**Trend: Layered Necks**

**Mood Board; digital banners that features the trend & the products within them**

* **Mood Boards:** Two mood boards per trend
* **Photo size:** 892 X 300 pixels
* **JPEG**
* **Including:** sourcing and/ or creating key elements (prints, typography, photos)
* Establish a graphic theme, colors, background image, patterns, fonts, etc. that will amplify the trend & the products within them.
* Underneath these banners we feature the products/ styles that fall under this trend

**Reference:**

* Please reference the top banners from these pages for the type of style that we like
* <http://www.freepeople.com/the-festival-shop-trend/>
* <http://www.freepeople.com/necklines/>
* <http://www.freepeople.com/go-vegan/>