**Live it Up Gear Vision**

1. Ultimate goal is to connect people. Connect *individuals* that want to share their experiences.
2. Give off a friendly, relaxing, fun, upbeat vibe
3. A rallying symbol for those who enjoy life
4. Want to inspire people to love life and do the things they love.
5. Customer should look in the mirror and get pumped up to do whatever they are about to go enjoy.
6. Positivity at the forefront, no drama type personality

Whatever it may be that you enjoy the reason for the brand is to connect people. I want the overall brand to be considered a unifying symbol. If its inviting people over to BBQ for them, to hanging out at the bar. The more mellow of population that just wants to have fun and wants everyone around them to have fun as well. I envision my customer on a trip to Vegas, playing cards or relaxing by the pool with a group of friends. After a relaxing day head to the bars and notice someone wearing the brand. I want this to be a common relatable aspect that helps start up a conversation. What do the two strangers have in common? Their optimistic outlook on life and the desire for those around them to live it up as much as they do.

**Basically wear the shirts or hats to help identify each other in crowds, these individuals can have a starting point to a conversation. Connect people through the brand and through the social media community that will be built.**

* It’s about connecting people, I want the overall brand to change perspective on life in a positive way. The symbol
* It’s about Food, drink, enjoying yourself,
* It’s about being fearless and having fun

**Target Market**

* Ages 21-40 drinking age
* Male and Female
* All races and ethnicities
* Income levels- lower to middle
* Enjoy BBQ, beach, going to a concert, sitting at the bar, enjoying food, nature and spending time with their families and friends