

#### 4 Questions:

1 -2. Men/women ages 15-25 who are into streetwear, fashion, clothing enthusiast. They aren't aware of the brand and what we offer

- a. Current state/pains:
  - i. Blending in with others
  - ii. Their style being unoriginal and not special/unique
  - iii. Can't express their personal style because it's not considered "streetwear" enough
  - iv. Not being recognized for what they wear
- b. Dream state/desires
  - i. People complimenting their look/style
  - ii. Randoms/friends asking where they can buy what they're wearing
    - 1. Hearing that others want to dress like them
  - iii. Being recognized in public
    - 1. "I miss going to places so people can look at me"
  - iv. Wearing something that has never been seen before
  - v. They want their fit to have an organized color scheme
  - vi. Their clothes bring out an emotion/feeling of status when others look at them
  - vii. They want to wear what's not mainstream or from the media
    - 1. "I don't want to follow trends blindly, I want to create my own style."
- c. Problems:
  - i. "Everything looks the same now, there's no originality anymore."
  - ii. "Fast fashion is ruining the quality and craftsmanship of streetwear."
  - iii. "It's frustrating to see people wearing cheap knockoffs and thinking they're cool."
- d. Values/beliefs (keywords):
  - i. hypebeast (focused on trends and not the deeper meaning of streetwear)
  - ii. "washed": Used to describe a trend or style that is no longer considered cool or relevant.
  - iii. "sheep": Used to describe someone who blindly follows trends without having their own style.
  - iv. "fire": Used to describe something that is particularly stylish or cool.
  - v. "dope": Another term for "fire."
  - vi. "sauce": Used to describe someone who has a great sense of style.
  - vii. "drip": Another term for "sauce."
  - viii. "OG": Short for "original," used to describe someone who has been involved in streetwear for a long time.
  - ix. "real recognize real": A phrase used to acknowledge the authenticity of someone's style

3. The objective I want to achieve is

- e. The initial post

- i. Grab their attention and stop the scroll
- ii. Get the viewer to press a button (learn more)

Avatar:

- Tyler age 18
- You're a huge fashion/clothing street wear enthusiast
- you enjoy wearing clothes that create a personal style and attract the attention of others
- You don't want to follow what's mainstream or trendy (be seen as a hypebeast or sheep)
- You want friends and the public to compliment what you wear, ask what you're wearing.
- You want your fit to be recognized so that you feel status and attention.
- You don't want to blend in with others, you want something that's original and new

**My client is handling the imagery of the post, so let's say for this review. The image caught your attention while scrolling and now you're reading the caption.**

**1 of the ? Images(requested by a G):**



**Original Caption:**

Do you have the confidence to leave mainstream trends?

Wear a look that has friends gushing for days about how they can copy your style.

And capturing the eyes of strangers that can't resist taking a second look after you walk by.

CANINE is for those who want originality, where the real recognize real.

Our designs are hand drawn for weeks to accurately reflect the street art of Hawaii.

If you want to leave an impression that only you can create...

Get your 1-of-1 style in our bio

hard/gritty/"rap" tone:

Take off the mainstream leash and make a statement to your style.

Step into CANINE, a brand that has fans going wild.

Designs so original, you'll never find a clone.

All eyes glued on your look will make you feel known.

If your wardrobe hasn't been updated in a while...

Click the link that's in our bio.