



Abercrombie & Fitch

Sounds of the City

SPR / SUM 2025

MEET GROUP 5



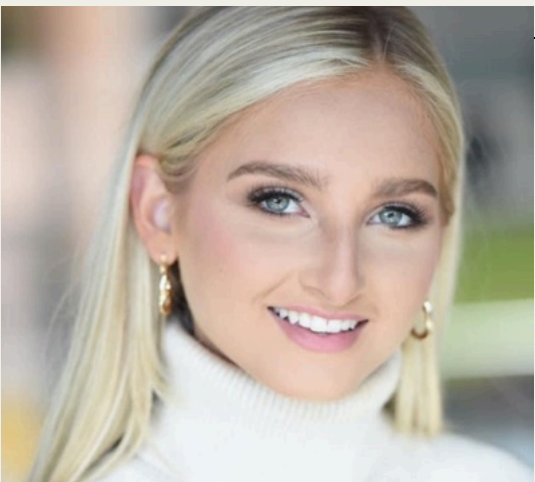
Jocelyn Williams

Ringling College of Art and Design



Lauren Lutson

University of Cincinnati DAAP



Emma Mathes

Marist College



Ryan Leskowsky

Kent State University



Lainey Volz

North Carolina State University



Daniela Ayala

Fashion Institute of Technology



Leynie Hester

University of Georgia



Vik Palani

Indiana University



Amanda Le

Kent State University

OUR MISSION

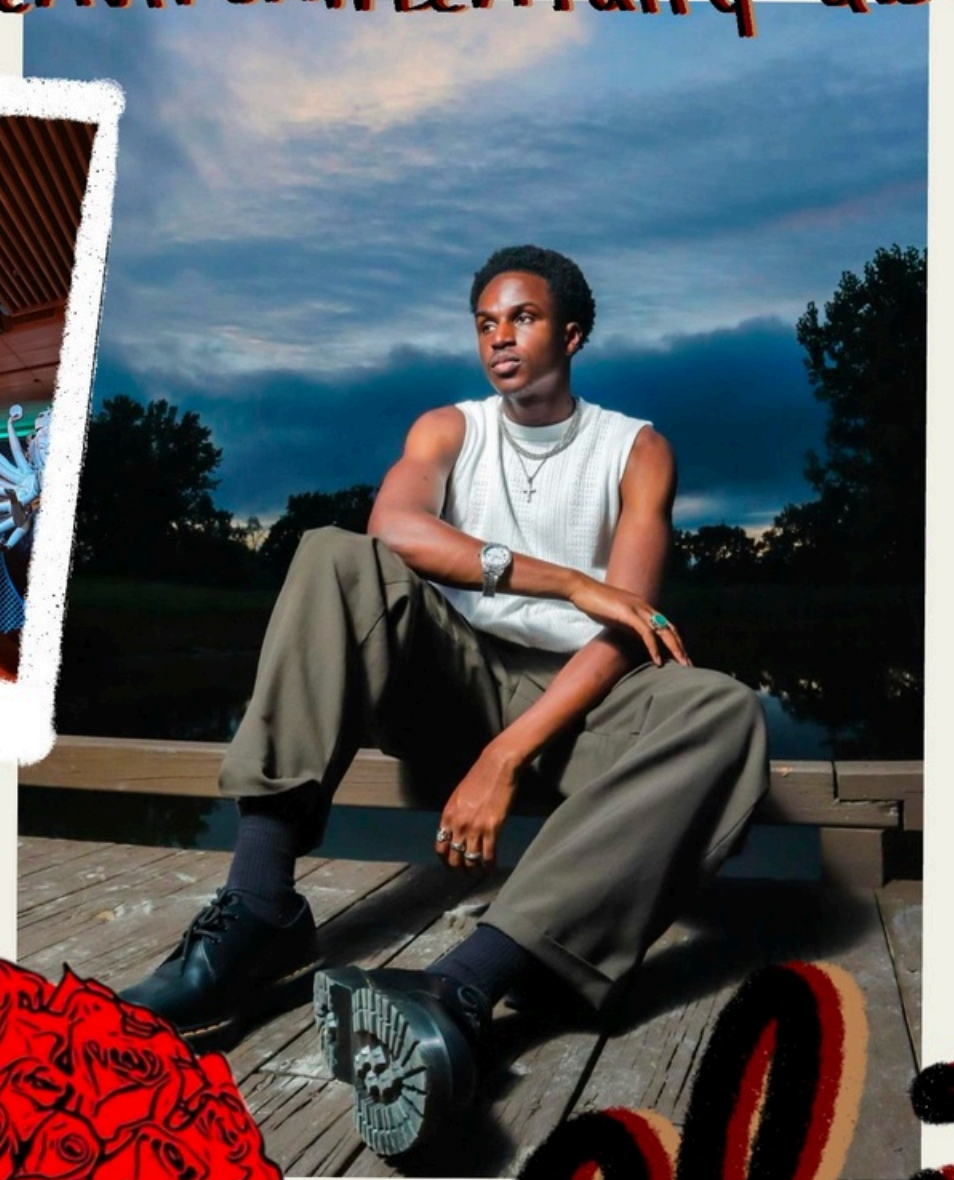
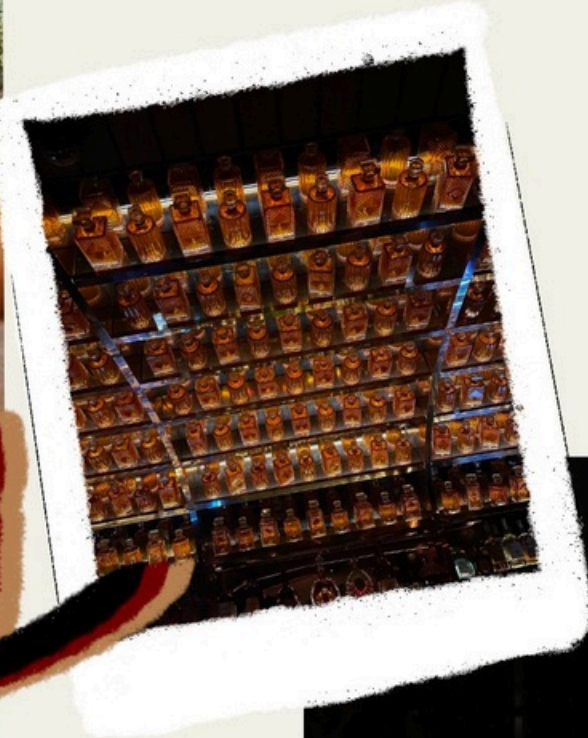
Our jazz-inspired clothing line, **Sounds of the City**, is designed to celebrate the core values of jazz: diversity, individuality, and spontaneity.

Jazz has always been a genre that thrives on uniqueness and self-expression, and we want to channel that energy into our designs. By focusing on rhythm and movement, we aim to bring a fresh perspective to jazz — one that highlights its revolutionary spirit and relevance today. This collection isn't just about the music but about embracing the freedom to express oneself, reflecting the vibrant, eclectic essence of both jazz and modern style.



fashion conscious - musically inclined - open mind / heart - environmentally aware

TARGET AUDIENCE



every

sid

eli



ages 22-32 - middle-high class - adventurous - night-owls

CUSTOMER PROFILE

Amani is a 25-year old living in Seattle, Washington. She enjoys music, going out with friends on the weekend, and exploring the city. She is passionate about fashion and likes to express herself through her clothing.



What's in her bag?

- Film camera
- Headphones
- Extra hair accessories
- Organic lipstick
- Scrapbook journal



INFLUENCERS

@deenerss

1.5 m. followers

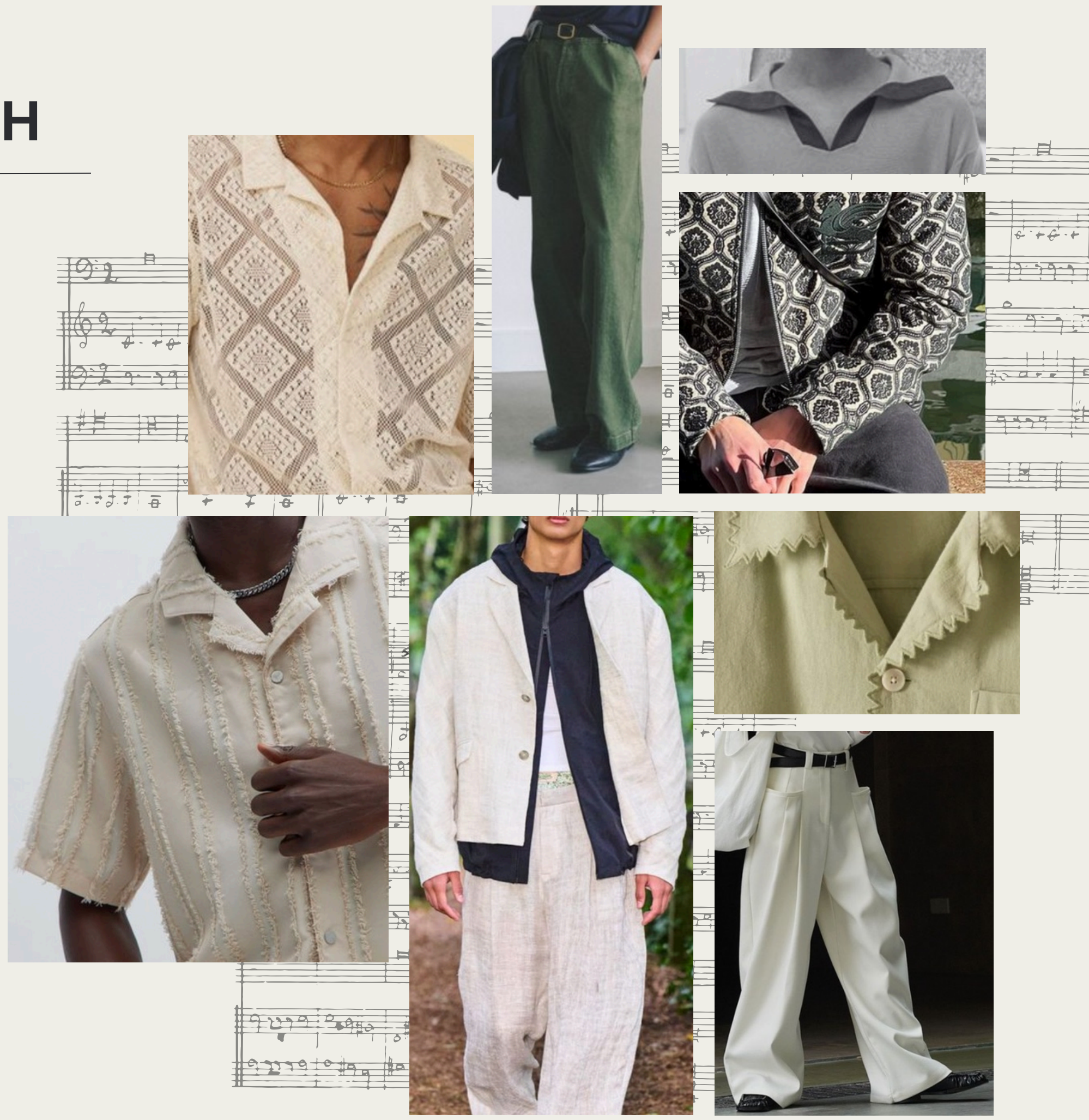
nadine

@anthonykeyvan

one million followers

anthony

MEN'S TREND RESEARCH



WOMEN'S TREND RESEARCH

@A. Roege Hove



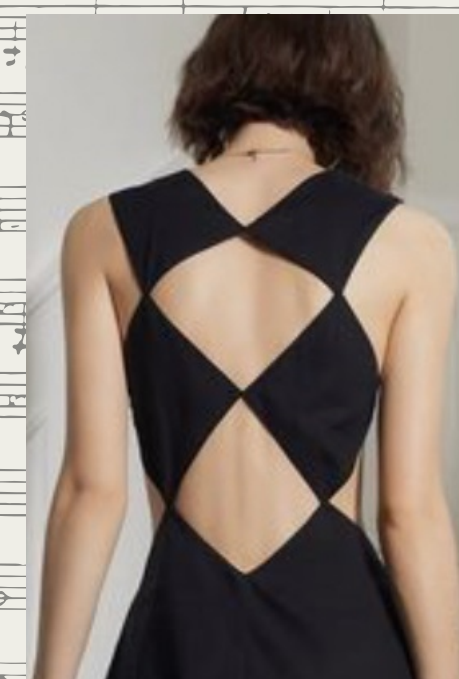
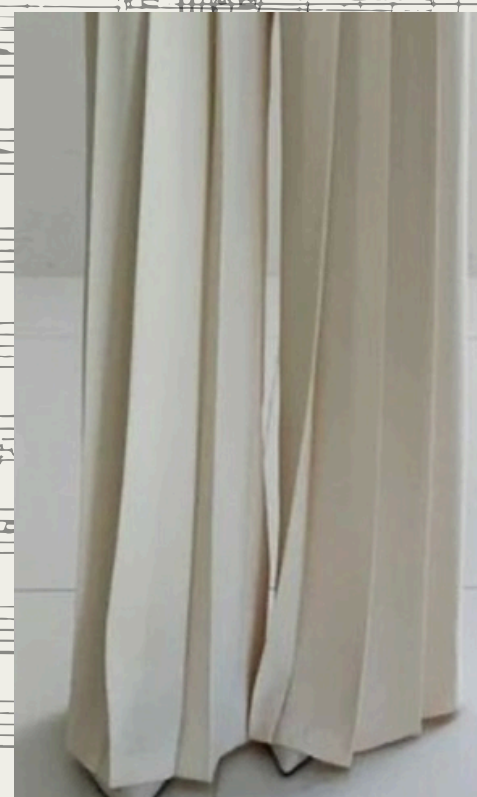
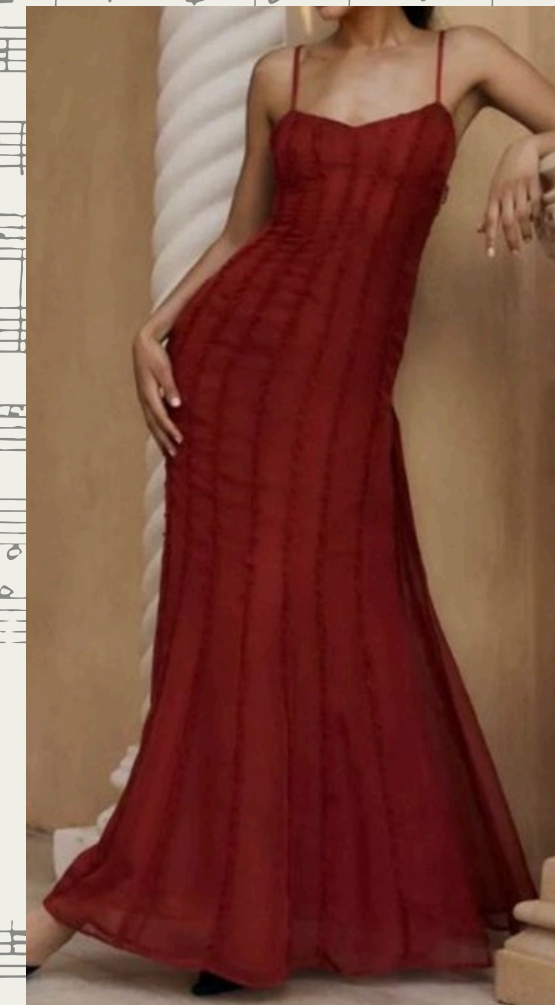
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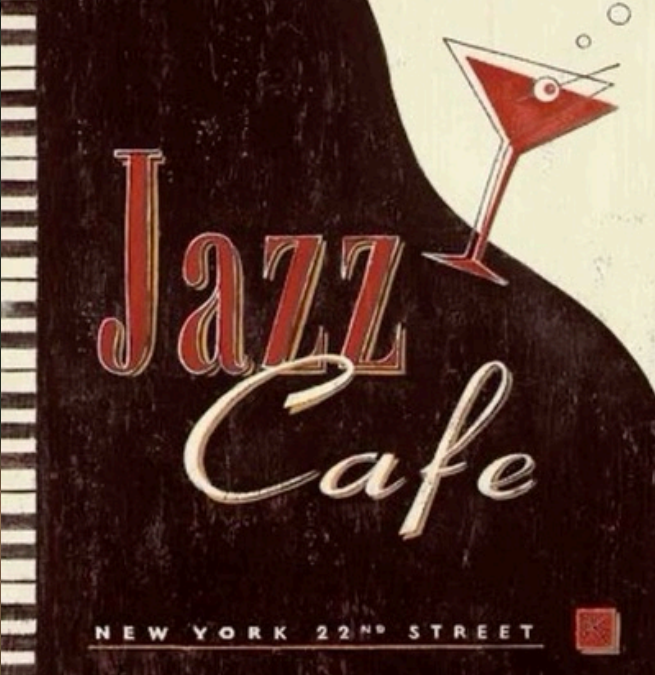
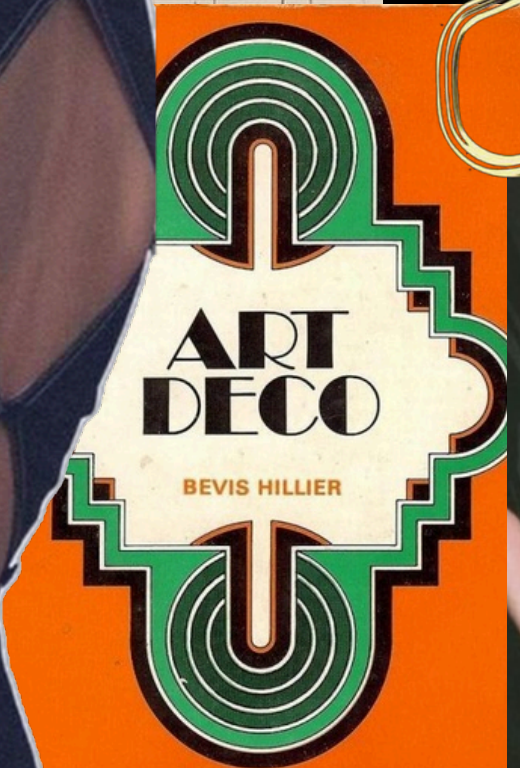
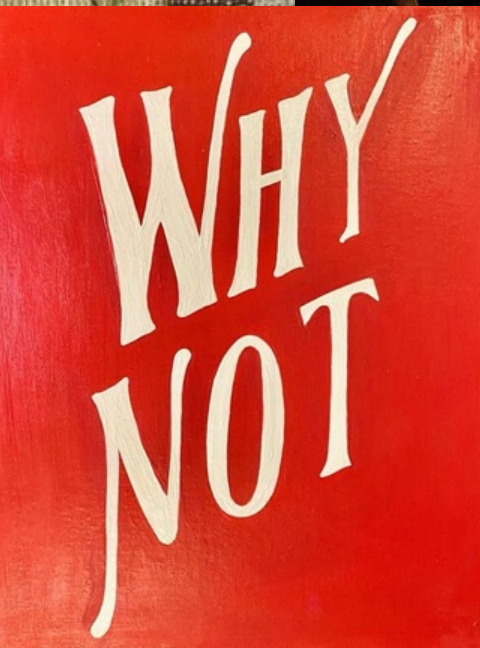
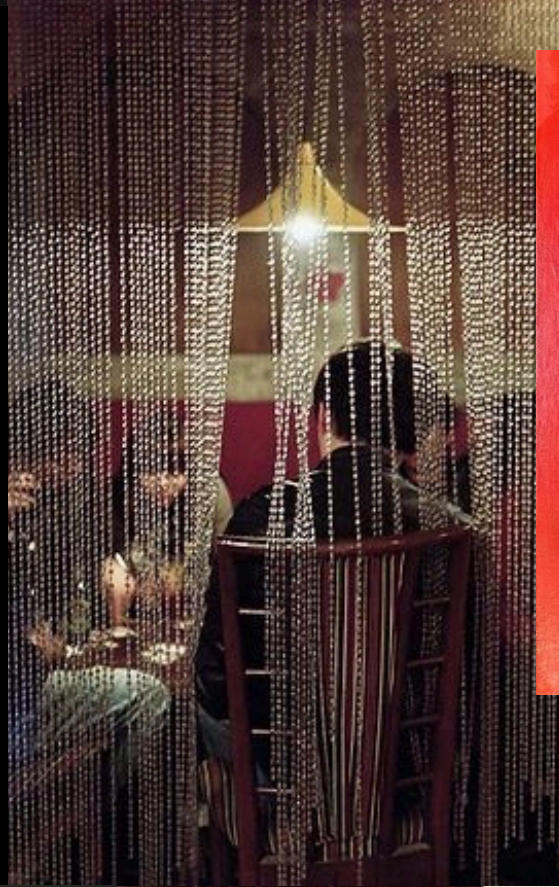
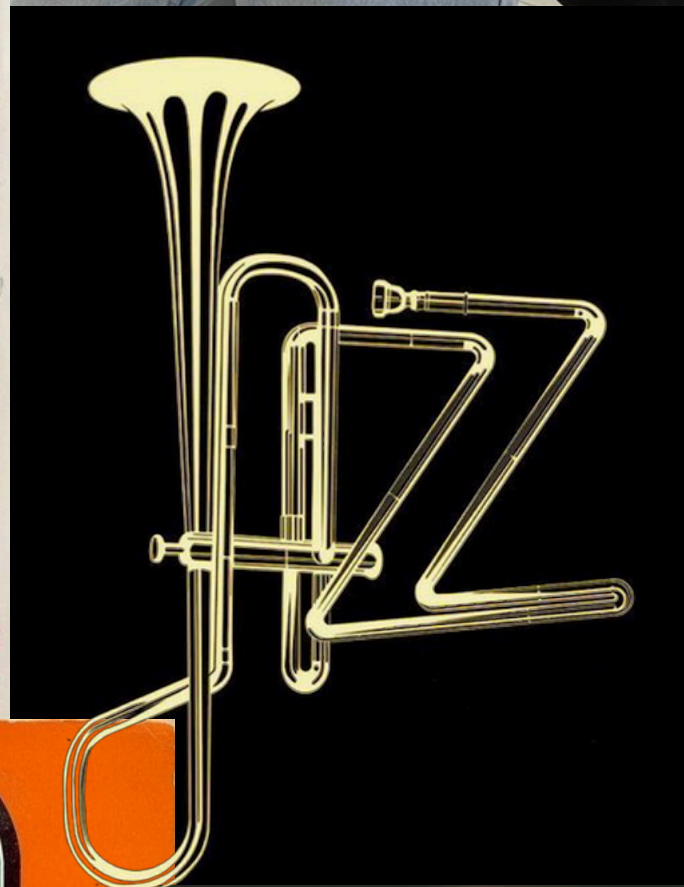
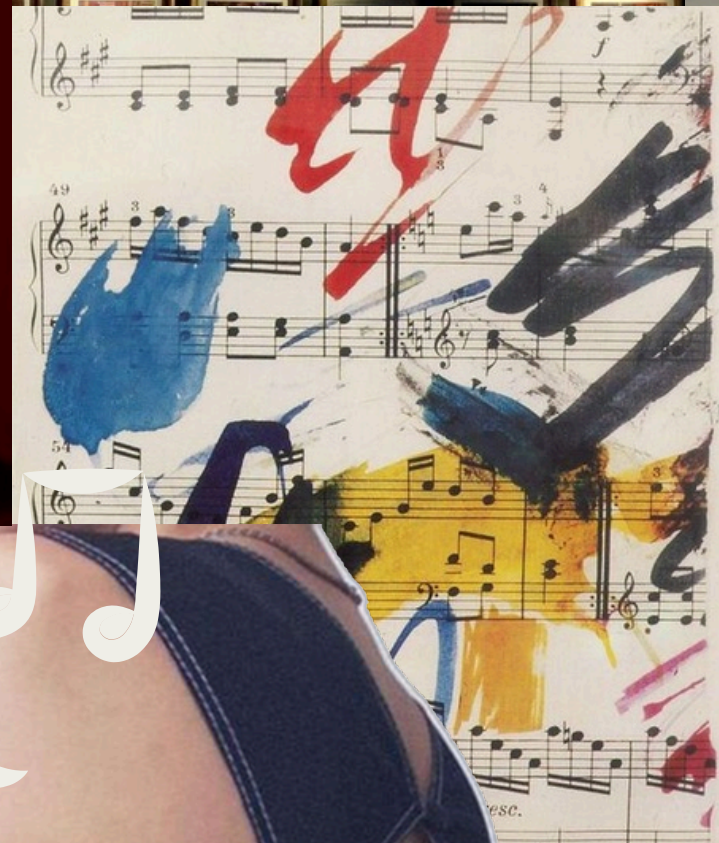


@Gestuz



@Viktoria and Woods





SUSTAINABLE PRACTICES

recycled polyester



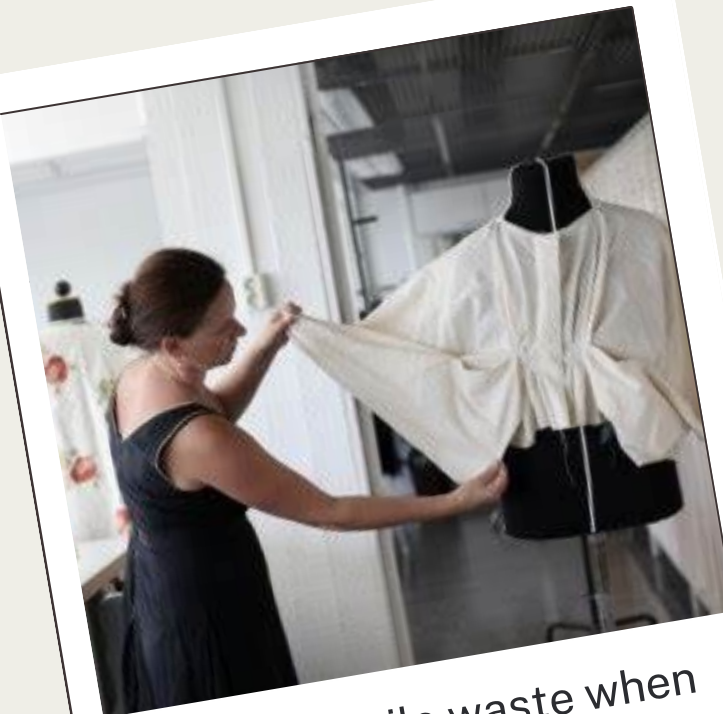
melted post-consumer waste



high quality makes for wardrobe staples



transitional pieces



minimal textile waste when cutting

aim for zero-waste design



collection for all genders



longevity



plant based dye

natural dyes



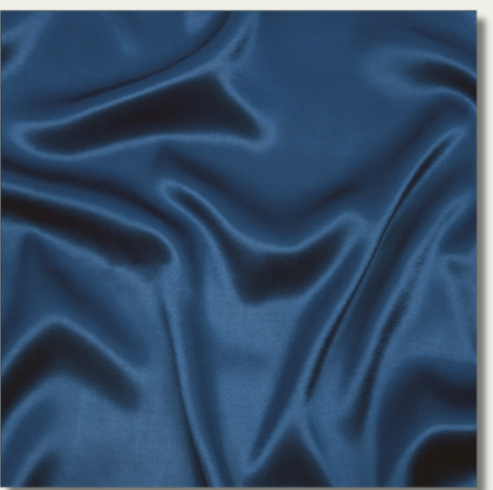
collection can be worn all seasons



promotes life cycle the garments

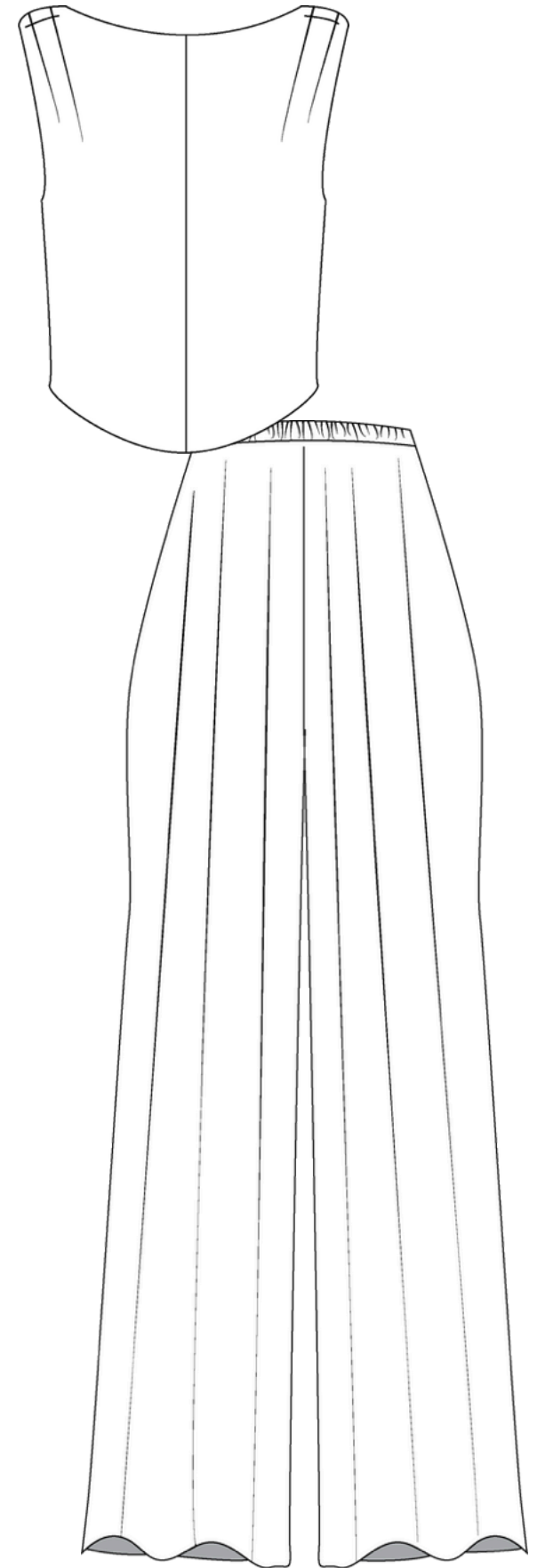
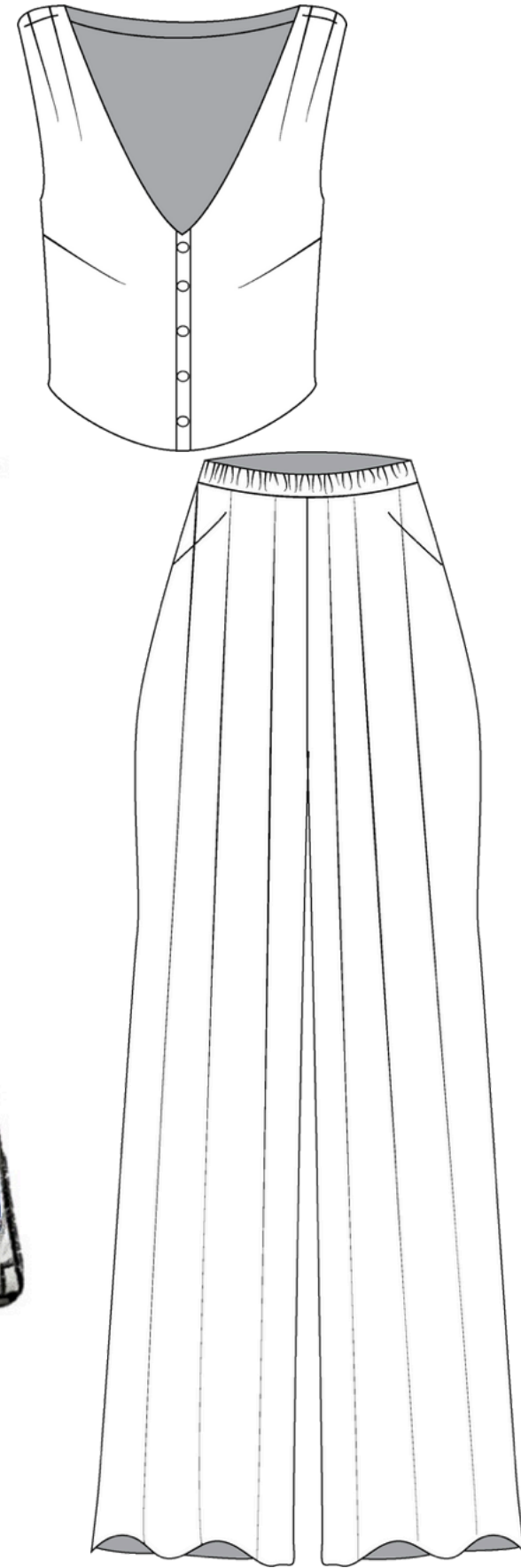
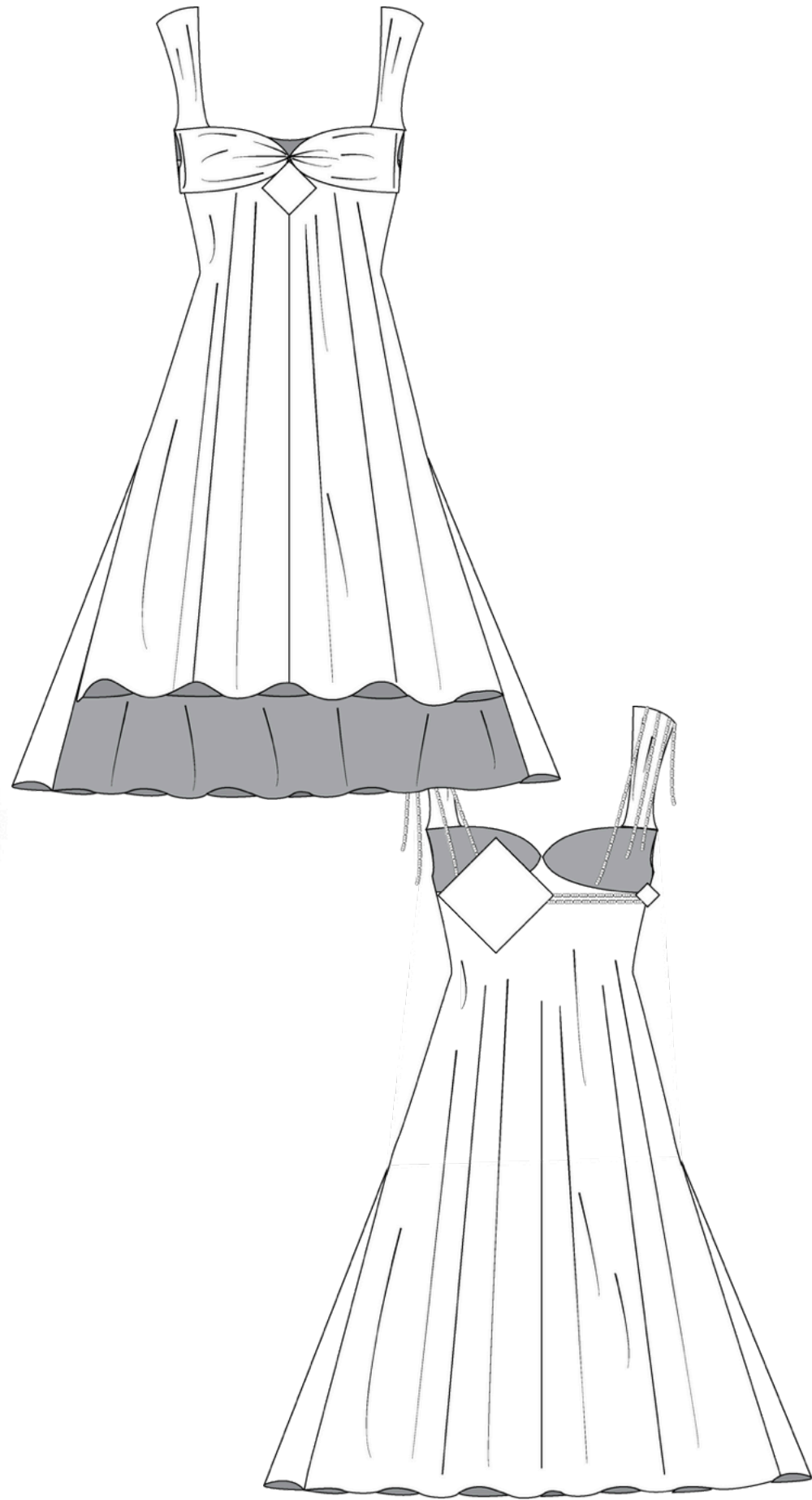


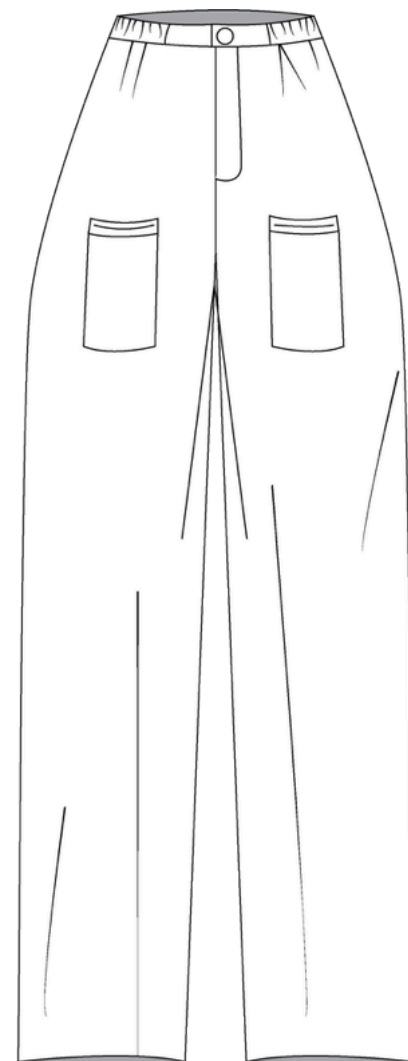
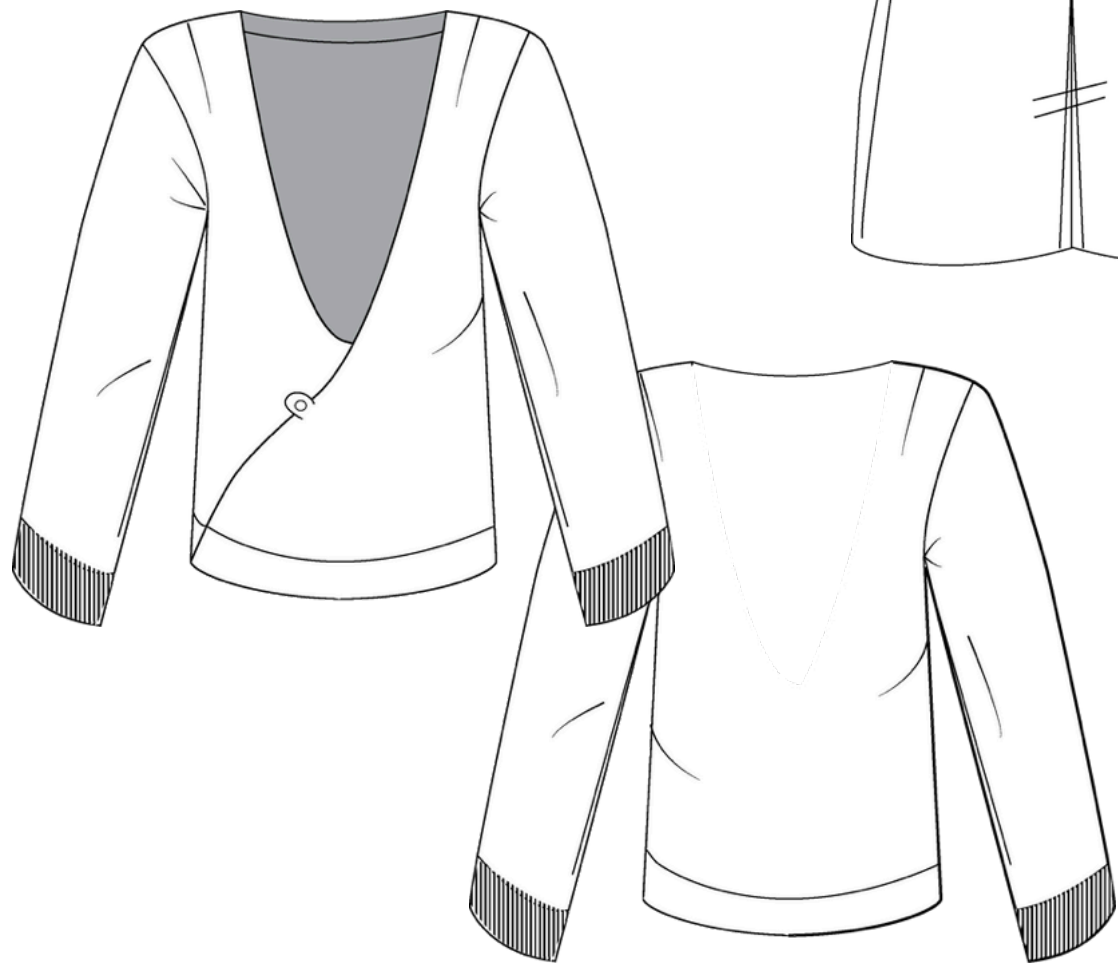
PRINT PATTERN & FABRIC CHOICES



THE COLLECTION



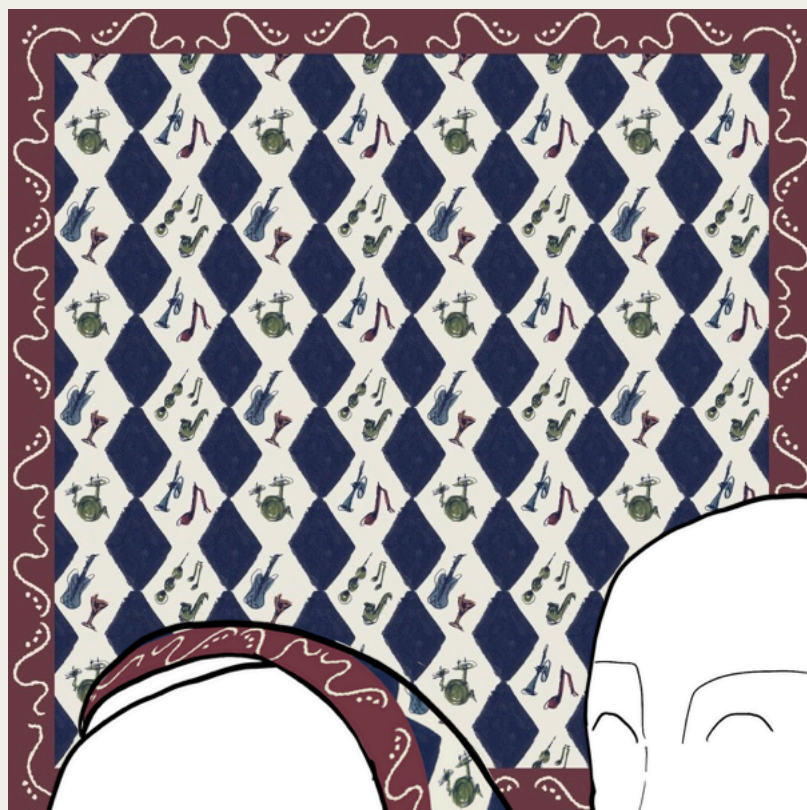




ACCESSORIES



tote bag



bandana



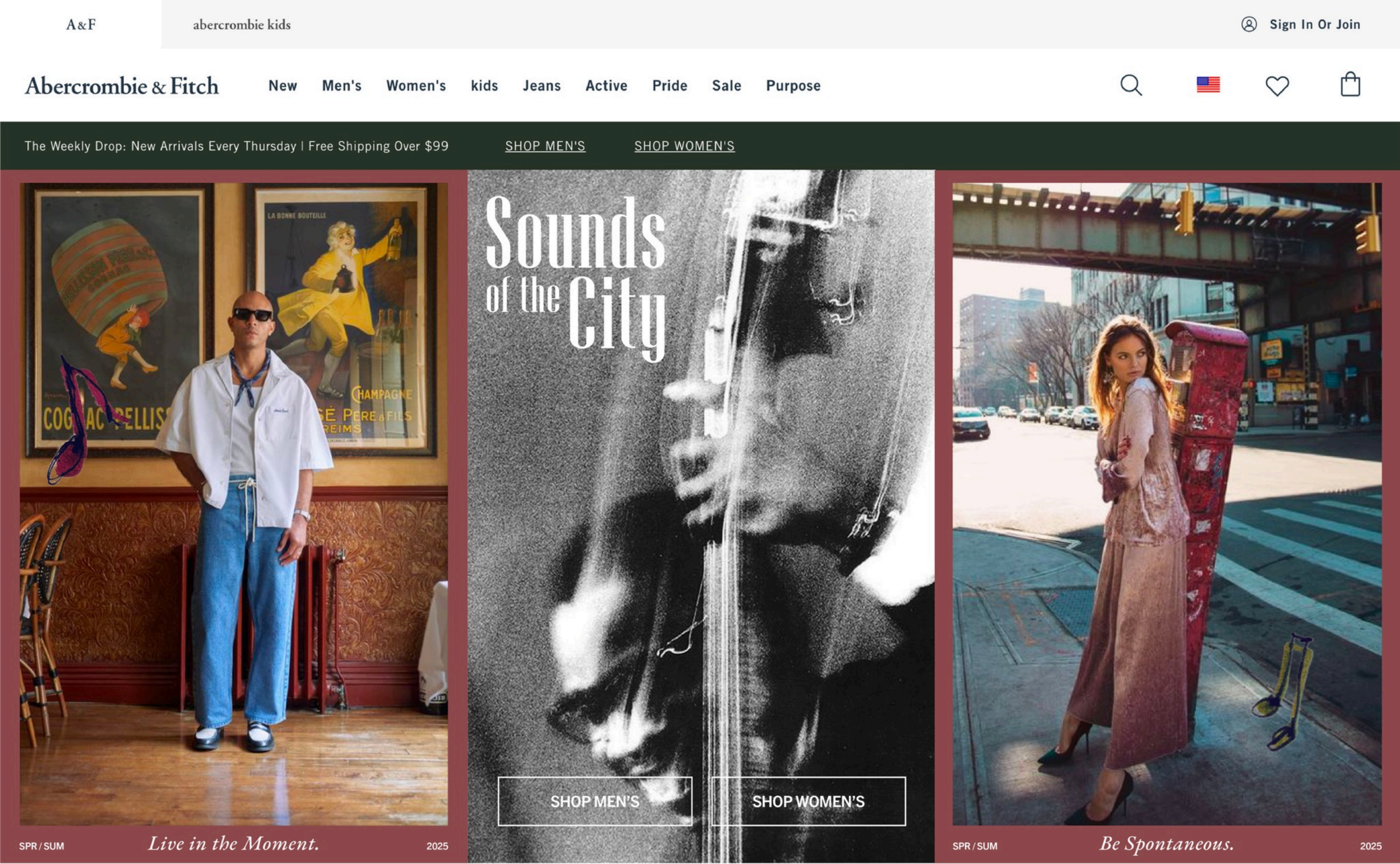
bead belt



baseball cap



WEBSITE

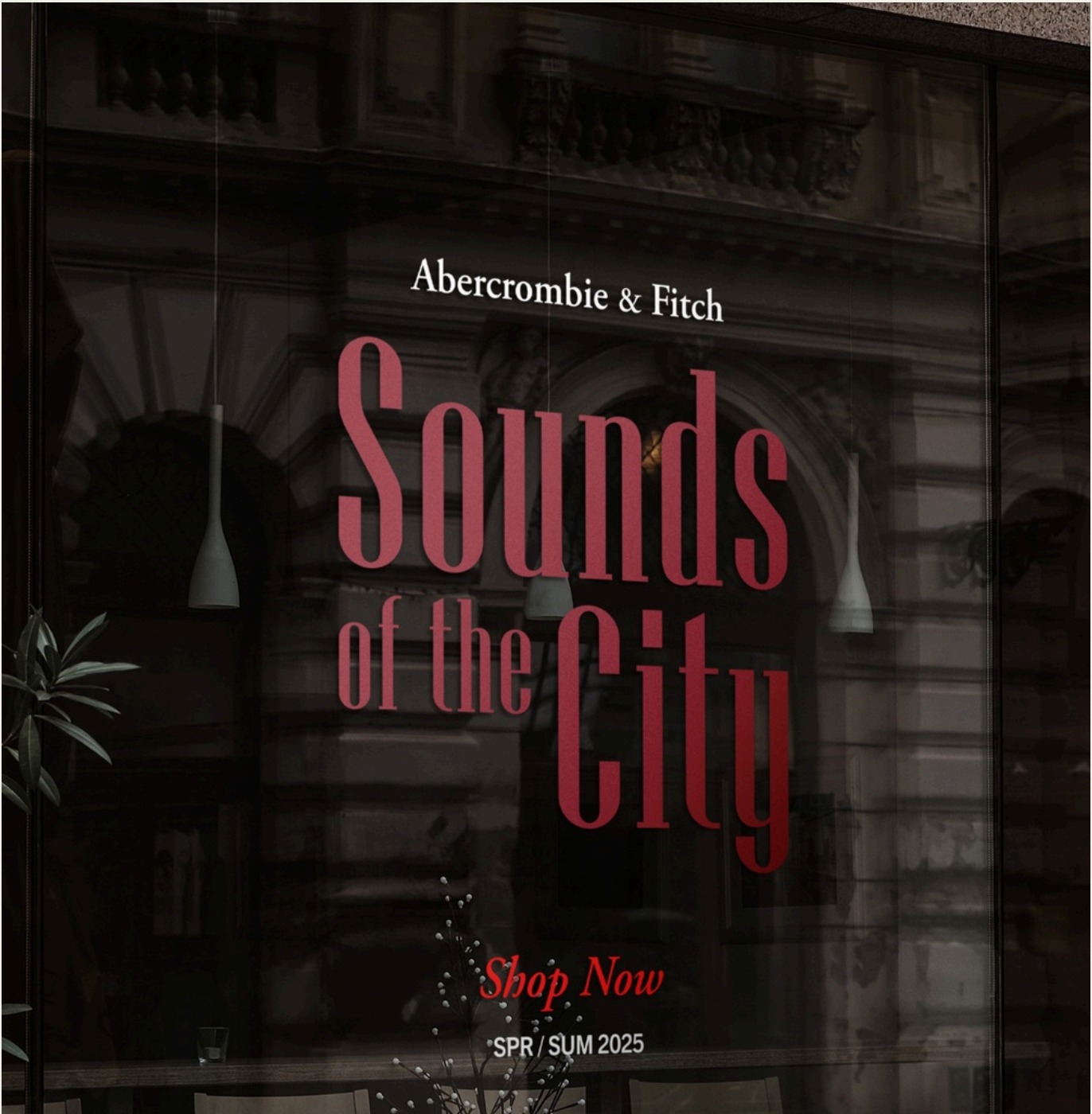


SOCIAL CAMPAIGN

Once our influencers launch the collection, we'll invite customers to showcase their Summer outfits using the hashtag **#ANFSpontaneousSummer** for a chance to be highlighted on Abercrombie's social media. This campaign will inspire customers to share their unique "Sounds of the City" experiences while sporting the collection's stylish pieces.



IN-STORE EXPERIENCE



Window Vinyl



Martini Hour



JAZZ IN THE PARK

With a special edition to the "Sound of the City" collection, Abercrombie & Fitch brings you "Jazz in the Park." Consisting of local jazz musicians, the concert will take place in major cities, turning your favorite green spaces into lively, stylish hotspots.

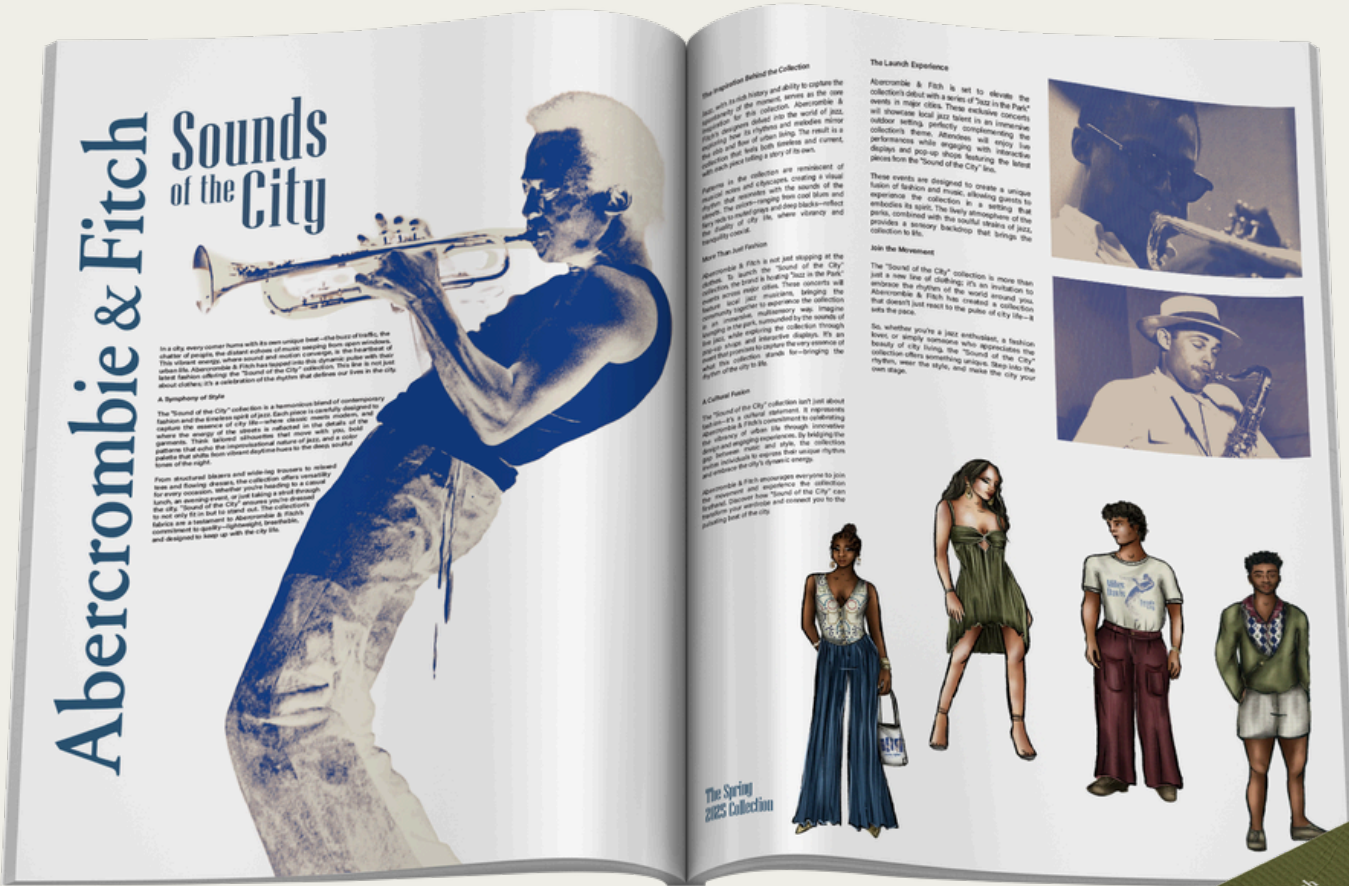
This is an opportunity to create an immersive and vibrant environment that not only serves as a platform to showcase the special edition line but also foster a deeper emotional connection between the brand and its audience.



JAZZ IN THE PARK



MEMBERSHIP



Introducing our 2025 Spring Collection.
Lots of must-haves in here. View on [Web Browser](#) SHOP
WOMEN'S SHOP MEN'S Abercrombie Women's Aberc...

Lots of must-haves in here. View on [Web Browser](#)

Abercrombie & Fitch



2025 Spring Collection is here

SHOP WOMEN'S



SHOP MEN'S

GRAPHICS



HANG TAGS

Reminiscent of vintage
luggage tags you'd find on
a Musician's case

5mm Thick Recycled Card-stock

Embossed Collection Logo and **QR**
*When scanned, lands at A&F
SOC page with direct links to
collection styling tips and
philanthropic partnerships.*



For **Accessories**, Slightly smaller

GARMENT TAGS



Created from **Factory scraps**, the garment tags would be found on the **exterior** of garment.

Held by a single stitch to allow **Tear-away**.

Top Flap - 5" x 3.5"

Collection branding

Fabric Sourcing info

Slightly thicker - Can be reused as a bookmark

Bottom Flap - 4.25" x 3.5"

Deep Dive into the Philanthropic partnerships, with hole punch designation of garment style

PARTNERSHIPS

The Sounds of the City collection intends to support music education and provide financial aid to those in the music community who are underrepresented, while also honoring the rich history of Jazz music. Jazz is all about celebrating diversity, individuality, and creativity, which are pillars of what A&F Co. stands for.

That's why a portion of the collections' proceeds will be directed into two incredible partnerships programs: The Jazz Foundation of America and The Roots of Music.

Abercrombie & Fitch x

The Roots of Music



Thank you!

ABERCROMBIE & FITCH