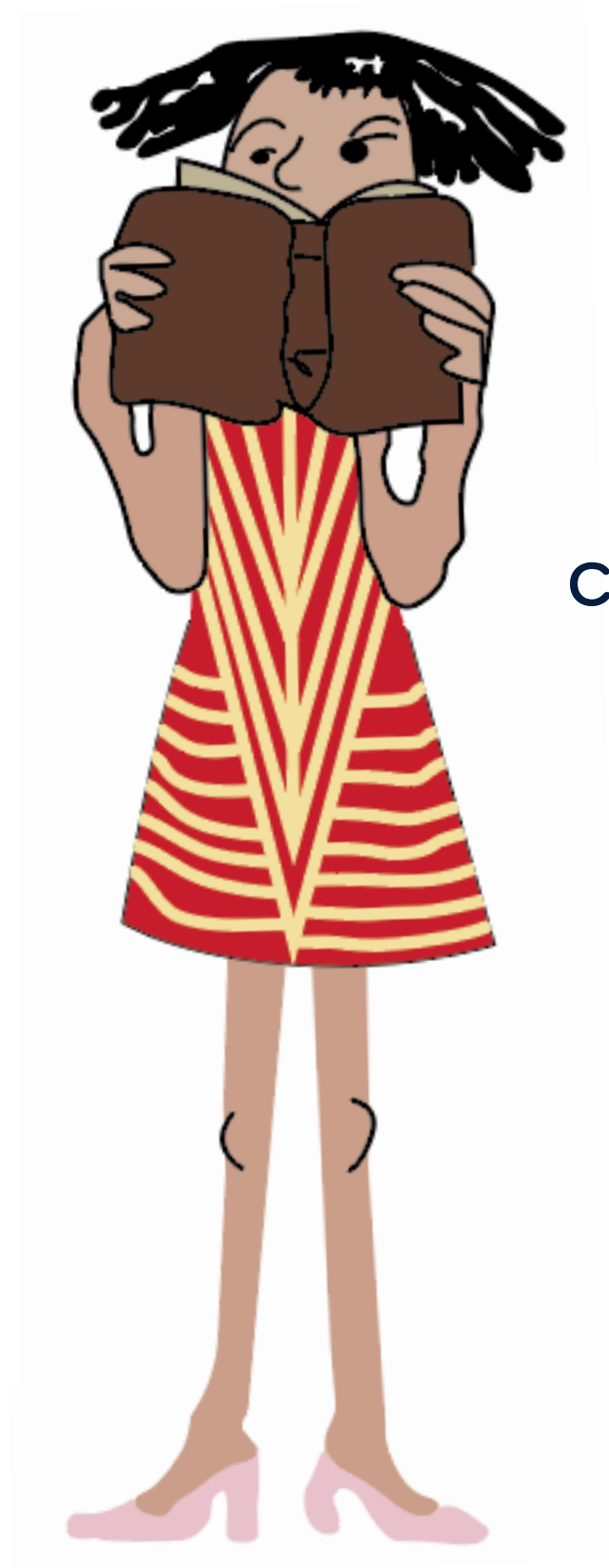
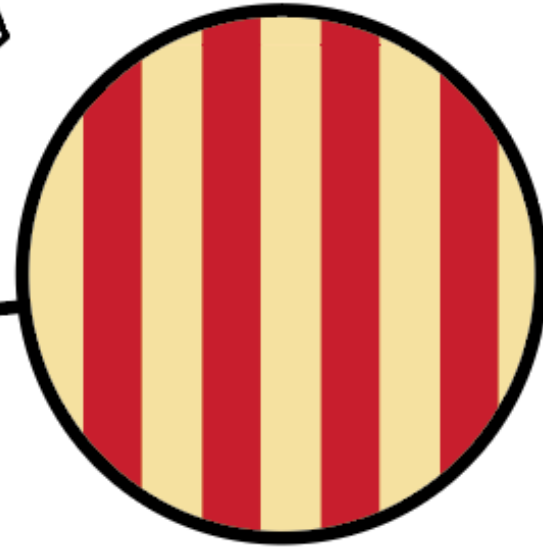
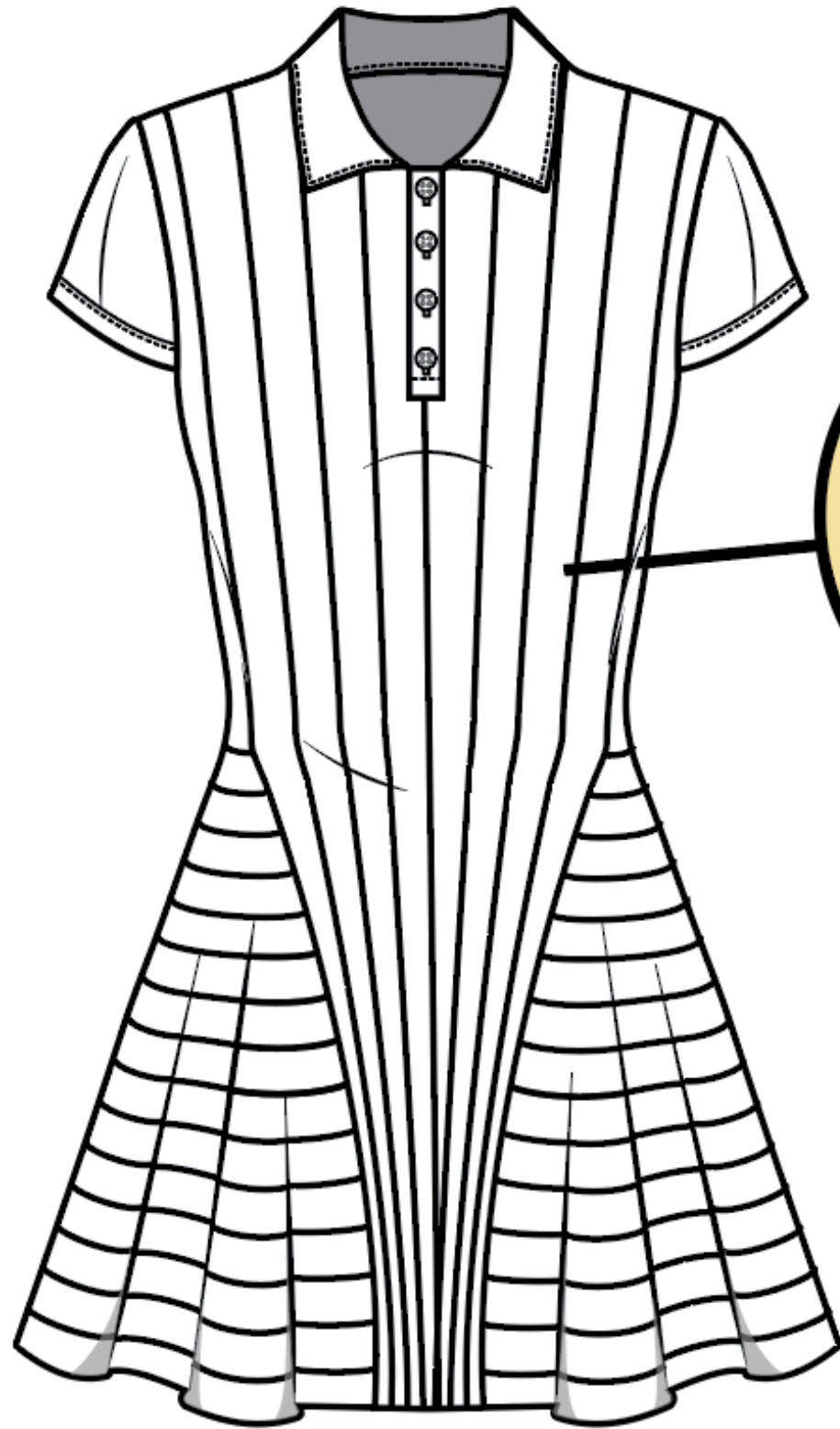


* illusion dress

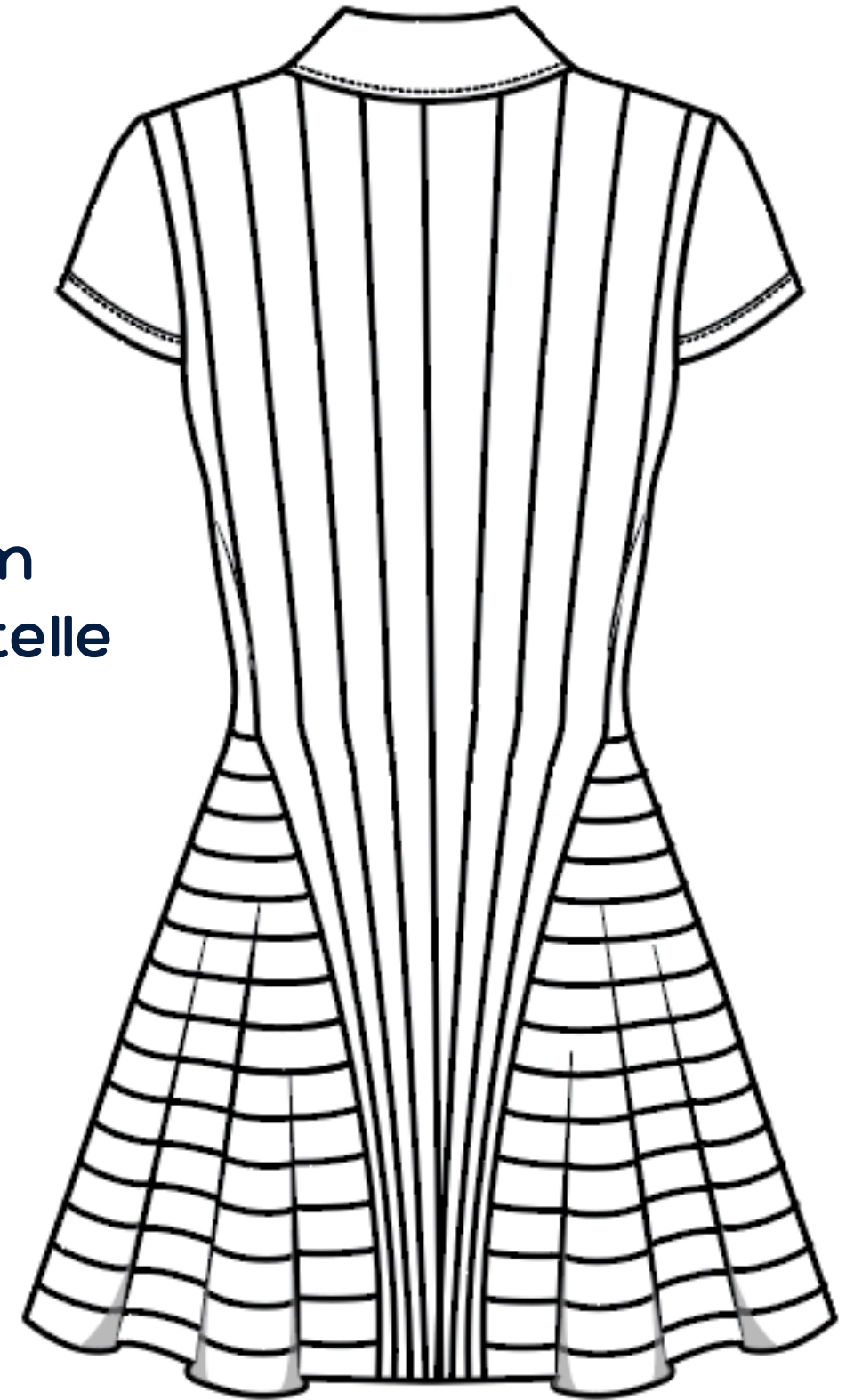
- thicker fabric on the lower skirt
- maybe mid calf?



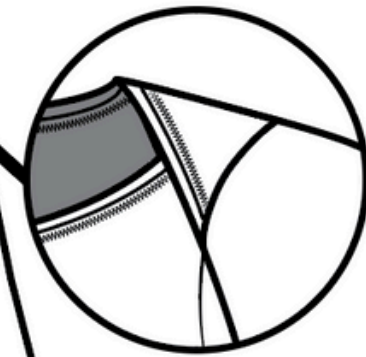
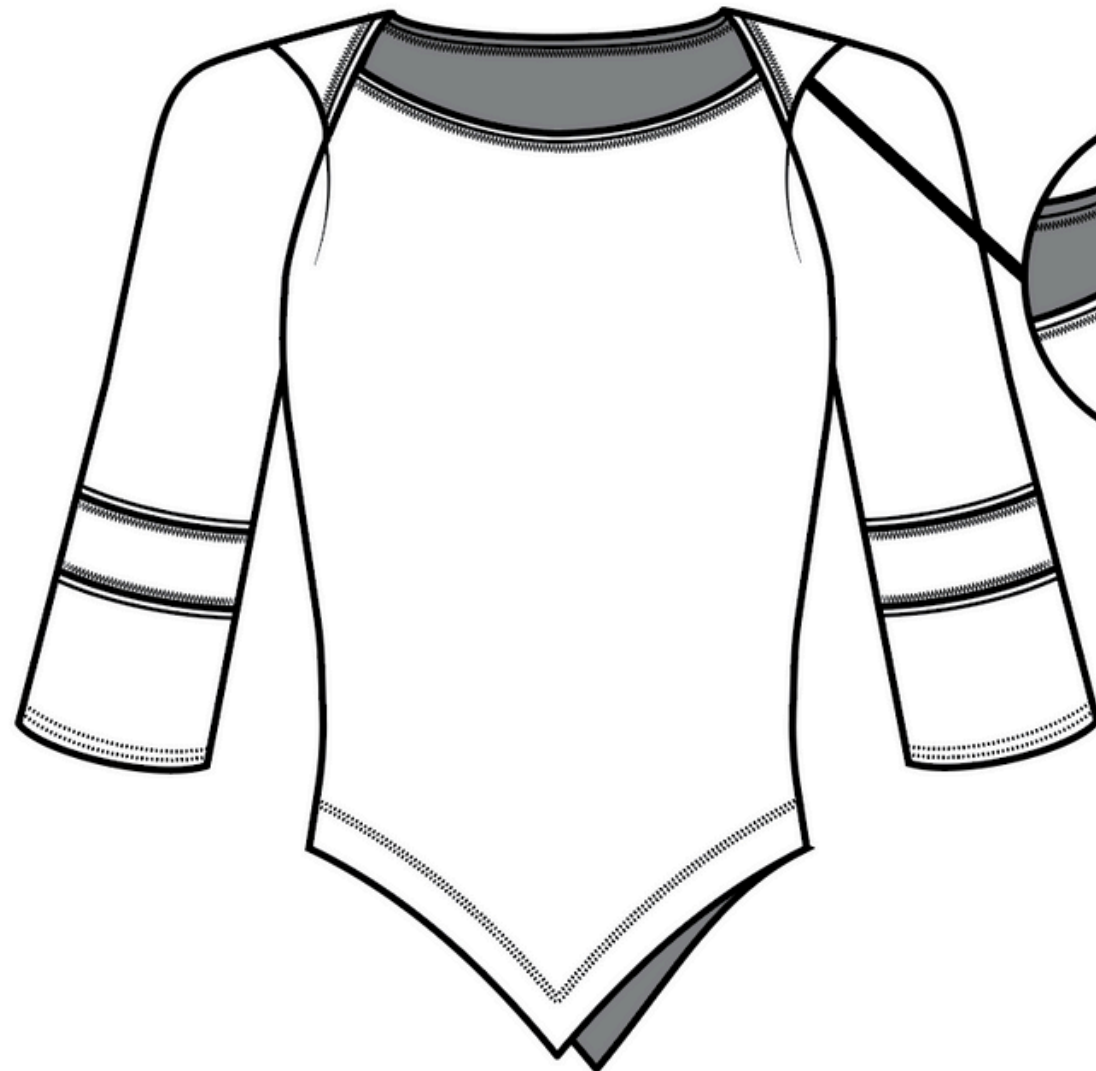
Look 1



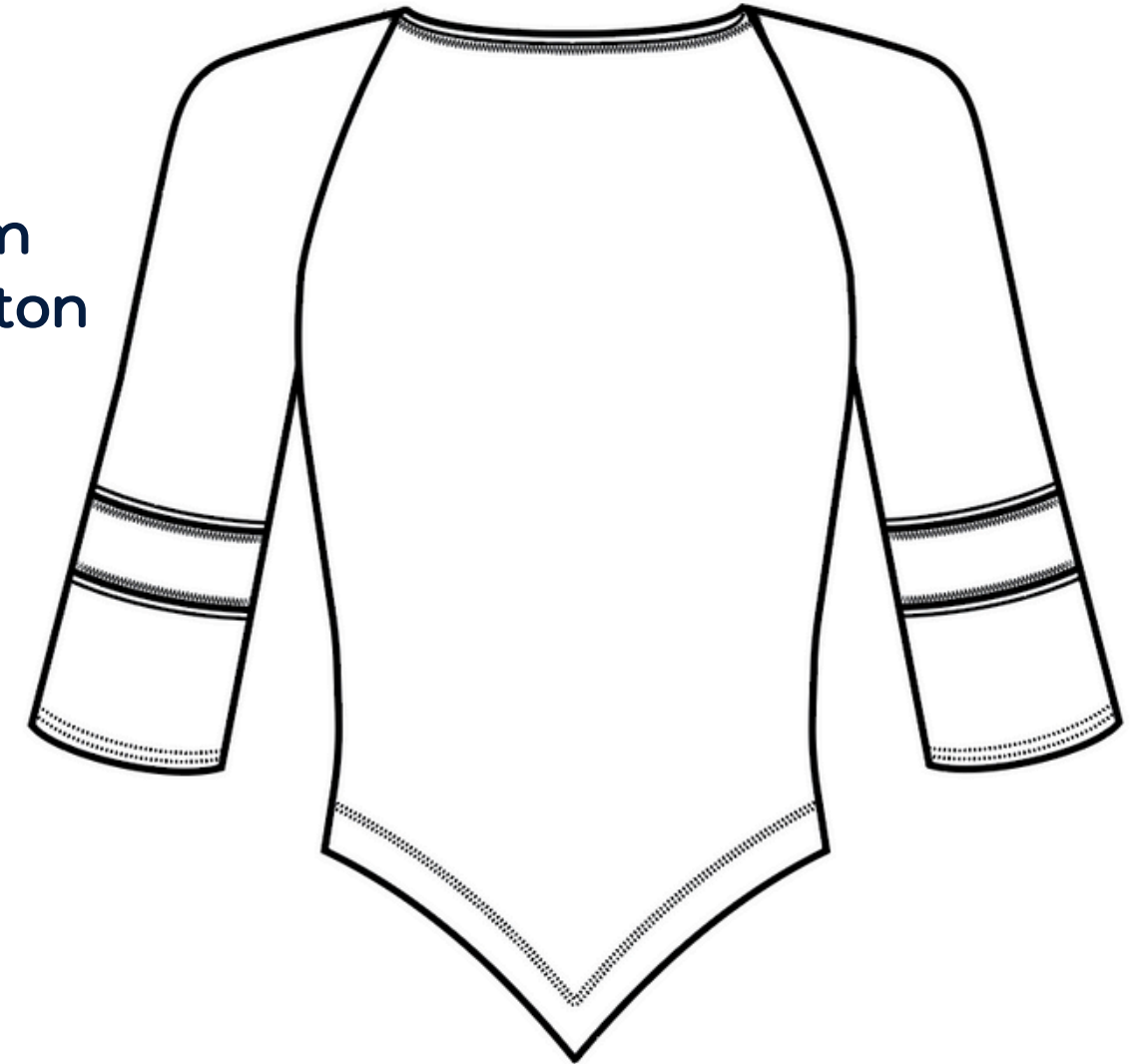
Made from
Cotton Pointelle



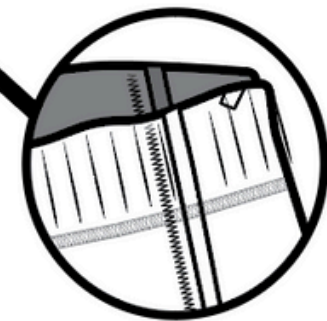
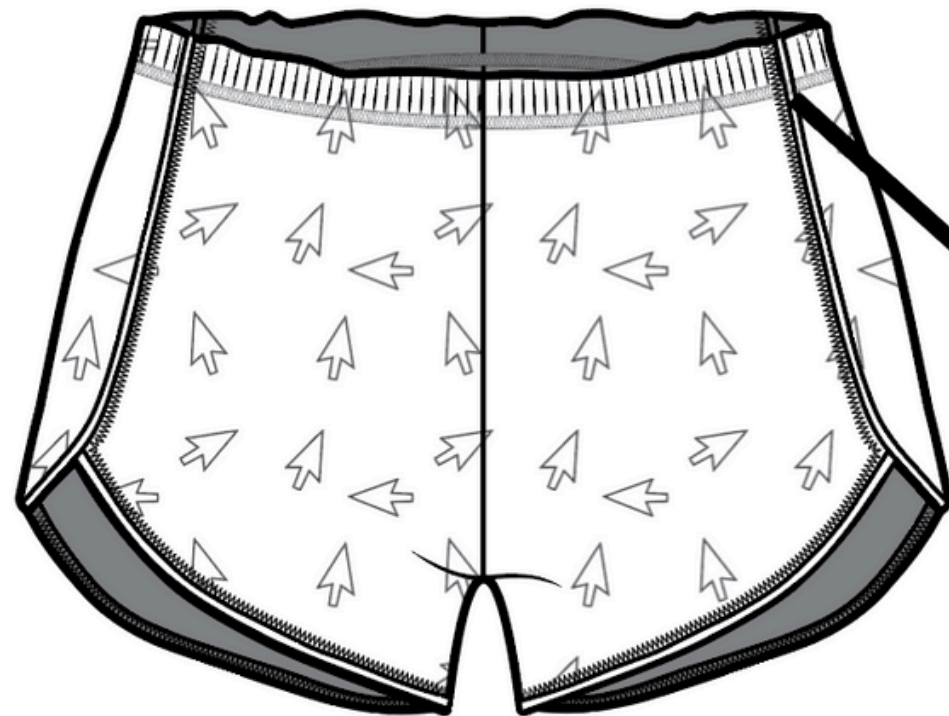
Look 2



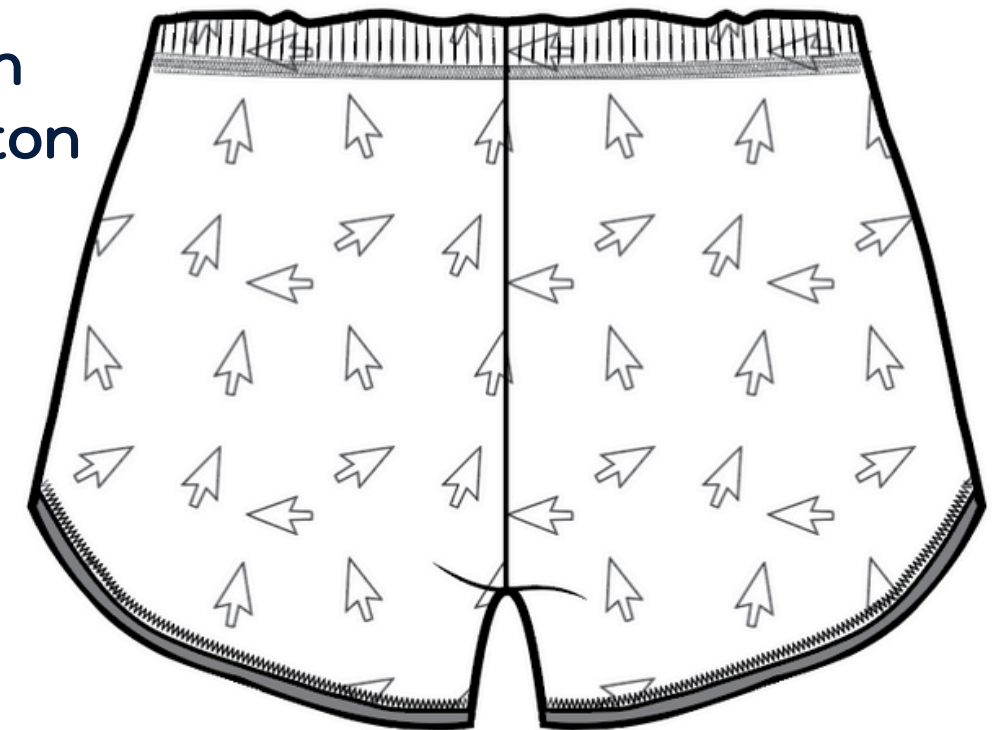
Fold-over and
Piping details



Made from
Stretch Cotton
Jersey

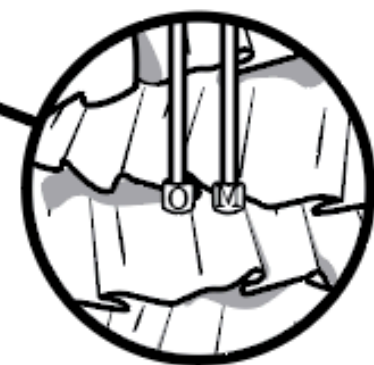
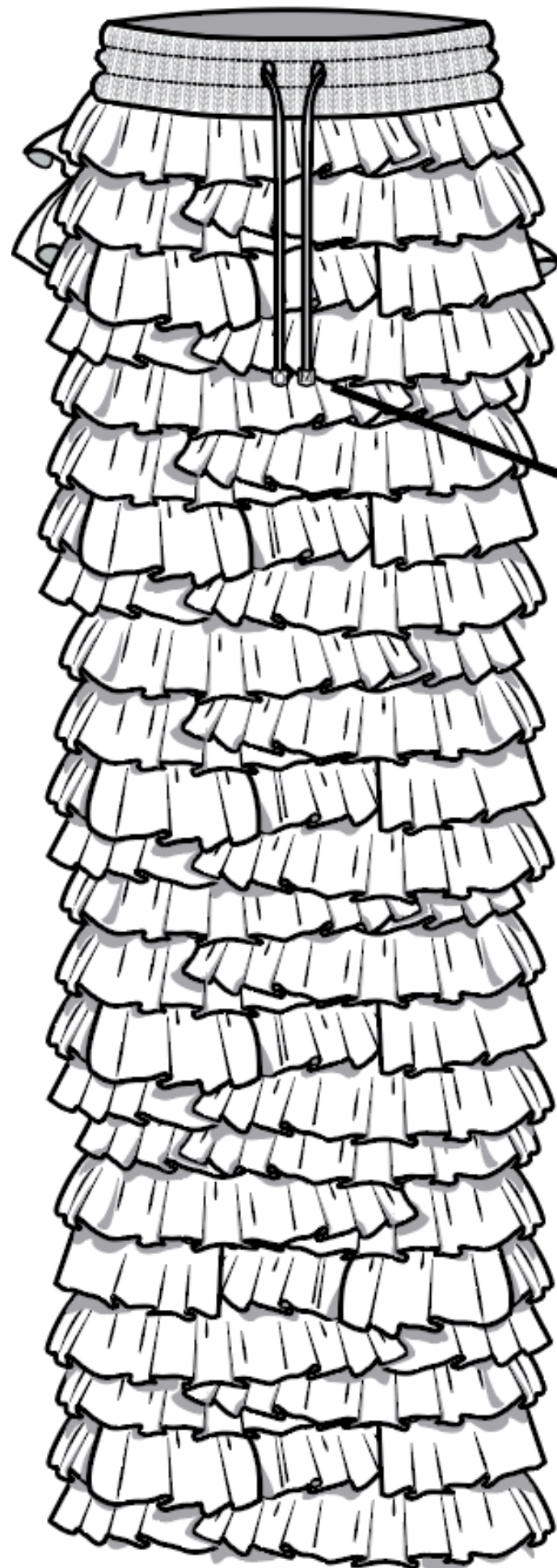


Piping and
Stitching Details



Made from
Stretch Cotton
Jersey

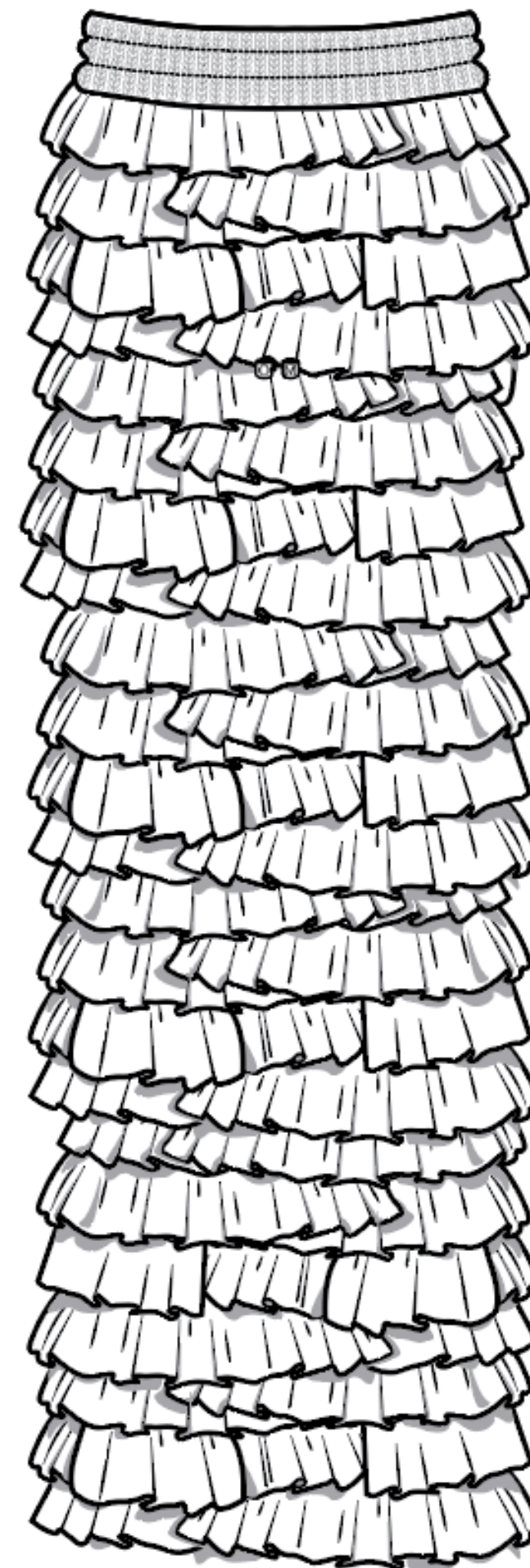
Look 3



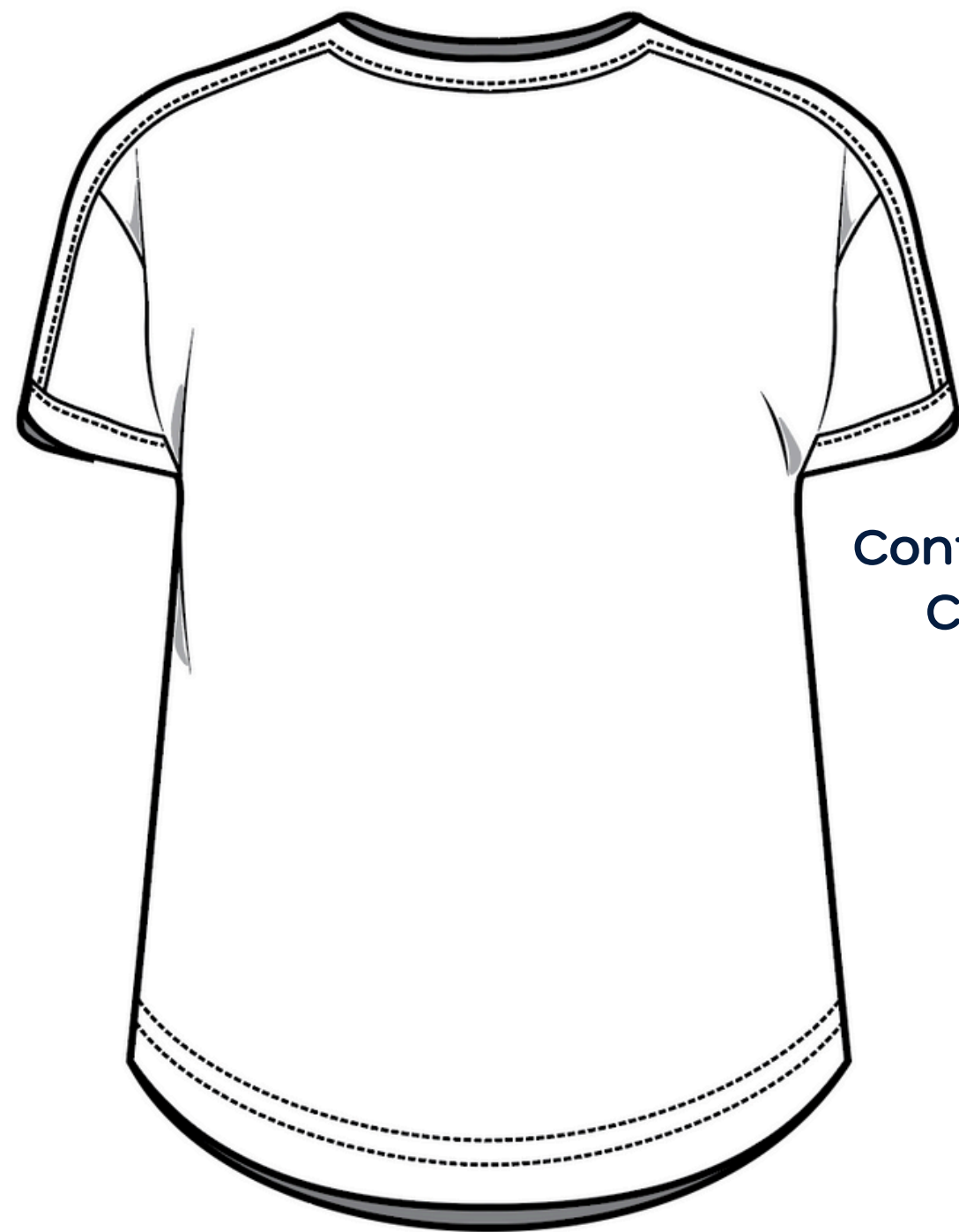
Beaded
Drawstring Detail



- Ribbed
Waistband
with a
Drawstring
- Made from
Cotton
Paintelle



Look 3



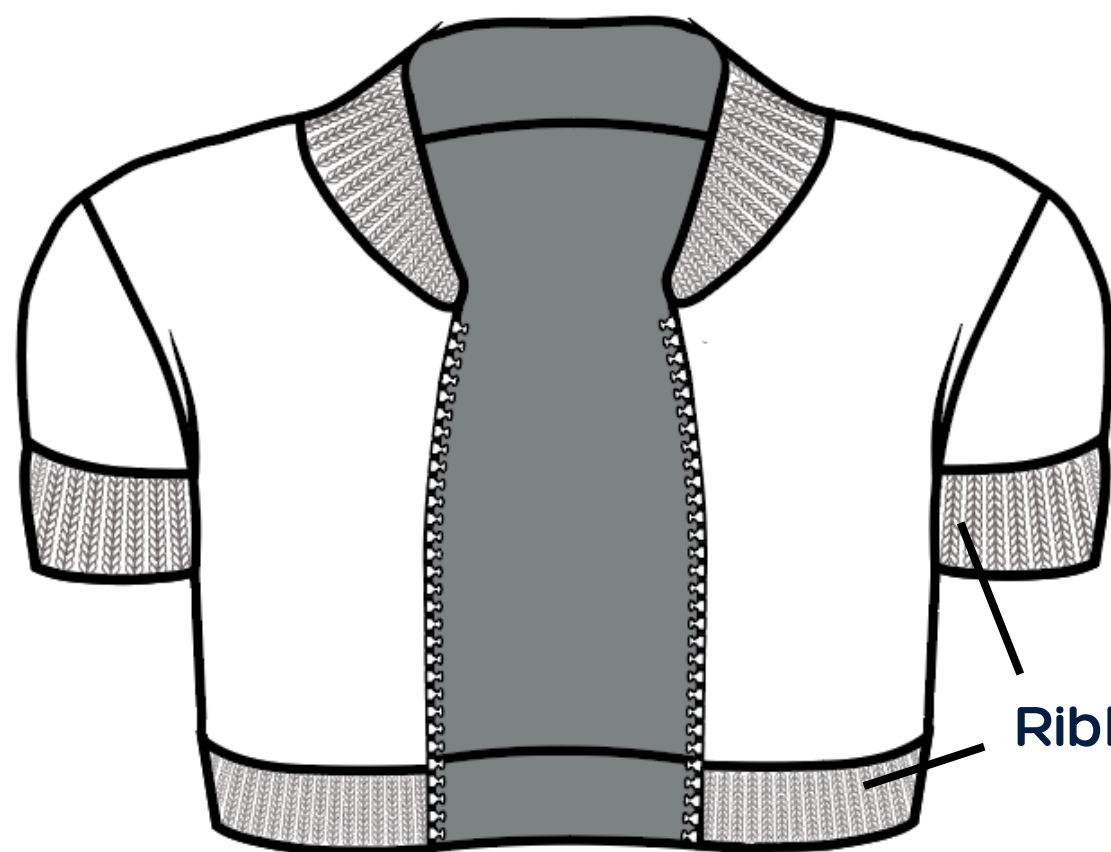
Contrasting
Colors



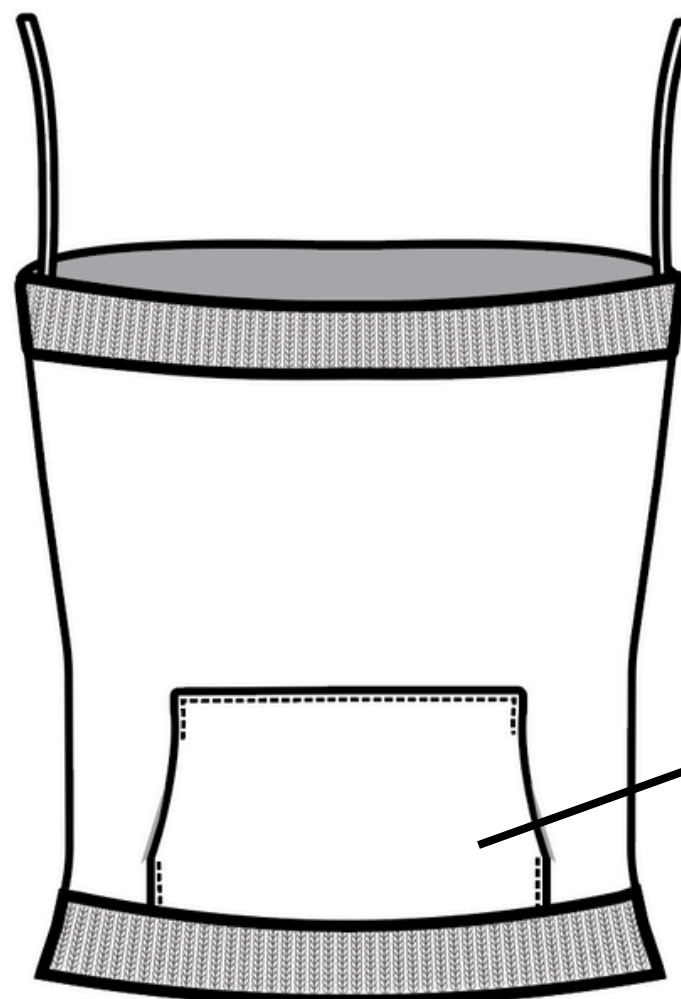
Made from
Stretch Cotton
Jersey



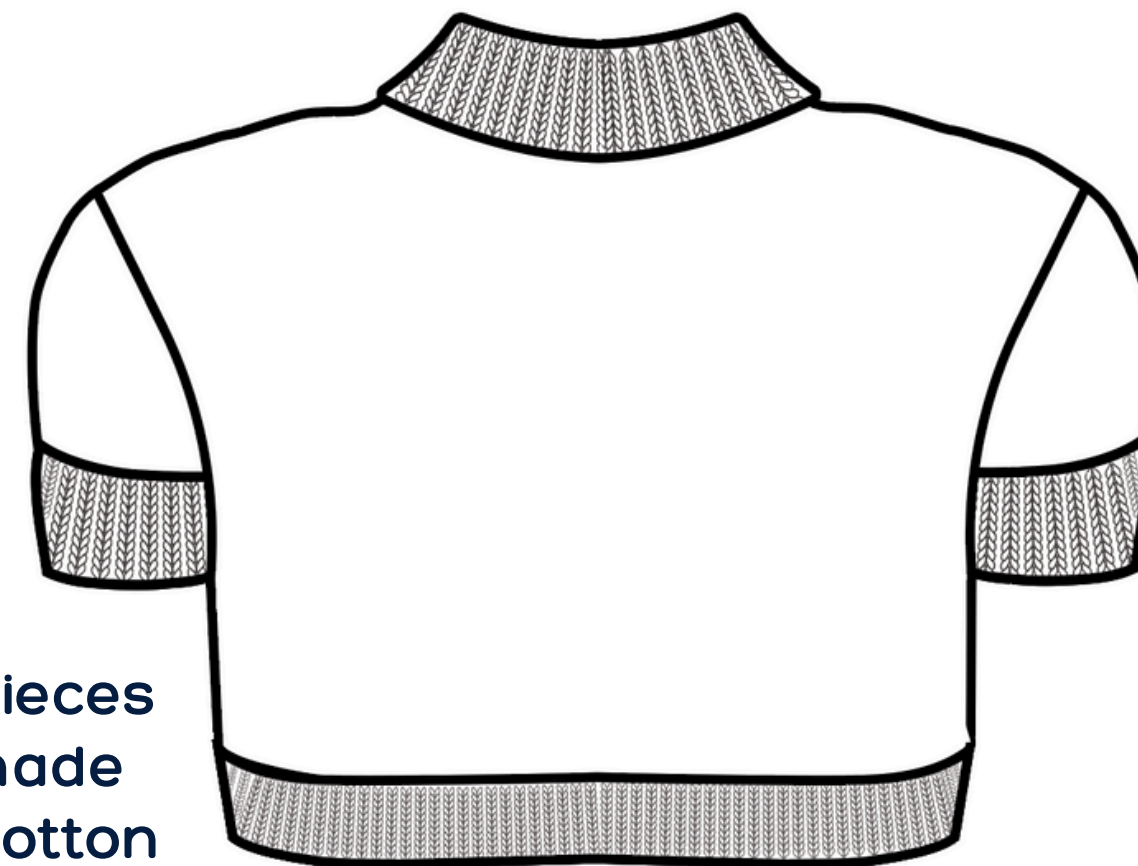
Look 4



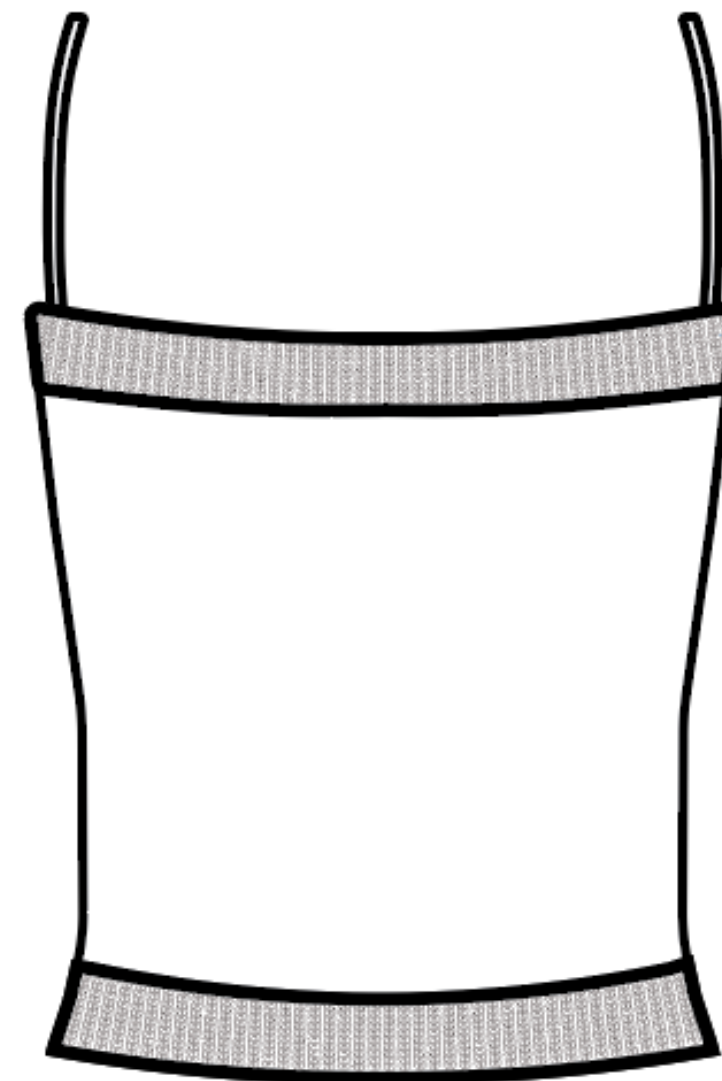
Ribbed Fabric
Details



Pocket Detail



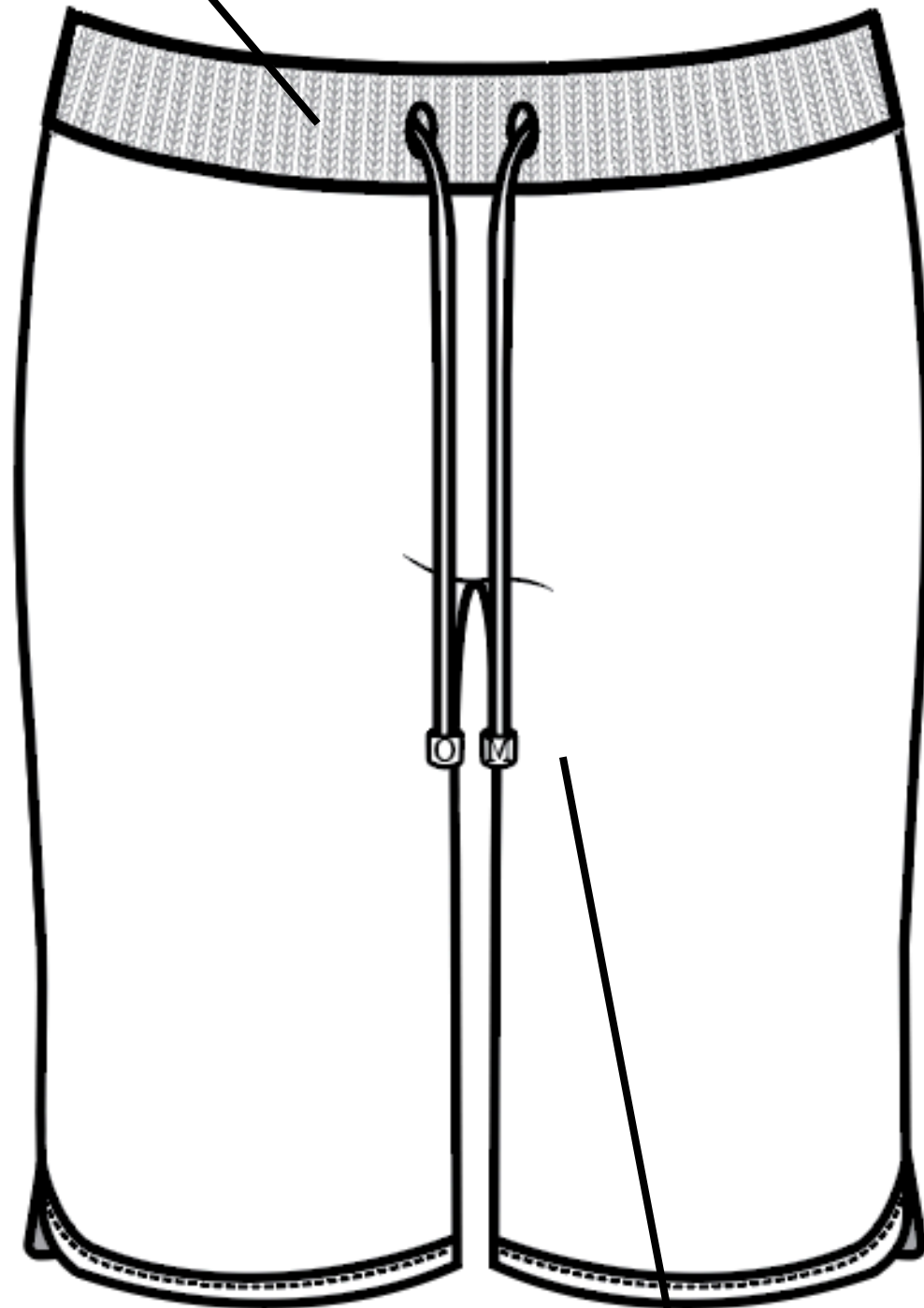
- Both Pieces are made from Cotton Cable Knit Fabric and Cotton Rib Knit



- The fabric pattern is consistent

Look 4

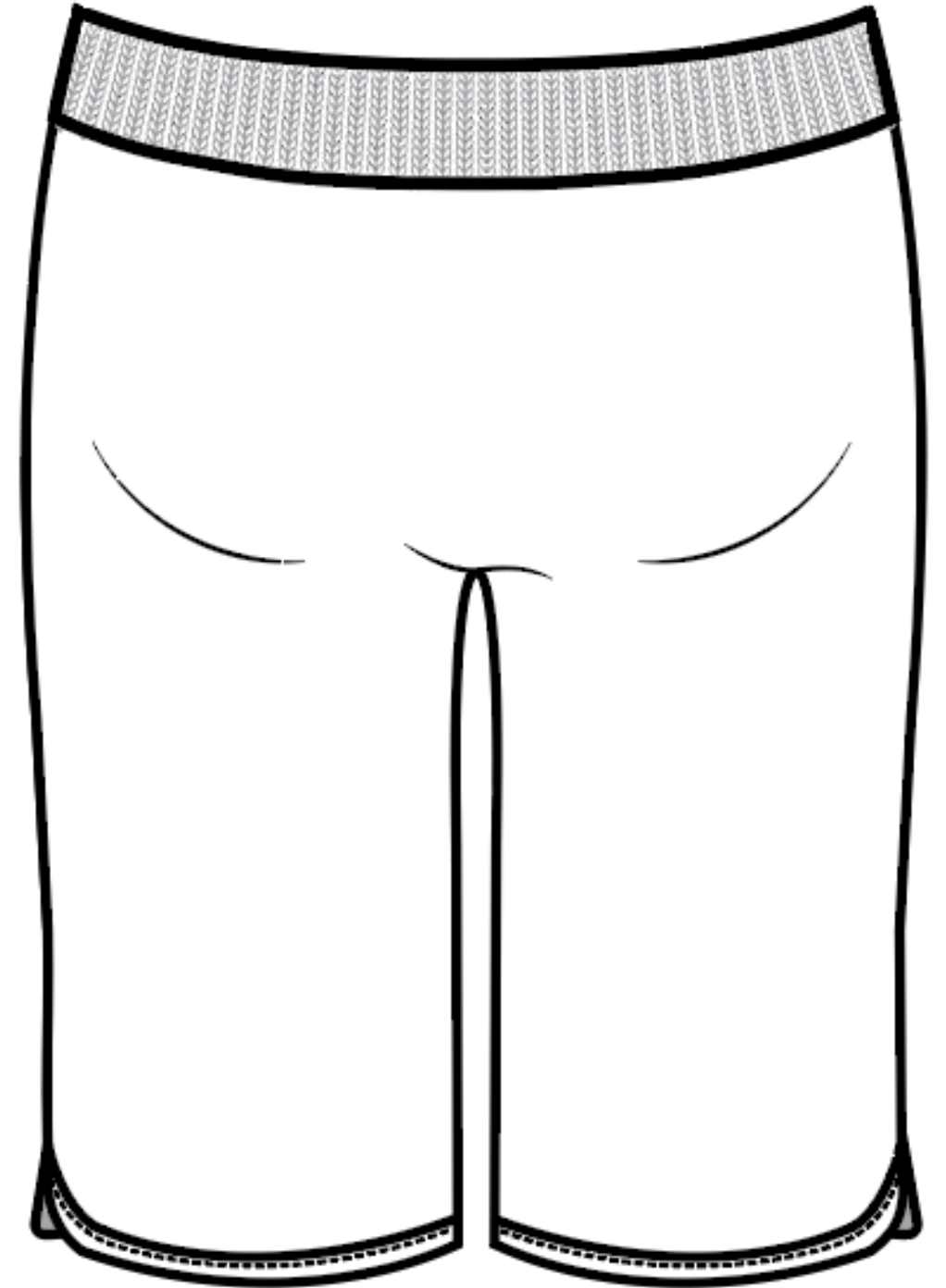
Ribbed
Waistband



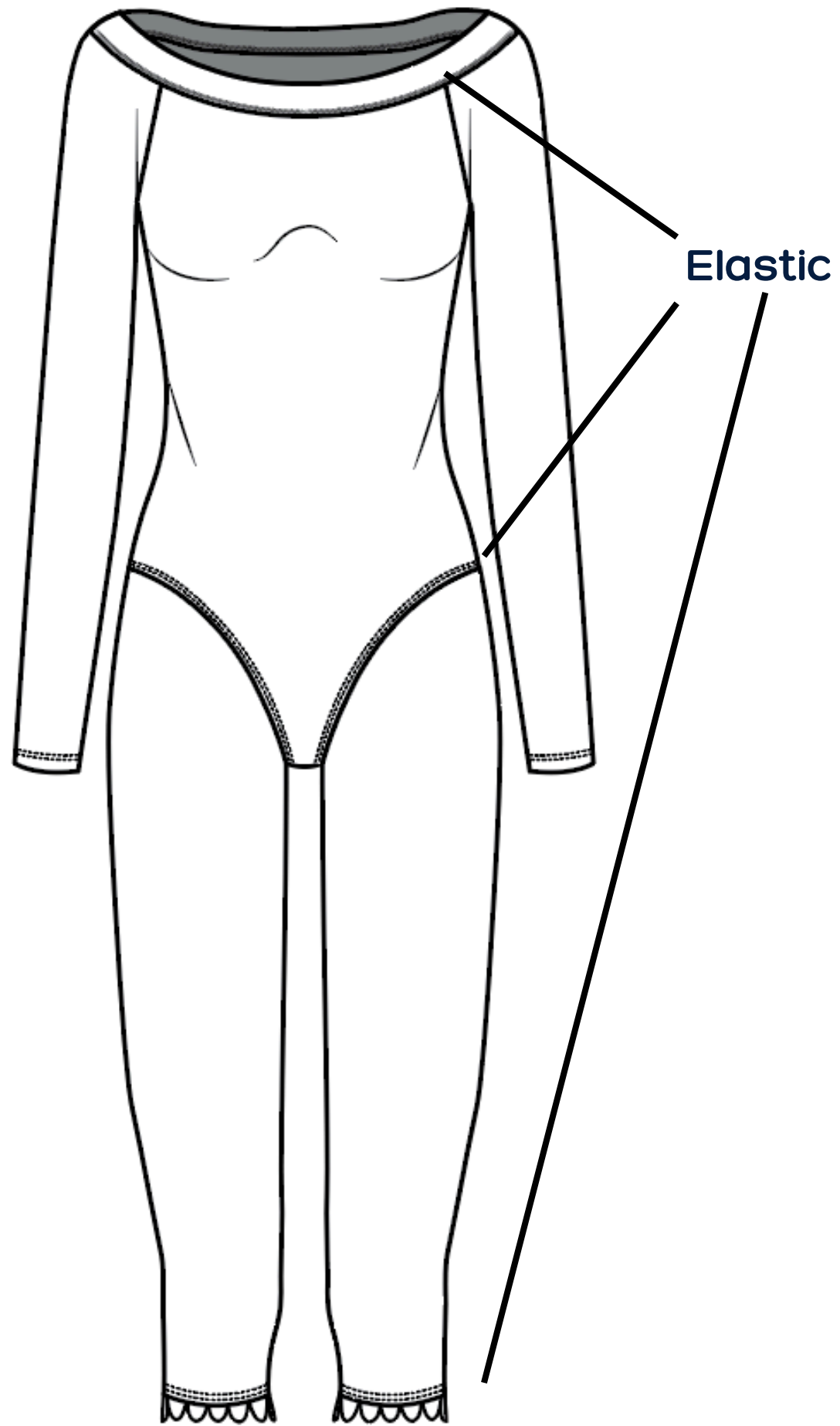
Beaded
Drawstring Detail



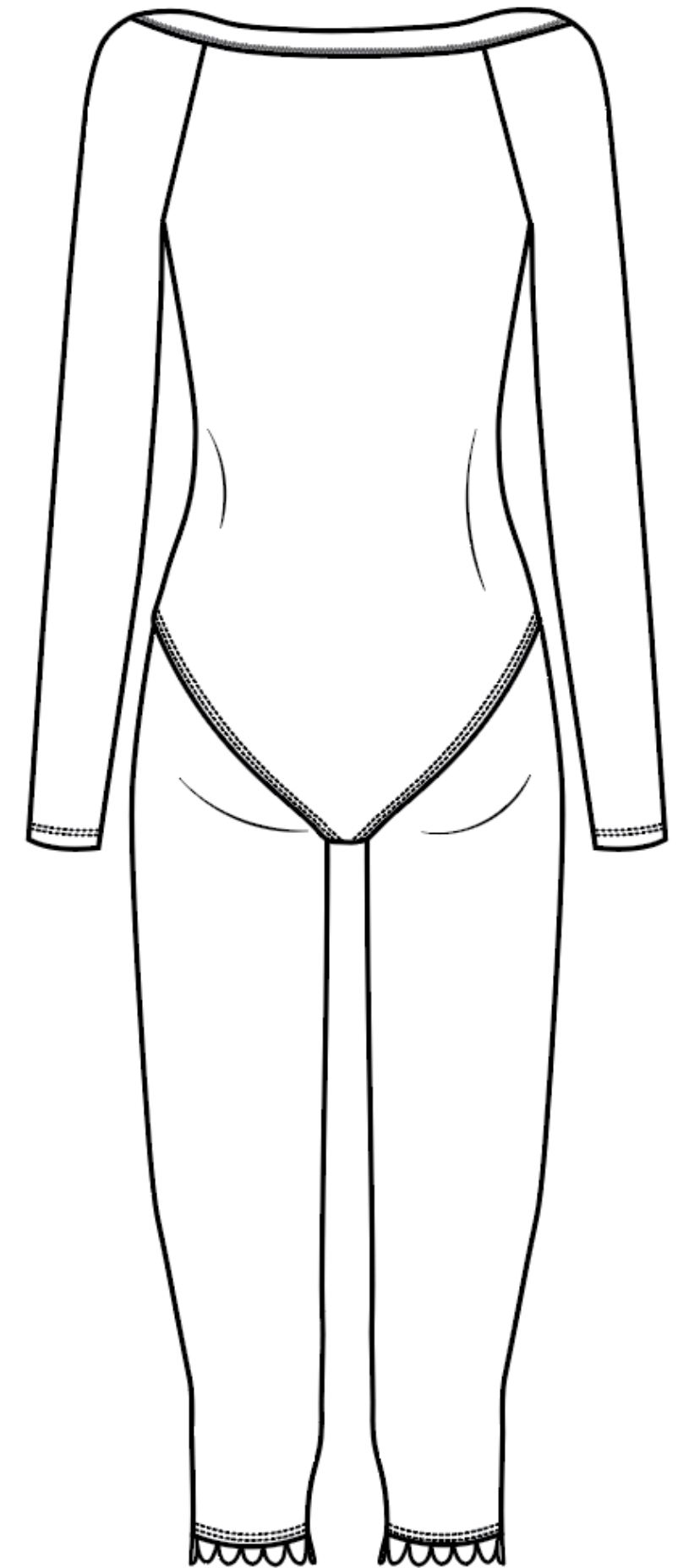
Made from
Cotton Cable
Knit Fabric and
Cotton Rib Knit



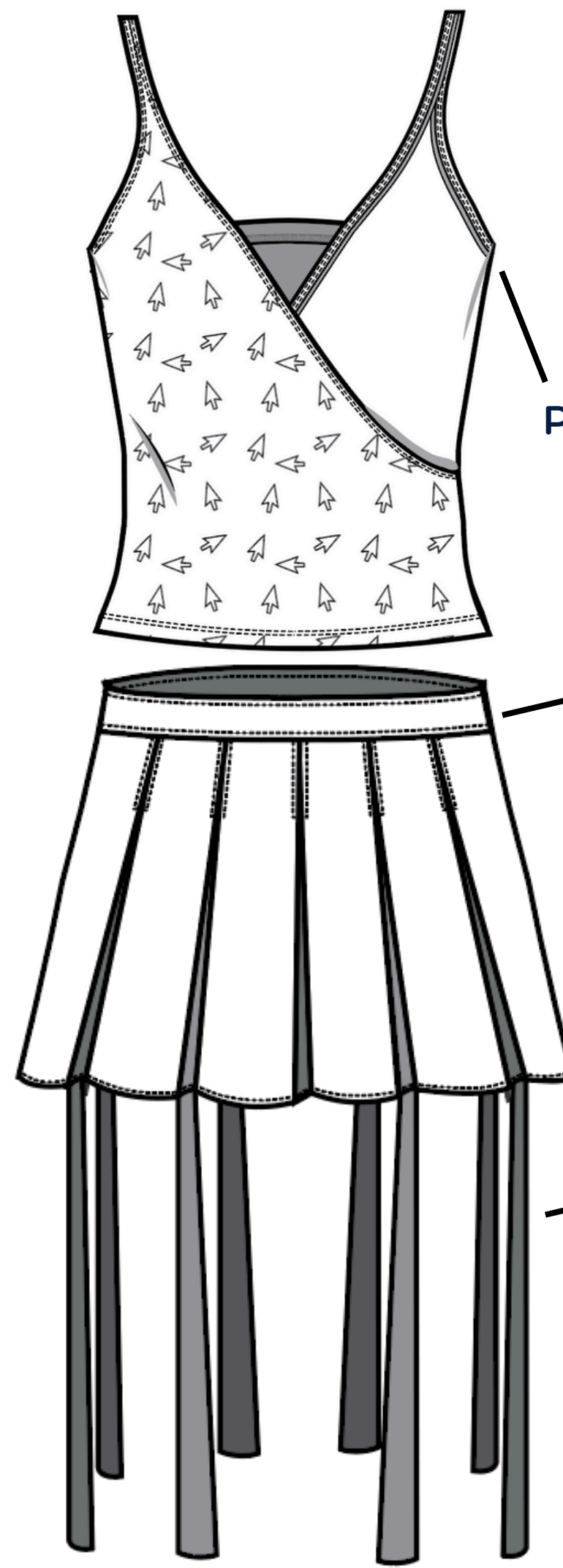
Look 5



Made from
Stretch Cotton
Jersey and
screen printed
sheep print



Look 5



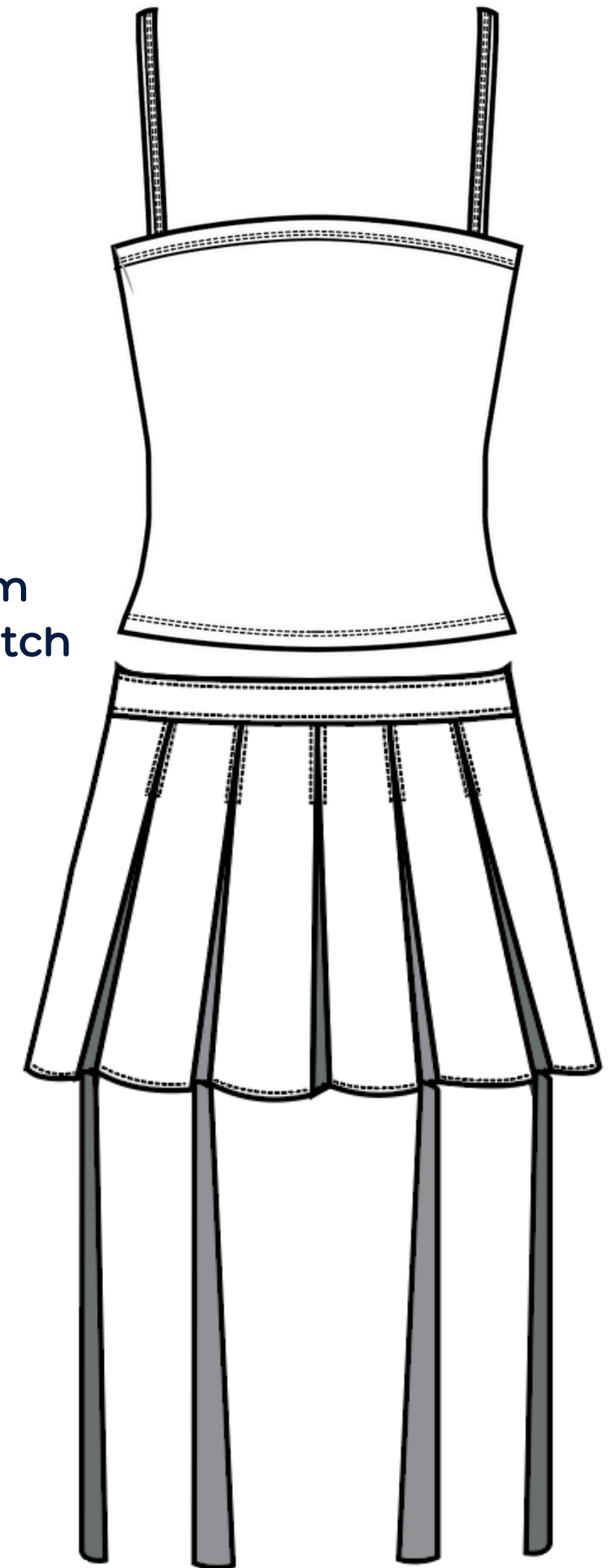
Piping Details

Film Negatives print
screenprinted onto
the waistband

Fabric within
folds extend
down 8"



Made from
Cotton Stretch
Jersey





Thank you