

COLLECTION PROJECT(FALL/SPRING)2023/24

This is a collection drop.

This will be for the fall and spring drops!!!

Looking for 2-3 designs for a collection of pieces consisting of branding taglines and having a cohesive theme to bring them all together.

Some can have just a design, some need a tagline to add depth to the collection. I'd prefer mock-ups to see them visually for concepts.

Below I've attached previous designs and a google doc with further information about the brand along with links to my website and social platforms.

Use: Since 2022 or Dreamerz Worldwide Co.....

These are examples of Taglines to use in your design or if you have a more creative idea go for it.

- [] "One bad chapter doesn't mean your story is over"
- [x] "Start believing that it is possible"
- [x] "Your only limit is your mind"
- [x] "Your future needs you"
- [x] "I need space"
- [x] "Make your DREAMS a reality"
- [x] "Your dream is achievable"
- [x] "The Dream is free, the hustle is sold separately"

HONESTY, INTEGRITY, FOCUS, TRUST

These will be brand new fresh designs. I need creativity. This is a streetwear type collection.

Dreamerz Worldwide (REBRAND)

TAGLINE/Slogan:" Dreams don't work unless you do" Dream BIG Take Risks" "Future is Bright" "Thank you for not believing in me" dream, risk, evolve, aspire, motivate

College/HBCU/Hustle Niche

Brand archetype: Mastery Hero

Brand Guidelines: Orange, navy,blue,orange,white,black colors font: simplistic,
Memorable, Unique

Demographics: age: 18-30 , race: african american people of color , gender male &
female , income middle class, lower income , occupation: blue collar, entry level white
collar , marital status: single religion: christian education: highschool diploma/college
degree location: North america.

Psychographics: sports: football, basketball, baseball

interests: sports, gym, music, sneakers

music:hip hop

movies: coming to america/Friday

Brand Drivers:

Perseverance

Compassion

Resilience

Dedication

What do you want customers to feel ?

Emotion

Esthetic

Status

Utility value

What does the brand stand for?

Dreamerz Worldwide Is about achieving a goal through perseverance and
determination whether you're an entrepreneur, school, teacher or CEO. We all have
dreams and goals that we want to achieve and that dream is possible. I represent black
and brown scholars.

How we'll show them

- Content
- Photography
- Giveaways
- Quality products

What do you represent ? representing Black and brown scholars

Why does your brand exist ? to inspire black and brown minorities

BRAND GOAL

The ultimate goal is to inspire young kids of color that look like me to chase a dream or take a risk. I want young men that look like myself to know and understand that they are great at many things, just a question of what that is.

Brand Values: integrity, respect, responsibility

My target audience: College students, College graduates, Students of color, HBCU Students, Young adults age 18-30

Mission Statement: my mission is to inspire young kids of color to chase a dream and to motivate them to pursue a purpose and look fashionable while doing it.

Vision Statement: my vision is to create quality products representing my brand and sharing the brand image with customers around the world. My ultimate goal is to create a community around the brand that has a meaningful purpose.

How the brand started: This brand started from a 65\$ concept design. I was so excited about the design I collaborated with a graphic designer and gave my creativity on website design. From there I created samples and took some product and professional shoots of these products and created a marketing strategy to promote them. This brand was created and stated in my senior year of college.

Brand Story: DREAMERZ Worldwide Co has started a concept in my childhood of making it out of poverty and creating opportunities through work ethic and vision which came from the space theme. I would plan with patience how I would take the next steps toward my future. Battling the pitfalls of my surroundings while also tryna stay in line mentally. Many losses in this process. The concept was to live a life of abundance that has been earned through hard work ethic. I started college in 2017

barely graduating highschool. I traveled to Florida where I ended up at Florida Memorial university. It took me 6 years of trial and error but I completed my bachelors degree in May 2023. In those 6 years I lost family, stuck in hurricanes & rain storms. I failed multiple classes and almost lost my student status. Everyday seems like more of a challenge but I never gave up. I persevered and continued on my journey. Now being a graduate college student I understand what it means to work hard for a better future and I want to share that with my customers and the world.

About Me: I'm a senior at Florida memorial university studying Business administration. I plan on taking my skills to Enterprise, my current employer to further my position in the management trainee program. My ultimate goal would be to work for an automotive company like ford, GM or even Volkswagen doing supply chain management or performance . I plan to run my business on the side and build to a point where I can move on and challenge myself in other fields.

Bio: born and raised in California in a one parent household 3 siblings. went to middle school at Claremont Ca. eventually graduating from San Lorenzo High School in 2017. Growing up, my dad taught me how to make shirts in his mother's home. We would screen print/heat press 100s of shirts and make designs for schools in the local area. He taught me the process starting from design to finishing the garment. We would deliver these items and spend hours creating products for customers like football coaches, principles and faculty from other schools. This taught me how to manufacture clothing and the behind the scenes of running a clothing brand. He was my coach when I played little league baseball and he was also a dean at high school. That was the first time I felt that I could make money from something that I was passionate about which led me to Florida to study Business in 2017. Since then I've relocated to Florida to focus on becoming a manager

WEBSITE & SOCIAL MEDIA

www.dreamerzworldwide.com

IG: dreamerz.worldwide.co

Twitter: Dreamerz_est99

Facebook: Dreamerz_est99

Tiktok: Dreamerz.Worldwide

Pinterest: Dreamerz.Worldwide