

# PERFORMANCE SPORT MASK

Consumer + Color

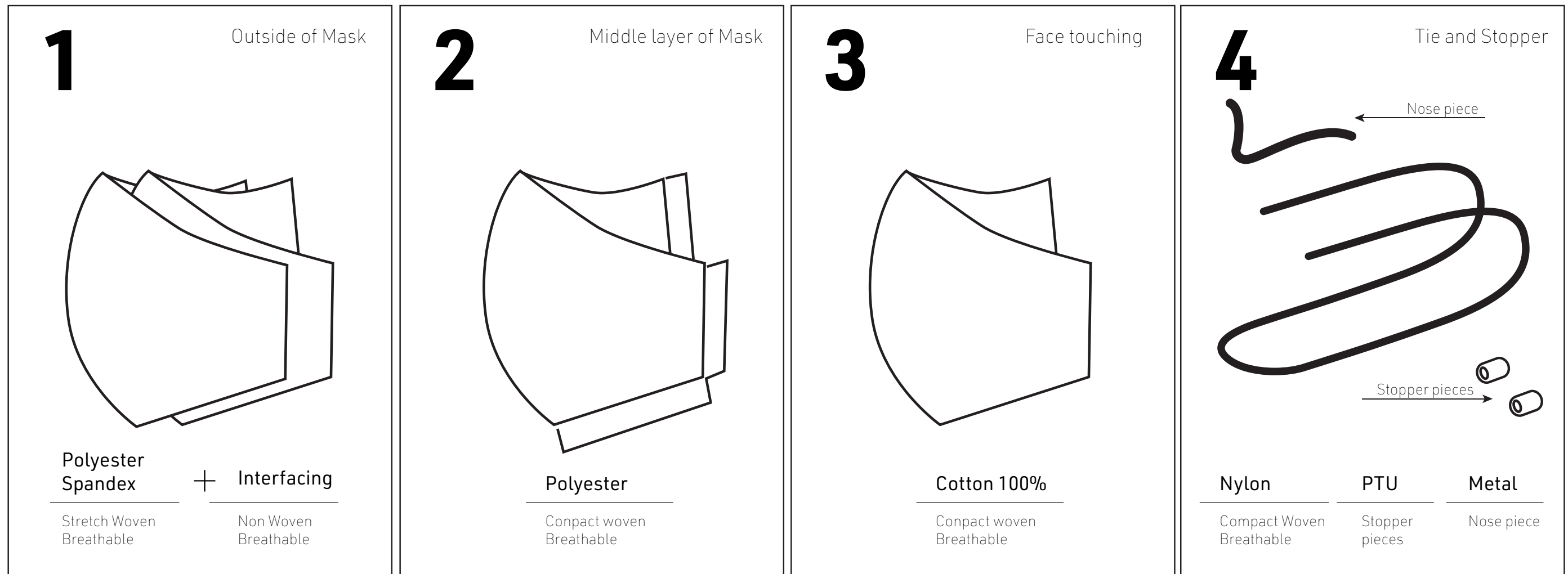
	Age <b>23</b>	French Navy				
Sex <b>F</b>		LifeStyle <b>Music Goers</b>	Atlantic Blue	Mango Serbet		
	Style <b>Active</b>	Arctic Blue	Optic White			



The image is a design concept for a 'PERFORMANCE SPORT MASK'. It features a grid of information boxes on the left and a collage of images on the right. The grid includes: Age 23 (French Navy background), Sex F, Lifestyle Music Goers (Atlantic Blue, Mango Serbet, Artisanal Red background), and Style Active (Arctic Blue, Optic White background). The collage shows a woman with curly hair in a colorful, graphic jacket and a tennis player in a dark blue outfit on a green court.

# PERFORMANCE SPORT MASK

Materials + Construction



# PERFORMANCE SPORT MASK

Brief

Product Name  <h2>B. C. V.</h2>			Product Goal  <i>Provide breathable, sweat absorbant material with least distraction during sports. Doubles as Sport and Streetwear.</i>	Features & Benefits  <i>* Drawstring ear strap for perfect fitting on the cheek and chin.          * Optimal materials for sport activities.</i>
Delivery  <h2>S / S 2021</h2>	MSRP  <h2>\$ 25</h2>	FOB  <h2>\$ 6</h2>	Materials & Manufacturing   <p>             Outside of Mask: Polyester/ Spandex + Interfacing              Middle layer of Mask: Polyester              Ear strap: Nylon/Spandex, PTU, Metal              Face touching: Cotton 100%              Stretch Woven Breathable, Non Woven Breathable, Compact woven Breathable, Compact Woven Breathable, Stopper pieces, Nose piece, Compact woven Breathable         </p>	
Consumer  <i>Millennials, Female          Athletic Music Goers</i>		Environment  <h2>78 F</h2> <i>Outdoor          Moderate Climate</i>		
		Style & Color   <p>             Perf Pattern              French Navy, Arctic Blue, Optic White, Atlantic Blue, Mango Serbet, Artisanal Red         </p>		

# PERFORMANCE SPORT MASK

Process



# PERFORMANCE SPORT MASK

Final Design



# PERFORMANCE SPORT MASK

Final Design



# PERFORMANCE SPORT MASK

Final Design

