





W E L C O M E

*Rolling the Dice*

## **The Gamble of the Modern American Dream**

Menswear Spring/Summer 2027

Aydie Abdulrahim, Jaylen Clark, Joe DellaCorte, and Camila Rosenbrock

FASH 343-001: Fashion Forecasting

May 6, 2025



WELCOME

Raise the Price

The Gamble of



can Dream

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FASH 343-001: Fashion Forecasting

May 6, 2025



**Risk**

LAST  
PLACE

YOU FAILED



Try again!

Ok

**JACKPOT!**

GAME  
THEORY

A Nontechnical Introduction

John D. Davis

PLACE BET

CHANCE

THE AMERICAN  
DREAM  
IS  
OVER



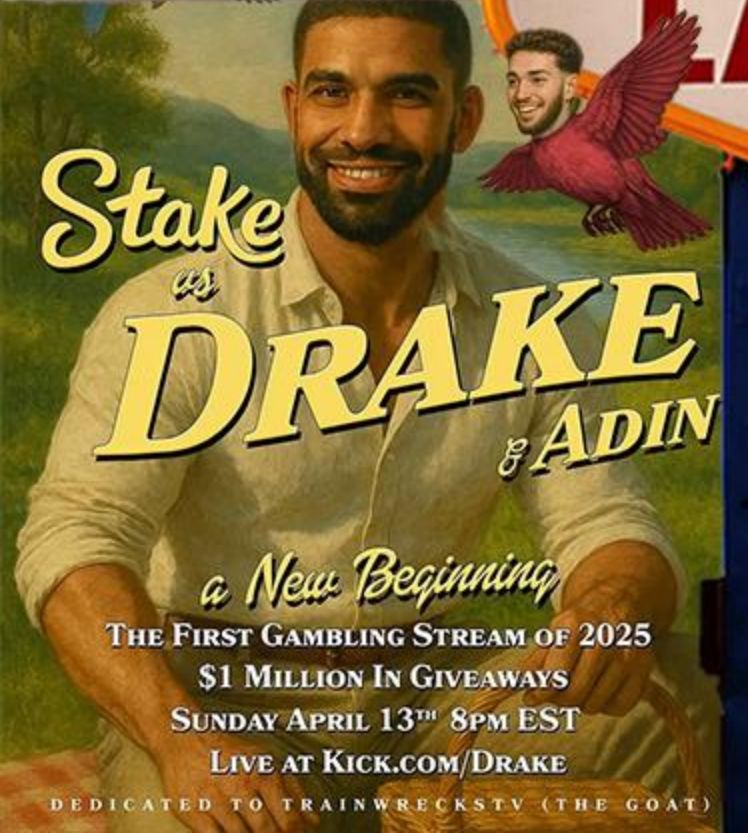
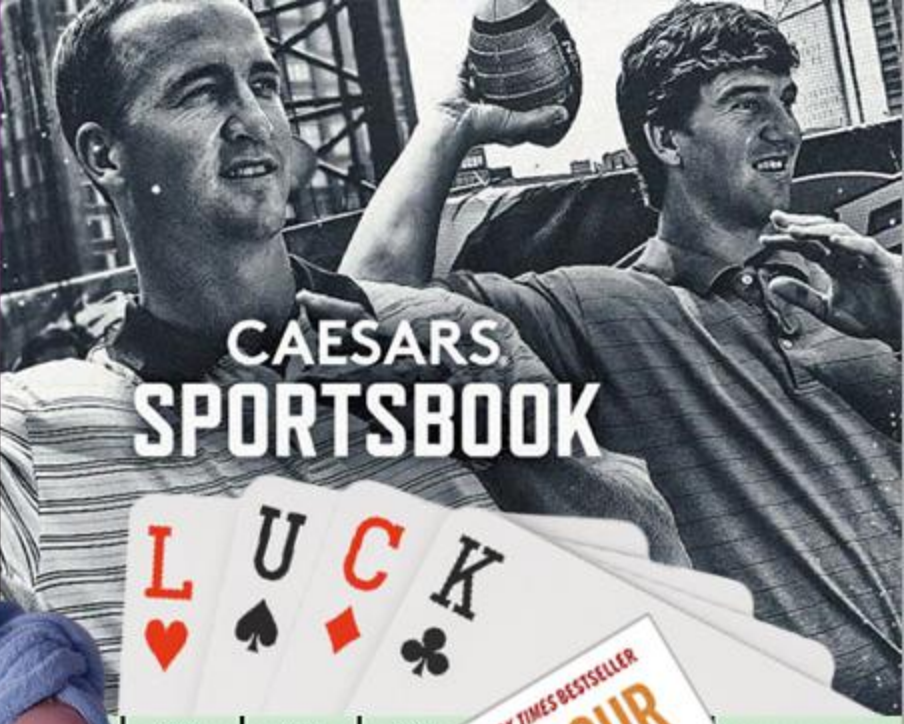
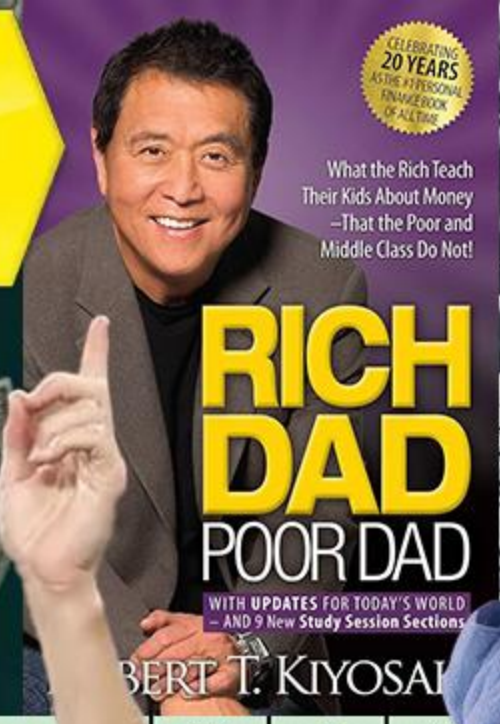
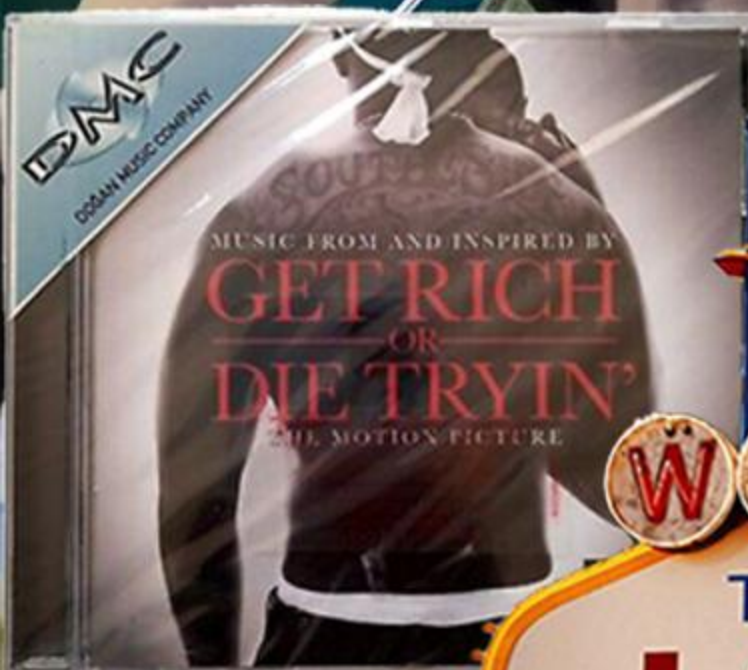






# the Game of LIFE

AMERICAN DREAM



Map of Influences



# The Gamer

## ANALYSIS

An introverted, tech-savvy teenager. Focused on fun, entertainment, and connection, they are unsure about their future plans, possibly considering community college, and seeking to build a sense of identity within the gaming

## MORALE

Curious, playful, and optimistic, but sometimes uncertain about the future. Finds confidence through online friendships.

## TRAITS

- Introverted but socially active online
- Tech-savvy and trend-aware
- Fun-seeking and entertainment-driven
- Open to new opportunities
- Still exploring identity and future goals

## CORE ATTRIBUTES

Ambition

50

Risk

43

Reward

62

Wealth

28

Drive

53

Impulse

67

Discipline

46

Confidence

49

SCHEME FIT



Target Market: Past



# The Wantrepreneur

## ANALYSIS

Competitive, risk-driven opportunist focused on fast success through high-stakes ventures like sports betting, crypto, and gambling. They prioritize instant gratification and financial gain. They are determined to succeed, but seek more long-term stability and growth.

## MORALE

Energetic, ambitious, and thrill-seeking, but often restless and craving more stability beneath the surface.

## TRAITS

- Highly competitive
- Risk-loving
- Opportunistic
- Impatient
- Financially motivated
- Self-driven
- Short-term focused
- Energetic
- Unstable
- Persistent (in bursts)

## CORE ATTRIBUTES

Ambition  
**82**

Drive  
**48**

Risk  
**54**

Impulse  
**62**

Reward  
**77**

Discipline  
**44**

Wealth  
**85**

Confidence  
**59**

SCHEME FIT



Target Market: Present



# The Entrepreneur

## ANALYSIS

This individual has achieved financial security and built a strong professional network in a major city. They are flashy and confident, run their own business, focusing on sustaining success, building a legacy, mentoring others, and driving innovation.

## MORALE

Confident, ambitious, and focused, with a strong sense of responsibility to maintain success and create a lasting impact.

## TRAITS

- Confident
- Strategic
- Resourceful
- Innovative
- Resilient
- Highly driven

## CORE ATTRIBUTES

Ambition

91

Drive

93

Risk

68

Impulse

36

Reward

85

Discipline

89

Wealth

88

Confidence

92

SCHEME FIT



Target Market: Future



# The Gambler

## ANALYSIS

Working a low-paying job, they chase quick wins through gambling, crypto schemes, and risky ventures. They feel disconnected, and trapped, they're driven by the desire to escape their reality, while struggling to regain financial stability and self-worth.

## MORALE

Desperate, disconnected, thrill-seeking, and deeply hopeless, yet still clinging to small flashes of optimism for a turnaround.

## TRAITS

- Self-destructive
- Highly impulsive
- Risk-obsessed
- Emotion-driven
- Cynical
- Financially unstable
- Short-sighted

## CORE ATTRIBUTES

Ambition

38

Risk

94

Reward

89

Wealth

24

Drive

42

Impulse

96

Discipline

22

Confidence

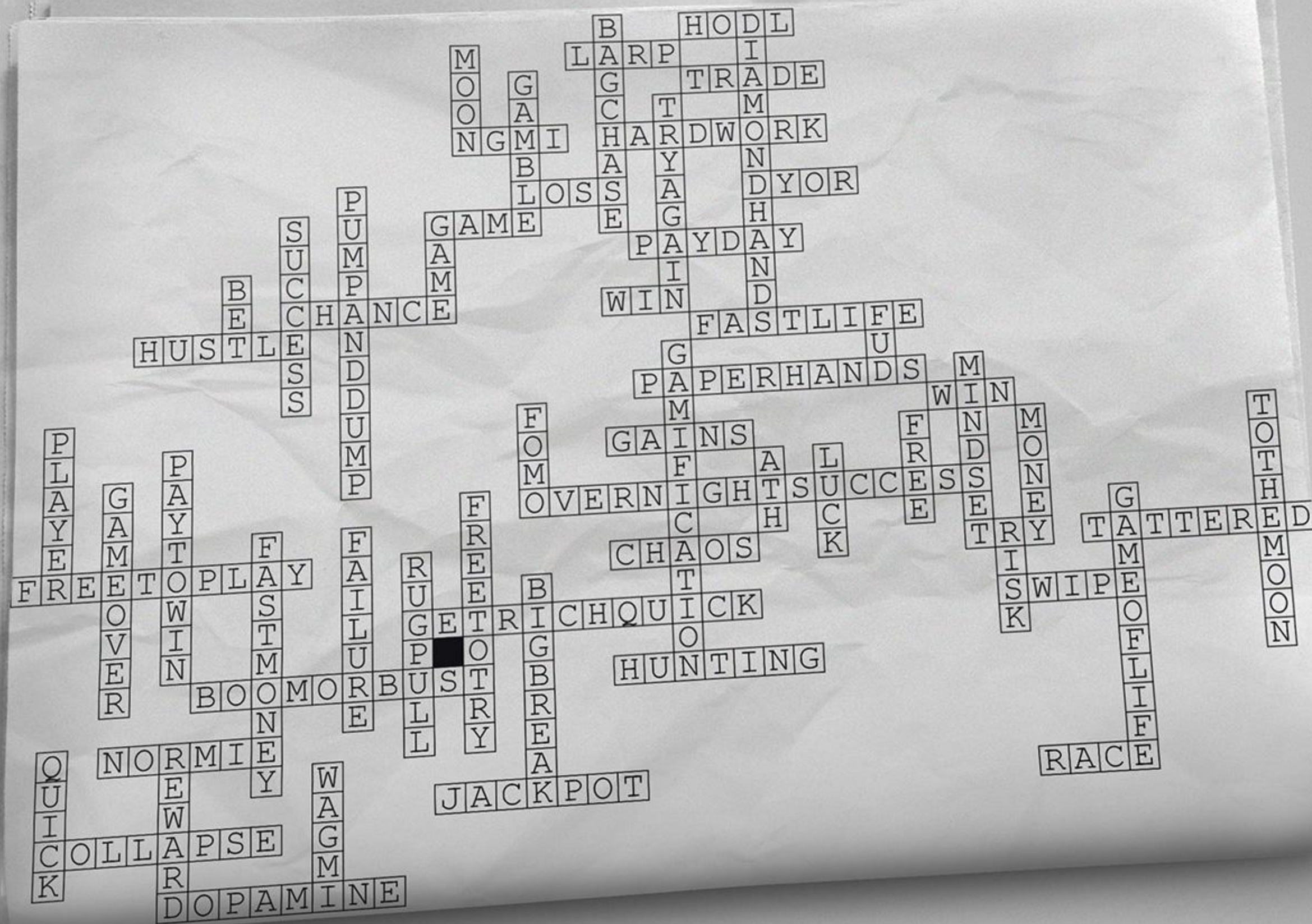
27

SCHEME FIT



Target Market: Future







## Grit

#976a46







Grit

#976a46

Old Gold

#d48f47

New Gold

#b5a033

Bullish

#097423

Paper

#b0bdbb

Clarity

#e5e2ed





Bespoke

#0d0e10

Velveteen

#572e36

Bearish

#b13c34

Oil

#8c8456

Hundreds

#328194

Midwash

#32485b



THEMED



售價 765.00



## LAMBSKIN LEATHER

Soft, lightweight, and breathable, Lambskin offers comfort and sophistication, perfect for navigating the highs and lows of life's game. Unlike heavier leathers, it speaks to someone who seeks refined success with purpose and precision, crafting their path with quality and careful attention to detail. It represents a lifestyle of smart, intentional choices.

100% LAMBSKIN LEATHER

LOEWE

FALL WINTER 2024

THEMED



售價 765.00



## PYTHON SNAKESKIN LEATHER

Snakeskin represents the slimy, manipulative side of the game of life and power. While it's rare and luxurious, it also evokes the image of someone slithering around, using deceit and cunning to get ahead. Like a snake shedding its skin, the wearer reinvents themselves at the expense of others, using manipulation to climb the ladder of success.

100% PYTHON LEATHER

MICHAEL ANDREWS

SPRING SUMMER 2025

THEMED



售價 765.00



## BELGIAN LINEN

Being considered one of the finest linens in the world, Belgian linen is a naturally moisture wicking fabric that is notably worn in warm weather and resort-like environments. This fabric is known for its fragility, wrinkling easily like a crisp dollar bill which cohesively ties together the theme of success.

100% BELGIAN FLAX

ASKET

SPRING SUMMER 2025



BACK

SILVER SNAKE  
LEVEL VII

790532

3760

158

DAILY  
CHALLENGE

SUPER  
SEASONS

NEW

LOOT BOXES

ACTIVITY

COLLECTION

INNOVATIVE



售價 765.00



TECHNO STRETCH COTTON

Its lightweight, water-resistant weave symbolizes the agility and resilience required to navigate sudden market shifts and unexpected downpours: both literal and metaphorical. The fabric becomes a power-up, offering protection and adaptability without sacrificing luxury or style, mirroring the strategic pivots we make in the rat race.

67% COTTON GABARDINE

33% NYLON

BRUNELLO CUCINELLI

SPRING SUMMER 2025



INNOVATIVE



售價 765.00



SEA ISLAND COTTON

Its soft hand and natural breathability are for those who hold steady through volatility. As one of the world's most exclusive cottons, it stands as a metaphor for the "safe bet," delivering compound returns in both comfort and confidence.

100% SEA ISLAND COTTON

DEREK ROSE

SPRING SUMMER 2025





BACK

SILVER SNAKE  
LEVEL VII

790532

3760

158

DAILY  
CHALLENGE

SUPER  
SEASONS

NEW

LOOT BOXES

ACTIVITY

COLLECTION

cottonworks



售價 765.00



### FABRICAST™ SK-1965-1W

This is a 100% cotton jersey fabric that incorporates innovative WICKING WINDOWS™ and TOUGH COTTON™ technologies. When you're out there hustling, the moisture-wicking capabilities of this fabric offer functional benefits, but its construction also underscores resilience and endurance, reflecting the challenges of modern culture.

100% JERSEY COTTON

RICK OWENS

SPRING SUMMER 2025



cottonworks



售價 765.00



### SHIMMER DENIM

This fabric exemplifies a contemporary approach to textile design through its unique composition. This cotton blend, featuring an indigo yarn in the warp and a combination of black yarn with gold lurex in the filling, creates a subtle shimmer reminiscent of gold. The incorporation of gold elements serves to evoke a subtle flex for the wearer.

80% COTTON 10% POLYESTER 10% LUREX

SHIATZY CHEN

FALL WINTER 2024





## PRINTS



售價 765.00



## POLKA DOT

A print like polka dots clearly defines a fine line between tacky and tasteful. On one hand, polka dots represent an individual who is bold, elegant, and willing to gamble. The opposing side of this print is tacky, unorganized, and all over the place like a wantrepreneur, someone who dreams of being an entrepreneur, but just never get around to it.

COMME DES GARÇONS PLAY

SPRING SUMMER 2025

## PRINTS



售價 765.00



## BEACH RESORT

Every American on a lavish vacation has one of these. The beach resort print exemplifies the pursuance of a fast money lifestyle from warm weather to the slot machines.

RALPH LAUREN

SPRING SUMMER 2025

## PRINTS



售價 765.00



## PIXEL

In a world that feels like a game, pixel print nods to retro gaming, early internet aesthetics, and today's hyper-digitized hustle culture. Pixelation represents the fragmentation of reality. No one sees the full picture since we curate, crop, and compress ourselves. Nowadays, everything from finance to dating is gamified to keep your attention.

LOUIS VUITTON

SPRING SUMMER 2024



BACK

SILVER SNAKE  
LEVEL VII

790532

3760

158

PATTERNS



售價 765.00



GINGHAM

While you're making risky moves in the pursuit of wealth or fame, gingham represents the calculated decisions in the game. Acknowledging that while life is uncertain, the foundation of strategy and consideration remains a crucial part of navigating that risk.

MARNI

SPRING SUMMER 2025

PATTERNS



售價 765.00



HOUNDSTOOTH

Its distinctive jagged design elements symbolize the competitive nature of high-stakes environments, where individuals often engage in strategic moves similar to a predatory hunt. In this context, the houndstooth pattern serves as a metaphor for the calculated and sometimes aggressive tactics employed in the pursuit of success.

ALEXANDER McQUEEN

SPRING SUMMER 2025

PATTERNS



售價 765.00



GLEN PLAID

This design, which is snazzy yet lowkey, aligns with the aesthetic of individuals who have achieved success without overtly drawing attention to their wealth. Its intricate, interwoven lines create a sophisticated visual language that suggests high social status and discreet elegance.

RALPH LAUREN

SPRING SUMMER 2025



TRIMS & DETAILS



售價 765.00



MOTH HOLES

The moth hole detail reflects the tension between failure and endurance. It is like wearing your own struggles, but still persisting and resiling over time. People chase success even though they know the risks.

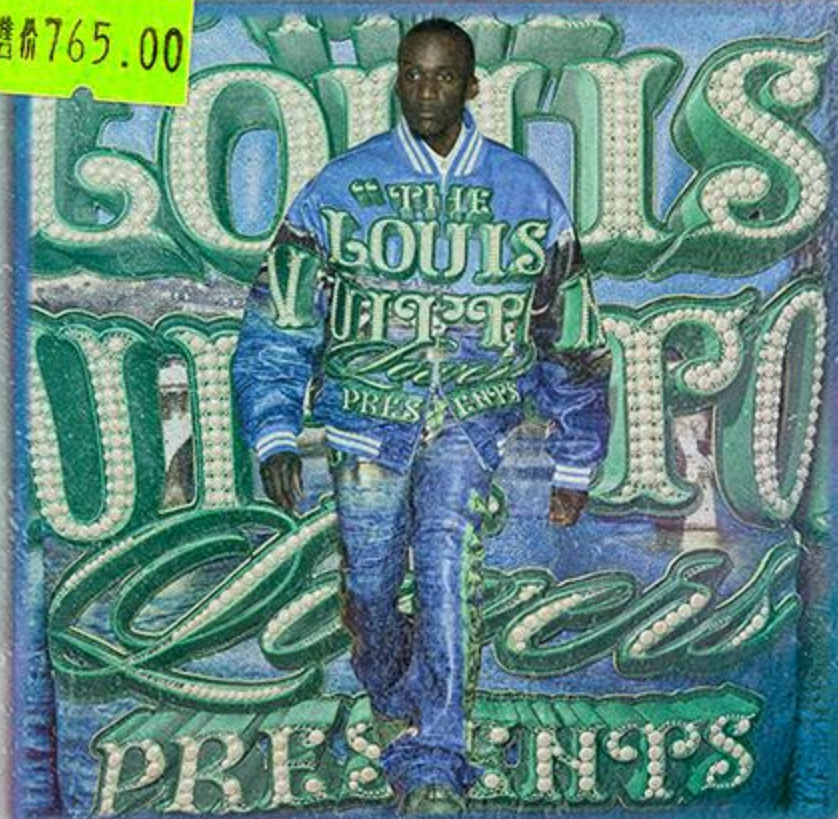
BALenciAGA

FALL WINTER 2025

TRIMS & DETAILS



售價 765.00



SHINE

Shiny details reflect the flashy, over-the-top aesthetic tied to success and status in hustle culture. Like chains in rap or logos on influencers, they you "made it." The shine isn't just style. It mirrors a world where flexing is currency and more is always more. To some, the appearance of success is more important to show than actually being successful.

LOUIS VUITTON

SPRING SUMMER 2024

TRIMS & DETAILS



售價 765.00



GOLD BUTTONS

In the context of hustle culture, gold buttons feel like quiet flexes, small but bold indicators of success. They're polished, commanding, and intentional, mirroring the ambition to level up, lead, and stand out without saying a word.

BALMAIN

PRE FALL 2025



# RESORT GAMBLER

Spring 25 Paris



Spring 24 Milan



Spring 25 Tokyo



Spring 25 Milan



Spring 25 Paris



CLICK  
HERE!

YES

ER?

click here to go

Search



# FULL GRAIN, FULL WALLET

Fall 24 Paris



Spring 24 Milan



Spring 25 Milan



Spring 24 Shanghai



Fall 24 Paris





# TATTERED SPIRIT

Fall 24 Tokyo



Spring 25 Milan



Spring 24 Tokyo



Fall 24 Taipei



Fall 24 Paris





# LOOK AT ME

Amiri F/W 24



DSQUARED2 Resort 24



Loewe Spring 24



ERL Spring 24



Amiri Fall 25





GIVE ME  
MY FLOWERS

Amiri F/W 25



Jordanluca F/W 25



Paul Smith F/W 25



Dries Van Noten  
F/W 25





# TACKY OR TASTEFUL?

Walter Van Beirendonck  
Spring 24



MSGM Spring 25



Thom Browne Fall 25



COMME DES  
GARÇONS Fall 25



Junya Watanabe  
Spring 25





# BIG NON-MIRRORED GLASSES

revenue.net - ExclusiveRewards - Microsoft Internet Explorer

## CONGRAT

've been chosen to rece

FREE Gateway Desktop Com

Maison Margiela S/S 25



Balmain Resort 25



Balenciaga F/W 25



Philipp Plein F/W 25



Balenciaga Pre-Fall 25



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Ranked by Quality

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GAMES

WHITE PAGES

Blackjack  
Roulette  
Slot Machine

Click Here!



# FUNKY TIES

Pierre L Mascia  
Spring 25



Paul Smith Resort 25



JW Anderson  
Spring 25



Simon Cracker  
Spring 24



Drole De Monsieur  
Spring 25





# IRONIC WALLETS

SUPREME X MM6 24



OFF-WHITE 24



OFF-WHITE 24



BALENCIAGA 24



PRAYING 24



"CASH INSIDE"



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Roulette  
Slot Machine

Click  
Here!





Conclusion