



Coast Apparel Spring 20 Graphic Tee Creative Brief

At Coast Apparel we design an elevated mens clothing collection of timeless classics, crafted with care.

We have a need for some graphics to add to our slub tees and performance shirts. We would like technical/mechanical type illustrations of some specific objects. Including beach chair, beach umbrella, vintage beach lounge, dock cleat, golf club, suitcase, old fashioned cocktail, cigar, wine opener, king and queen chess pieces, suitcase, and adirondack chair. Go to coastapparel.com for current collection.

About The Brand:

Our vision is to bring the sense of ease, style, and dignity to mens dressing. We will deliver by designing capsule collections that:

- Care deeply for the details
- Are grounded in classics and tethered color stories
- Are sensible for any situation
- Are delivered with ease to fine mens retail, through online efficiency, and our own retail stylists.

We are sophisticated yet informal, composed yet carefree, disciplined yet flexible.

Graphics should be simple, one or two colors

This is for an All-American guy.

TARGET MARKET:

Affluent All-American male, age 30-60, family guy, probably owns a yacht or sailboat, spends time traveling and taking it easy. This guy has arrived.

The following provides:

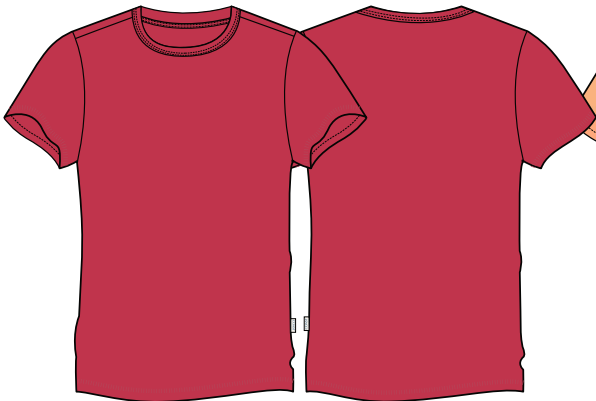
p 2 The assortment of tees

p 3-4 Samples of existing graphics in use

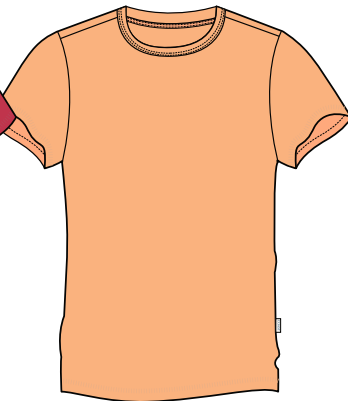
p 5-7 Images of the objects for the mechanical drawings and KEYWORD inspiration, though the objects details may

p 8 Logo files

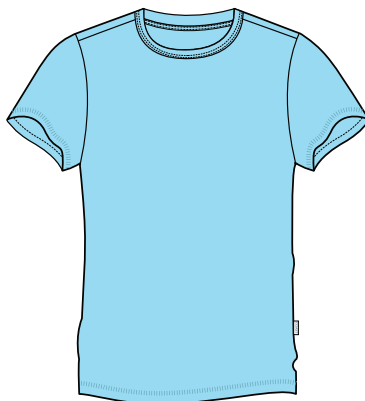
SP20 ILLUSTRATIONS // ASSORTMENT



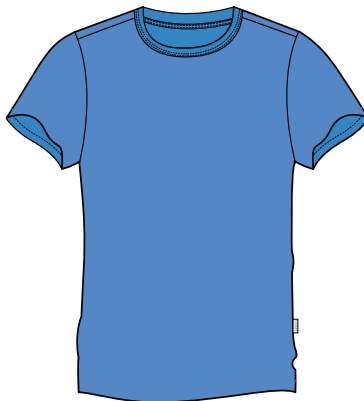
Watermelon



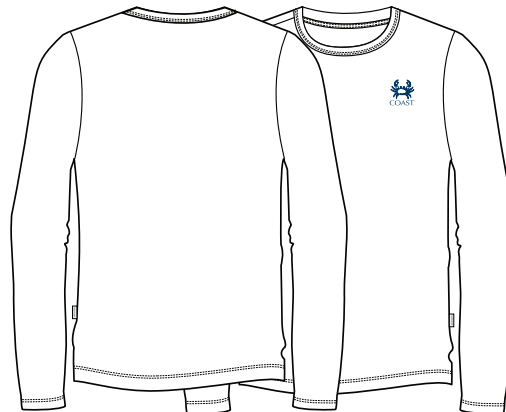
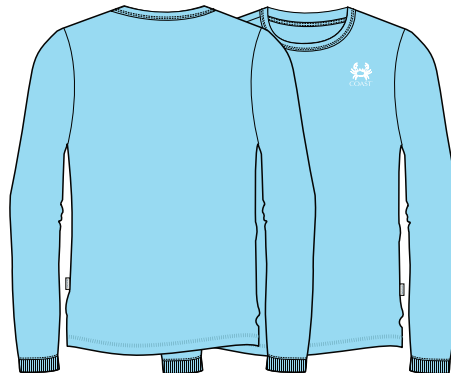
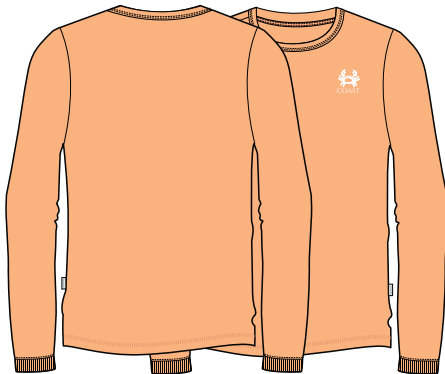
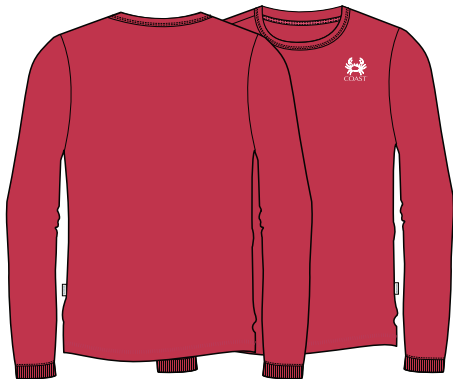
Coral



Breaker

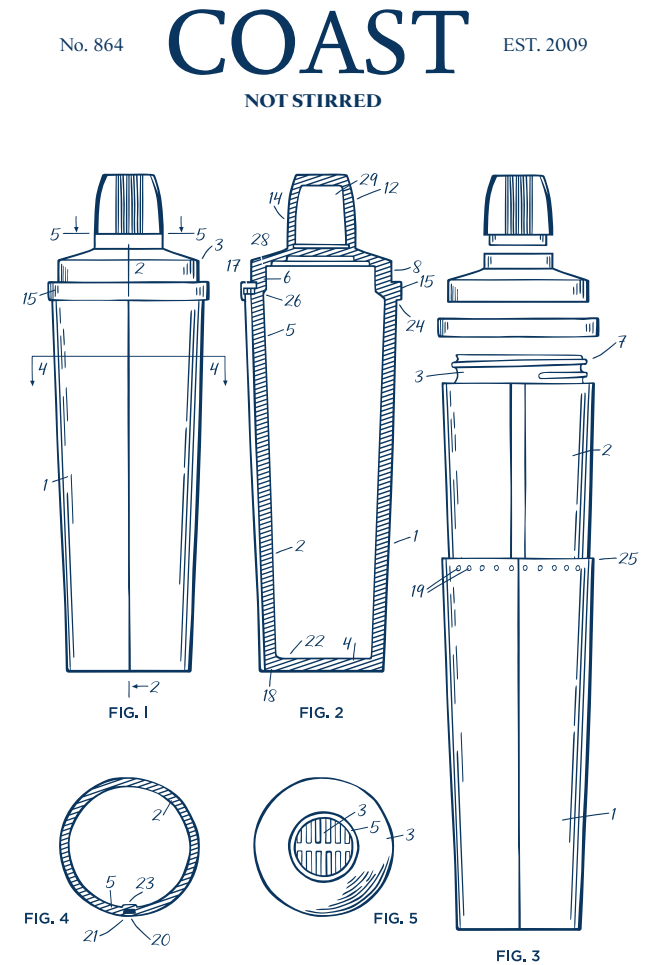


Caspia

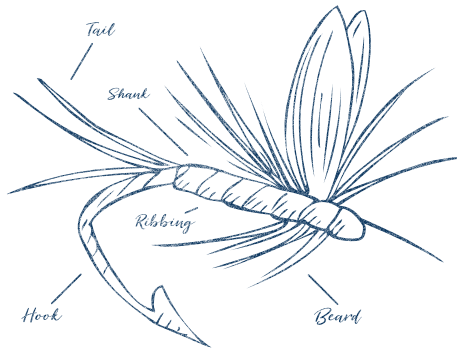




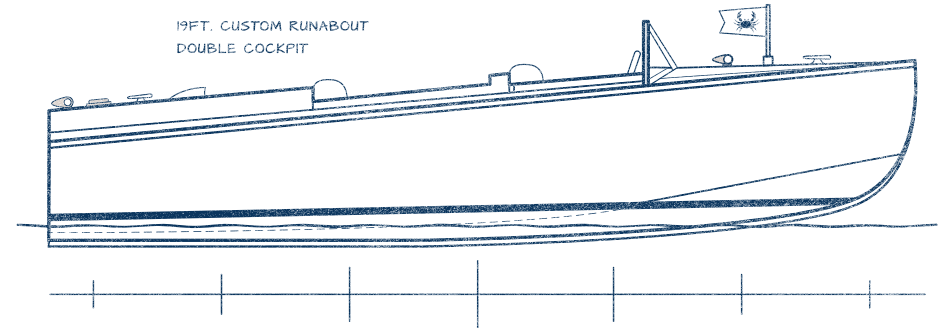
TAKING IT EASY SINCE 2009



COAST

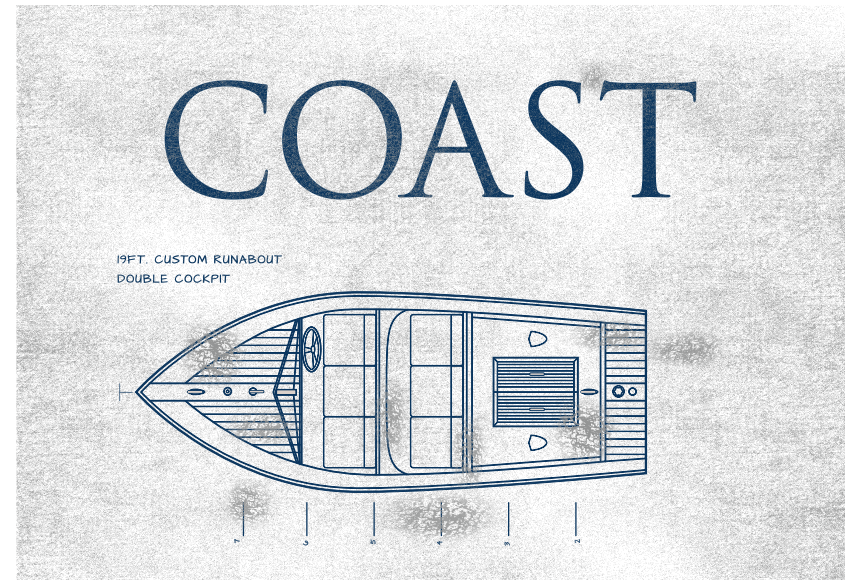


Angling - Typical Dry Fly



COAST

SINCE 2009



MECHANICAL DRAWING CONCEPT // OBJECTS // RECLINE



KEY WORDS/Inspiration

JUST COAST
EST. 2009
AUTHENTIC GOODS
RECLINE
UNWIND
KICK BACK
EASY CHAIR



KEY WORDS/Inspiration

JUST COAST
EST. 2009
AUTHENTIC GOODS
PLAY TIME
OFF TO THE COAST





KEY WORDS/Inspiration

JUST COAST

EST. 2009

AUTHENTIC GOODS

ENJOY

ENDEAVOR TO UNWIND

UNCOMPLICATED

LOGO FILES

