

# FALL

URBAN OUTFITTERS  
CAPSULE COLLECTION

BY REGINA SALERNO

# BRAND OVERVIEW

Urban Outfitters, a vibrant and eclectic lifestyle brand, is dedicated to fostering individuality, creativity, and self-expression. Our mission is to curate a distinctive and diverse shopping experience that resonates with the ever-evolving tastes of our diverse community. Rooted in values of inclusivity, authenticity, and sustainability, Urban Outfitters invites a trend-conscious audience aged 18-30 to explore a carefully curated selection of fashion, home décor, and lifestyle products that seamlessly blend the latest trends with timeless classics. Our brand's personality is free-spirited and trend-setting, encouraging customers to embrace their uniqueness. With a commitment to providing a memorable and inspiring shopping journey, Urban Outfitters is more than a retailer; it's a celebration of urban living, creativity, and the joy of self-discovery.

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# TREND RESEARCH REPORT

In the ever-evolving realm of fashion, our trend research illuminates a compelling shift towards conscious consumerism and a celebration of individualistic styles. Discerning consumers are now prioritizing sustainability and ethical sourcing, seeking brands that resonate with their values. Urban Outfitters, at the forefront of this movement, seamlessly blends authenticity and sustainable practices. Concurrently, the demand for eclectic and personalized aesthetics is surging, with a pronounced desire for a thoughtfully curated fusion of vintage and contemporary designs. This aligns seamlessly with Urban Outfitters' distinct offerings, positioning the brand as a trailblazer in catering to the discerning tastes of modern consumers who prioritize uniqueness, environmental consciousness, and self-expression in their fashion choices.

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# THEME/PURPOSE

Theme: Timeless Simplicity

Purpose:

In a harmonious fusion of Minimalism and Seasonal Transition, our fashion narrative unfolds with a purposeful focus on simplicity and functionality. "Timeless Simplicity" embodies the philosophy that fashion should seamlessly adapt to the ever-shifting seasons, providing a timeless wardrobe that effortlessly navigates through the ebb and flow of style and climate. Inspired by the elegance of minimal design, each piece is a versatile canvas, meticulously crafted to transcend the boundaries of seasons, allowing individuals to curate a wardrobe that is both timeless and relevant. Embracing a palette of subdued tones and clean lines, this theme seeks to redefine the notion of seasonal fashion, offering a curated collection that effortlessly transcends time and trend, inviting wearers to embrace a refined and adaptable style.

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# MOOD BOARD



# COLOR STORY



























