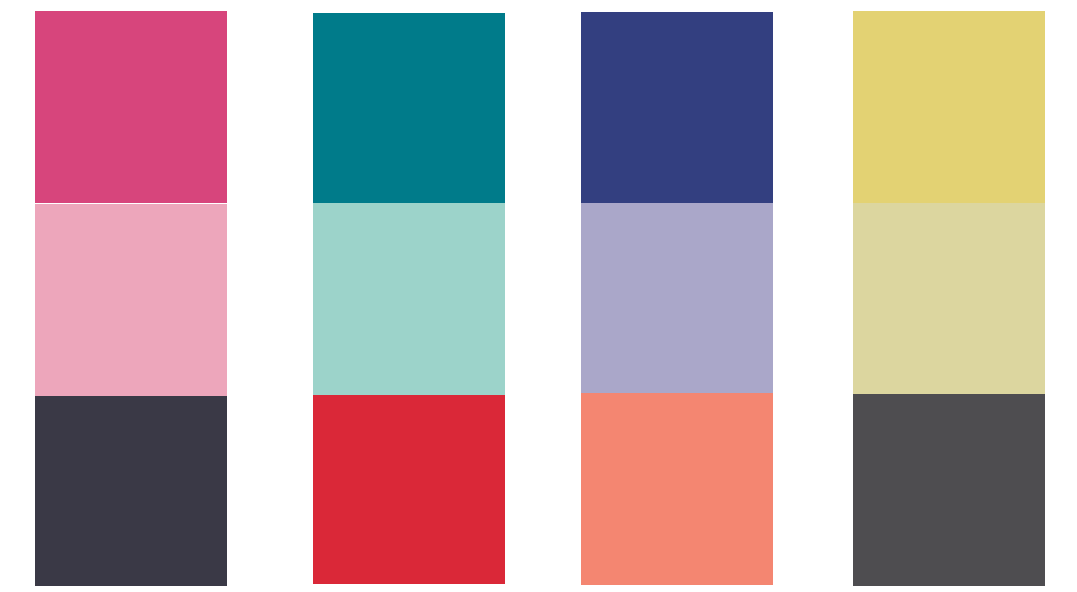


GS
girl's sportswear

assignment: girl's line
location: Columbia
role: designer

Personal Goals: to increase sales and consumer desire by creating a line with Simple SW styles, great color, and girl sophisticated graphics.



COLOR

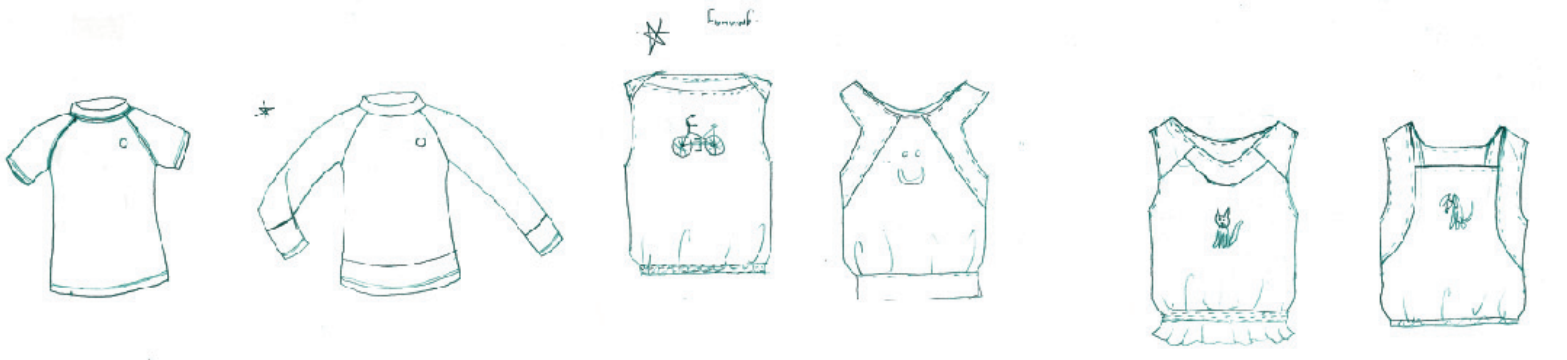


Simple styles with great color

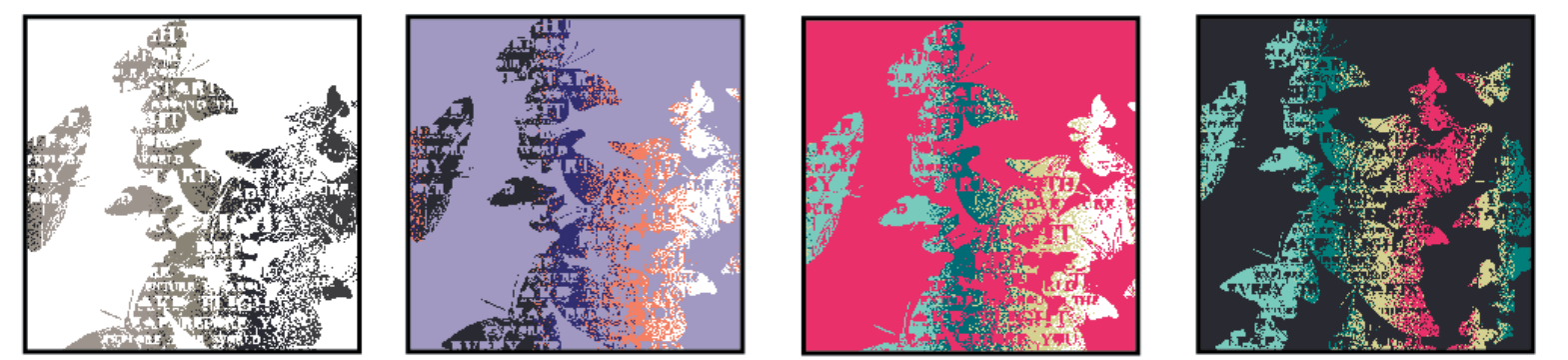
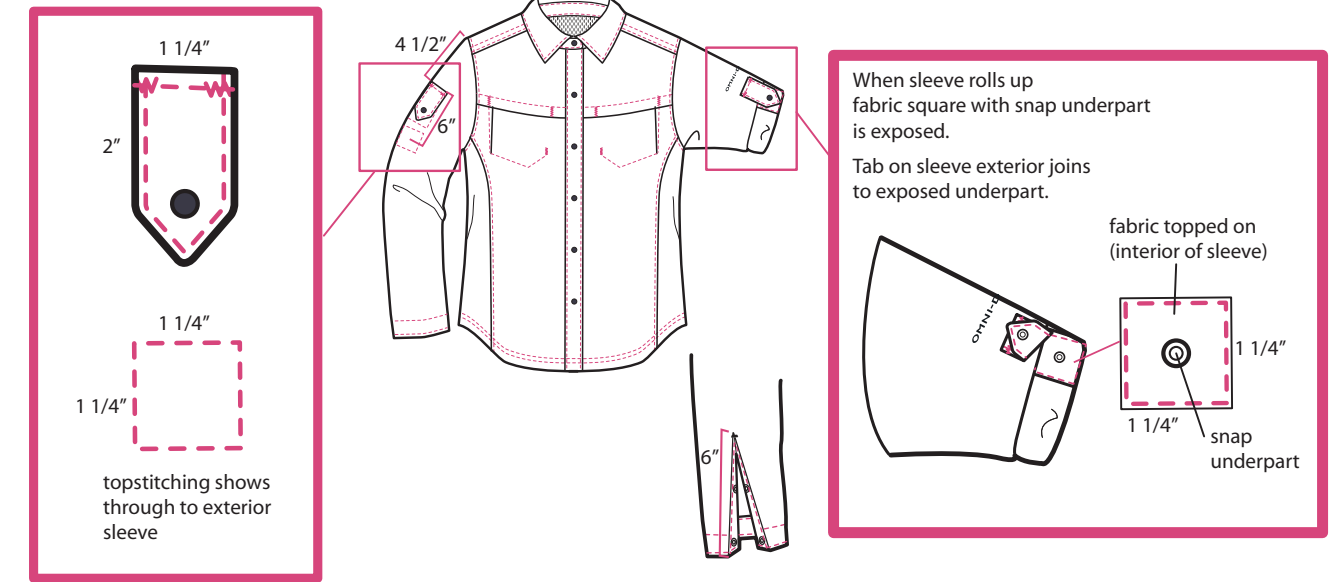


In S10 Girls SW's sales increased 38% and REI named Columbia an all-doors vendor.

More sophisticated graphic direction vastly improved sales.



Improved existing styles



+ Kangaroo pkts!

