

# SPRING POP

Group 2: Lindsey Copeletti, Kirsten Harris, Hailey McNulty, Kimi Powell, Regina Salerno, and Jenna Anderson



# About Us- Spring Fling

Spring Fling is a lively spring styled concept women's apparel store. Our focus is on florals and bright colors. The price range is affordable, but the products are made from reliable and high quality resources. We sell floral and bright colored women's clothing, and also focus heavily on accessories such as jewelry, hats, and shoes. Our merchandise consists of dresses, blouses, skirts, and pants. We are constantly staying up to date on trends to provide the next best apparel and accessories for our customers. We are known for our positive atmosphere, friendly faces, and new, trending clothing pieces coming in frequently.



# Display Concept- Spring Pop

We want our display to look like an inviting garden party for our customers with bright colors, spring florals, gold jewelry, and cowboy boots being a staple of our vision.



# Demographics

- Women
- Lively Spring // Garden Party
- Ages 16 to 25 years old
- College educated/Working class
- Suburban/Coastal
- Single, dating or married
- All races





# Mood Board



# Color Scheme



# Principles of Design

**Balance-** The mannequins will be symmetrical to each other

**Emphasis-** The outfits will be the emphasis of the display. The mannequin in the middle has a top and bottom while the other 2 are wearing dresses.

**Contrast-** The clothing will be highlighted in the display

**Repetition-** The recurring flowers in the background

**Rhythm-** There will visual movement from item to item

**Surprise-** The disco ball is the element of surprise because the disco ball contrasts with the dainty element of the floral feel.



# Elements of Design

Texture - Soft and smooth to suggest femininity

Proportion - The mannequins are in a line with the outer mannequins facing the middle one as if they were having a conversation.

Direction - The flowers lead the eye to the mannequins

Shape - We are using round edges and triangles such as the flowers, and geometric triangles

Size - Small items surrounding the mannequins

Sequence - The outer mannequins are in dresses and the middle mannequin is in a skirt and top.

Tension - The tote bag hanging off the dress form's shoulder, and the mannequin holding the flowers



# About The Display

Our window display is a realistic fashion apparel enclosed back window display that shows how Spring Fling current trend garments may be accessorized. It is a related merchandise display that will include garments, jewelry and shoes from our store concept "Spring Fling". These items are used together, share the same colors, and share our spring pop idea and theme. Our brand is modeled similarly to the brand Love Shack Fancy but more geared towards the average middle class consumer who wants high fashion looking items as well.

