

## CREATIVE BRIEF

<b><u>Submission date</u></b>	Thursday, February 16, 2023
<b><u>Project description</u></b>	<ul style="list-style-type: none"> <li>Develop 2 looks (e.g., T-Shirt / Hoodie / Trackpant) showcasing the DUBAI logo. Feel free to adjust the DUBAI logo color, placement, size, etc on the product. Make sure to develop and include cool graphics to be placed on the product (complementing the DUBAI logo) – such as popular Dubai landmarks or cultural motifs.</li> <li>No constraints on print placement (can be on sleeves, hood, etc.)</li> </ul> <ol style="list-style-type: none"> <li>1. First Look = Minimalistic and simple (high-end fashion feeling)</li> <li>2. Second Look = Skater/street-style with large prints and bright colours (Gen-Z - Supreme / PALACE / Drew House / CACTUS JACK)</li> </ol>
<b><u>Dubai logo to use</u></b>	 <p>You can refer to brand guidelines here – but no need to follow closely if you have better ideas / colours:  <a href="https://dubaitourism.getbynder.com/m/4396881d24f126dd/original/Dubai-Brand-Guidelines_2021.pdf">https://dubaitourism.getbynder.com/m/4396881d24f126dd/original/Dubai-Brand-Guidelines_2021.pdf</a></p>
<b><u>Packshots to use</u></b>	 <p>Link to packshot files <a href="#">here</a>.</p>

**1. Minimalistic inspiration**



**2. Gen-Z inspiration**



