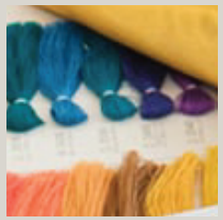
DYESTAR | COLOR SOLUTIONS INTERNATIONAL

"THE DYSTAR GROUP IS A LEADING DYESTUFF & CHEMICAL MANUFACTURER AND SOLUTION PROVIDER, OFFERING CUSTOMERS ACROSS THE GLOBE A BROAD PORTFOLIO OF COLORANTS, SPECIALTY CHEMICALS, AND SERVICES. WITH MORE THAN A CENTURY IN PRODUCT DEVELOPMENT AND INNOVATION FOR THE TEXTILE INDUSTRY, DYSTAR CATERS TO MULTIPLE SECTORS INCLUDING THE PAINTS, COATINGS, PAPER AND PACKAGING INDUSTRIES..."

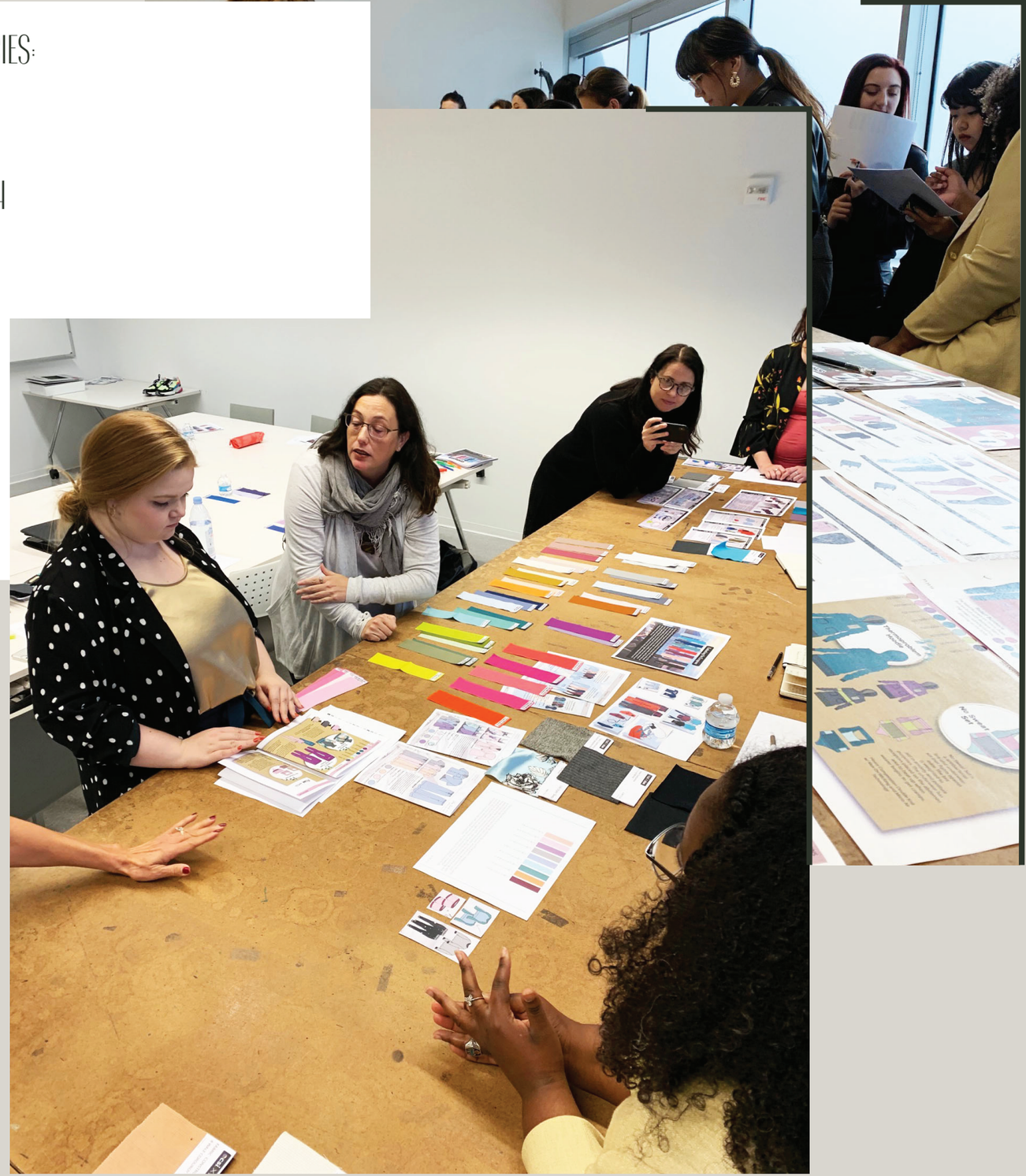


..."DYSTAR'S KEY SERVICE DIVISIONS ASSIST BRANDS, RETAILERS AND THEIR INDUSTRY PARTNERS FROM THEIR FIRST INSPIRATION THROUGHOUT THE ENTIRE SUPPLY CHAIN TO ENSURE THAT THEY MEET QUALITY AND ECOLOGICAL SPECIFICATIONS, REDUCE COSTS AND SHORTEN LEAD TIMES. WE OFFER STATE-OF-THE-ART COLOR COMMUNICATION THROUGH CSI.." - DYESTAR

CSI + FASHION INSTITUE OF DESIGN AND MERCHANDISING

PARTNERSHIP ACCOMPLISHMENTS & COMPITENCIES:

- PRODUCT DEVELOPMENT AND FASHION DESIGN
- GLOBAL CONSUMER PSYCHOANALYSIS
- INTERNATIONAL TRAVEL FOR MARKET RESEARCH
- TREND FORECASTING
- BUSINESS STRATEGIES
- COLOR FORECASTING
- SUPPLY CHAIN MANAGEMENT
- TECHNICAL DESIGN
- FABRIC AND DYING METHODS
- SUSTAINABILITY AND COMPLIANCE

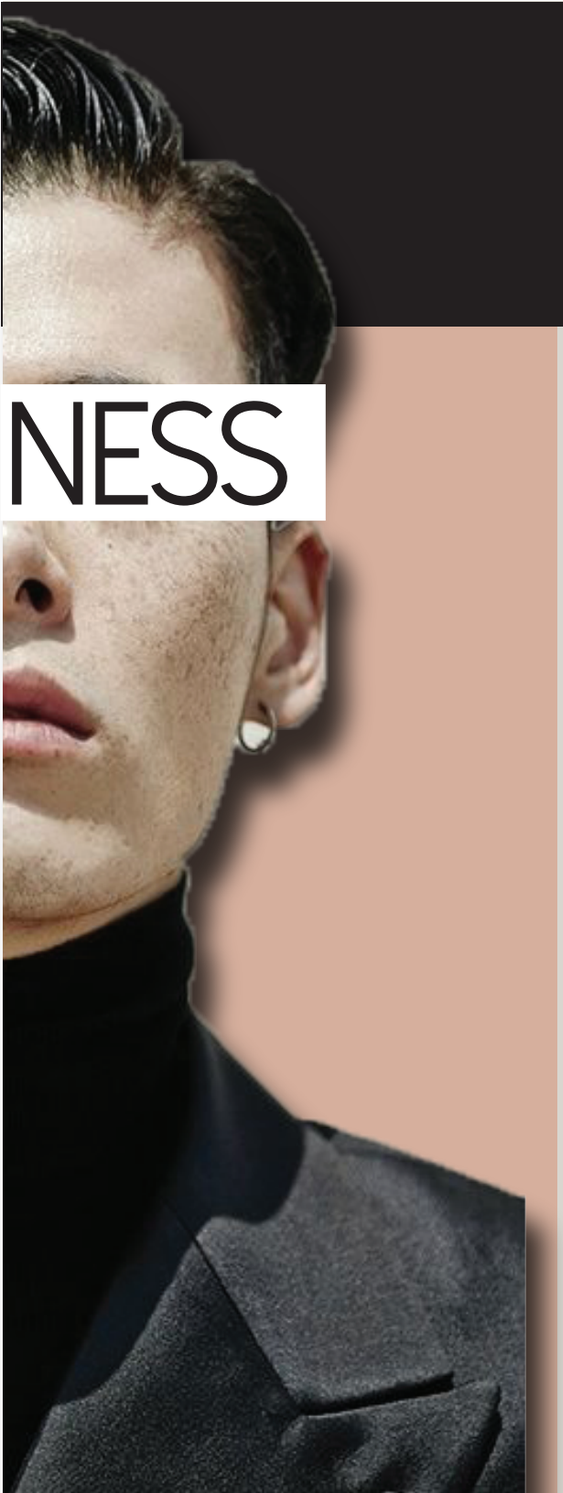


TREND

- BOYS DO CRY
- I DONT BELONG IN A BOX
- WHERE'S OUR BODY INCLUSIVITY
- I WANT TO WEAR MAKE-UP
- I WANT TO EXPRESS MYSELF
- I WANT TO ESCAPE

WELL

RESEARCH



NESS

WELLNESS ENCOMPASSES MATTERS OF THE MIND, SOUL, AND BODY.
MEN ARE ENCOURAGED TO EXPLORE THEIR FEELINGS OF PERSONAL IDENTITY,
MASCULINITY, AND INDIVIDUALISTIC EXPRESSION.

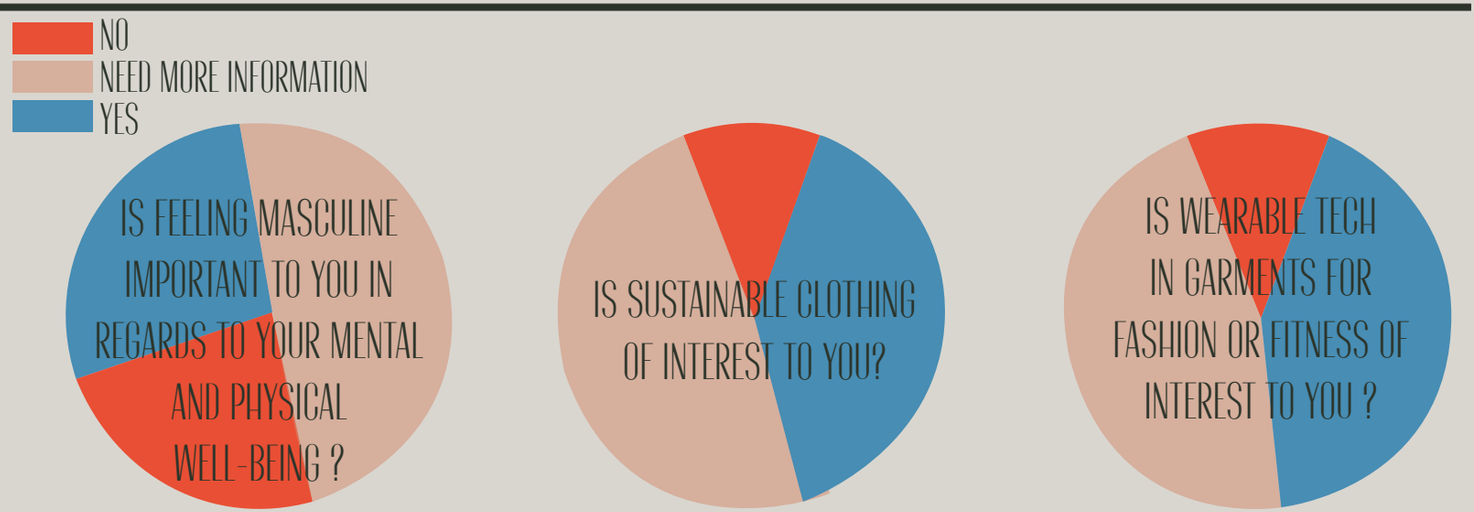
- ## SUSTAINABILITY
  GLOBAL IMPACT CONTINUES TO GAIN CONSUMER INTEREST
- ## SKINCARE & COSMETICS
  MALE DEMOGRAPHICS DESIRE TO IMPROVE
  THEIR SKIN CARE REGIMEN AND GAIN CURIOSITY TO
  EXPLORE THE ADOPTION OF COSMETIC APPLICATIONS
- ## NON - GENDER AFFILIATION
  MEN WILL BEGIN TO BREAK RULES THAT HAVE PREVIOUSLY
  DEFINED MASCULINITY TO EMBRACE A LIMITLESS WORLD
  OF POSSIBILITY THROUGH COLOR, SILHOUETTE AND STYLE

SURVEY RESULTS

"TOXIC MASCULINITY IS A PROGRAMMING THAT MOST MILLENNIAL MEN WORK TO UNDO AS THEY GROW OLDER. TOXIC MASCULINITY TELLS US TO BE A MAN AND BE TOUGH, INSTEAD OF SEEKING HELP AND BUILDING A STRONGER RELATIONSHIP WITH OUR HEARTS. I THINK THAT WE COULD IMPROVE THE WAY WE MARKET WELLNESS TO MEN. IT'S NOT JUST FOR THE LADIES. HEART CENTERED MEN WOULD HAVE A DRAMATIC IMPACT ON SOCIETY." - SURVEYER

SURVERY: WHAT WOULD YOU CHANGE ABOUT THE MEN'S WELLNESS INDUSTRY?

- "BODY INCLUSIVITY"
- "I WISH MEN DIDN'T HAVE TO BE PERCIEVED AS 'MASCULINE' TO BE 'SUCCESSFULL'.
- "LESS FOCUS ON MASCULINITY AND EMOTIONAL INDIFFERENCE AND MORE FOCUS ON AUTHENTICITY AND VULNERABILITY."
- "I WOULD LOVE TO SEE MORE VARIETY IN MEN'S FASHION."
- "MEN'S WELLNESS STARTS WITH MENTAL STATE. SOCIETY HAS SET STANDARDS TOO HIGH FOR THE AVERAGE MALE TO REACH, THEREFORE, MAKING MANY MEN FEEL INSECURE. I HAVE WITNESSED HOW THIS CAN EFFECT A MAN'S CONFIDENCE, ESPECIALLY SEXUALLY.THESE THINGS NEED TO CHANGE. ALL MEN DESERVE TO FEEL CONFIDENT, REGARDLESS OF THEIR WEIGHT, SIZE, SKIN COLOR, ECT."
- "MORE IMPORTANCE PUT ON MEN'S MENTAL HEALTH IN REGARDS TO TRANSPARENCY AND AUTHENTICITY."



BUYING HABITS

HOW ARE MEN SHOPPING ?

AGES:

- 10 - 24: GEN Z: CONSUMERS ARE TREND CENTERIC, HOWEVER, THEY ARE MORE FOCUSED ON ISSUES REGARDING SUSTAINABILITY AND ADOPT STYLES THAT DEMAND ITS APPLICATIONS. ADDITIONALLY, THEY QUICKLY EMBRACE INNOVATIONS IN WEARABLE TECH DUE TO EXPOSURE FROM ADOLECENCE.

- 25 - 40: MILLENIALS: EXPLORATIVE WHEN CONSIDERING PERSONAL STYLE, HOWEVER, ARE MORE GEARED TO "AGE APPROPRIATE DRESS" AS THEY ARE FOCUSED ON PROFESSIONALISM AND EMPLOYMENT. ALTHOUGH THEY CARE ABOUT SUSTAINABLE PRACTICES, THEY ARE MORE LIKELY TO PURCHASE PRODUCTS THAT MEET THEIR BUGETS AS THEY HAVE LOWER DISPOSABLE INCOMES.

- 41 - 60: GEN X: THIS DEMOGRAPHIC ARE HIGH IN BRAND LOYALTY AND ARE LESS OPEN TO ADOPTING NEW STYLES AND FASHION EXPRESSIONS. INSTEAD OF EMBRACING NEW TECHNOLOGIES IN FASHION, THEY ARE MUCH MORE FOCUSED ON FIT AND QUALITY DUE TO POSSESSING LARGER DISPOSABLE INCOME.

DISPOSABLE INCOME

- FACIAL | HAIR CARE PRODUCTS / CUTS
- SKIN CARE / COSMETICS
- CLOTHING SHOPPING: ONLINE / RETAIL / THRIFTING

DISCRETIONARY INCOME

- BILLS: RENT / CAR PAYMENTS
- GAS
- GROCERIES: MAKES UP FOR A BIG PART OF SPENDING DUE TO RISING COSTS

CSI CONSUMER BASE

AMERICAN.
TREND RELAVENT.
ECO-CONCIOUS.

Levi's	Soma
Lilly Pulitzer	Spanx
Lululemon	The North Face
Macy's	Timberland
Mountain Hardwear	Title Nine
Nautica	Tommy Hilfiger
New Balance	Torrid
Nordstrom	Tory Burch
Old Navy	Under Armour
One Jeanswear	Uniqlo
Oysho	Urban Outfitters
Perry Ellis	Vans
Puma	Vanity Fair
Rafaella	Walmart
Ralph Lauren	White House Black Market
Reebok	Williamson-Dickie

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Rafaella	Walmart
Ralph Lauren	White House Black Market
Reebok	Williamson-Dickie
Russell Athletic	

CONSUMERS:

CSI'S CUSTOMER BASE AND PARTNERSHIP BRAND CLIENTELE ARE PRIMARILY DOMESTIC WITHIN THE UNITED STATES. THEIR BASE CONSUMERS REPRESENT FASHION THAT IS BEST SUITED TO THE REGIONS CULTURAL ASSOCIATIONS TOWARD STYLE AND APPEAL TO A WIDE VARIETY OF BRANDS IN NORTH AMERICA. ALTHOUGH THEIR SCOPE IS LARGE, THEIR ABILITY TO PRODUCE RELEVANT COLOR MANAGEMENT TRENDS IS WHAT SETS THEM APART FROM THEIR COMPETITORS, ALONG WITH THEIR DILIGENT SOLUTIONS TO 'CLOSE THE LOOP' IN SUSTAINABILITY BY USING NON -TOXIC DYES, DUE TO THEIR ABILITY TO STAY ABREAST WITH TRENDS AND FORECASTED COLOR SCHEMES, THERE CONSUMERS ARE SOME OF THE MOST WORLD RENOWN BRANDS FOR THEIR SUSTAINABILITY OR RELEVANT FASHION SENSIBILITIES. SOME OF THE BRANDS ARE: NORTH FACE, NIKE, LULULEMON, LEVIS, FREE PEOPLE, ANTHROPOLOGY, RALPH LAUREN, COACH, TOMMY HILFIGER AND MORE

TARGET CUSTOMER: MALE MILLENNIALS

CHOSEN DEMOGRAPHIC

VERSITILE.
COMFORT.
INNOVATIVE.

AGE: 25 - 40

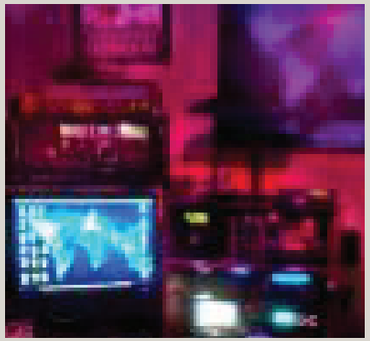
MILLENNIALS |

CONSUMERS ARE INSPIRED BY INNOVATIVE TRENDS YET PRIMARILY FOCUS ON COMFORT AND FIT WITHIN THE WELLNESS AND ACTIVE CATEGORIES. KEY DESIGN COMPONENTS ARE: SUSTAINABILITY, PERFORMANCE FABRICATIONS, WEARABLE TECHNOLOGY, CUTTING-EDGE FINISHINGS, AND STYLISTIC NUANCES THAT PROVIDE VERSATILITY FROM ACTIVE LIFESTYLES TO EVERYDAY LIFE."THE TRICK IS BEING ABLE TO DESIGN WITH A FASHION CENTRIC MIND, YET PROVIDE VERSATILITY AND COMFORT TO THE CONSUMER: THEY NEED TO BE ABLE TO WHERE IT ANYWHERE," DESIGNER LAUREN SILVA SAYS. "THESE CONSUMERS ARE COMPLEX YET SIMPLISTIC. STYLE IS PROJECTED TO BECOME MORE MINIMALIST BY MEANS OF CONSUMPTION, BUT IT'S THE INNOVATIONS THAT PROVIDE THE CHALLENGES FOR DESIGNERS TO MEET CONSUMER DEMAND IN ORDER TO CREATE A BETTER FUTURE. AS DESIGNERS, WE HAVE THE CAPACITY TO EFFECT THE WORLD, AND THAT'S EXCITING TO ME."

MARCO TRENDS

TRENDS
2021 / 2022 -

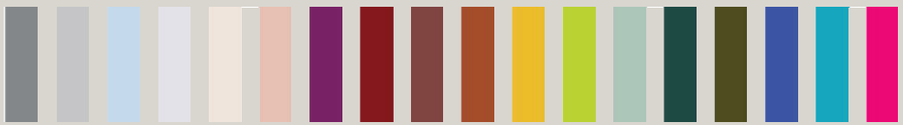
- WEARABLE TECH.
- WELLNESS.
- FUTURISM / ESCAPISM.
- TRANSEASONAL.
- TRAVEL.
- MENS BEAUTY.
- SUSTAINABILITY.



MACRO THEME.

META GENISIS

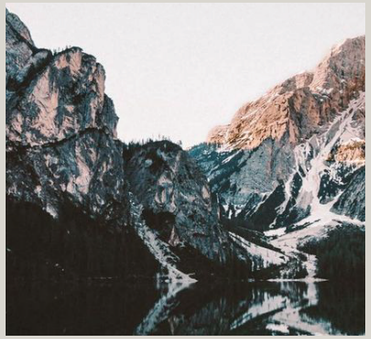
AS SOCIETY ENTERS A DIGITALLY CHARGED ERA, A NEW MINDSET EMERGES, DISRUPTING CULTURE WITH INNOVATIVE THINKING AND FINDING SOLUTIONS TO PROBLEMS LAID DOWN FROM PAST GENERATIONS. METAGENESIS BREATHES NEW LIFE INTO A WORLD THAT IS SHROUDED BY THE CONSEQUENCES OF MANMADE DESTRUCTION. METAGENESIS EXPLORES AND DEFINES FUNDAMENTAL HUMAN AND GLOBAL ADVANCEMENT AS WE SIMULTANEOUSLY FORAY INTO AN AGE OF HIGHER TECHNOLOGY. WE STRIVE TOWARDS THE HOPE TO RESTORE AND INTEGRATE A BALANCED LIFE WITH TECHNOLOGY AND NATURE. THE EFFECTS OF OVERCONSUMPTION SERVE AS CATALYSTS FOR GLOBAL TRANSFORMATION. AS A RESULT, THIS WILL UNITE ALL GENERATIONS WHILE RECLAIMING STABILITY AND RECOVERING QUALITY. WITH METAGENESIS, WE RISE TO THE OPPORTUNITY TO ELEVATE THE QUALITY OF LIFE, OSCILLATING BETWEEN NATURAL AND ARTIFICIAL ELEMENTS IN ORDER TO UNVEIL A NEW BEGINNING.



SUB-THEME.

REVIVING BALANCE

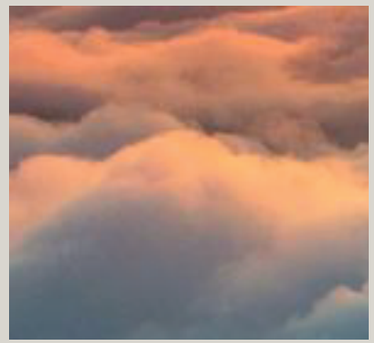
AS DEMANDS CONTINUE TO INCREASE ECONOMICALLY AND GEO-POLITICALLY, INDIVIDUALS ARE SEEKING WAYS TO ESCAPE LIFE'S HARDSHIPS AND REDISCOVER PROMISE AND HOPE ON THE HORIZON. WITH MIND, BODY, AND SOUL PROJECTED AS KEY COMPONENTS IN THE WELLLNESS CATAGOREY, CONSUMERS WILL NO LONGGER ADOPT QUICK FIX SOLUTIONS TO HOLISTIC LIVING AND HEALING. IN AN AGE OF PREDOMINANT DIGITAL MEDIA AND ONLINE PLATFORMS, SELF ACTUALIZATION AND CONCIOUS LIVING FORUMS PENETRATE THE MINDS OF MULTIPLE DEMOGRAPHICS, PRODUCING DEEP YEARNING IN CONSUMERS TO FIND SPIRITUAL PURPOSE AND AWAKENING. APPLICATIONS OF METAPHYSICAL HEALING, RITUALS, AND ADOPTING NOT CONFORMITY TO RELIGOUS IDEOLOGY WILL BE EMBRACED BY THIS COMMUNITY. THE GOAL IN MIND: TO FIND TO FIND PLEASURE IN DUALITY: THE SPIRITUAL, AND THE MUNDANE. PLANT BASE DIETS, ORGANIC PRODUCTS, AND NATURAL REMIDIES WILL CONTINUE TO RISE AS CONSUMERS REJECT HARMFUL CHEMICALS IN FASHION, FOOD, AND ENVIRONMENTAL LANDSCAPES.

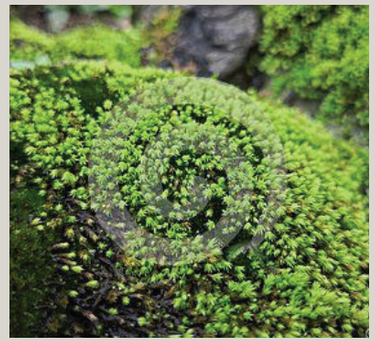


MICRO THEME | MEN'S *W*ELLNESS

PRO FORMANCE

AS MEN ADAPT WITH PROGRESSIVE CONCIOUSNESS, MANY ARE BEGINNING TO CHALLENGE THE CULTURAL CONSTRUCTS OF MASCULINITY BY VENTURING TO ANALYZE IT'S FOUNDATIONAL CONSTRUCTS SCIENTIFICALLY, THEOLOGICALLY, AND SPIRITUALLY. IN ORDER TO EMBRACE HEALING FROM TOXIC MASCULINITY COLLECTIVELY (AS WELL AS REDIFINE THE WORD) MEN WILL EXPLORE A NEW FRONTIER OF AUTHENTICITY, VULNERABILITY, WITH INEVIDABLE UNDER CURRENTS OF CONFUSION. ALTHOUGH TRANSFORMATIONAL, SOCIETAL CONSTRUCTS WILL CONTINUE TO IMPOSE PRESSURE BOTH SOCIALLY AND FINANCIALLY THROUGH-OUT A TUMOLTUOUS AND TURBULANT TIME. IN ORDER TO COPE, CONSUMERS WILL PURSUE NATURAL LANDSCAPES TO FIND TRANQUILITY JUXTAPOSED AGAINST EXASERBATIVE ACTIVITIES SUCH AS EXTREME SPORTS, EXTENDED ACTIVE VENTURES AND SUDDEN GLOBAL TRAVEL. AS MEN BEGIN TO REACH TO NEW HIEGHTS, THEY WILL COLLECTIVELY CREATE NEW DEFINITIONS OF WHAT 'PRO FORMANCE' MEANS TO THEM FROM AN INTRINSIC COMMUNAL, INDIVIDUALISTIC STAND POINT..

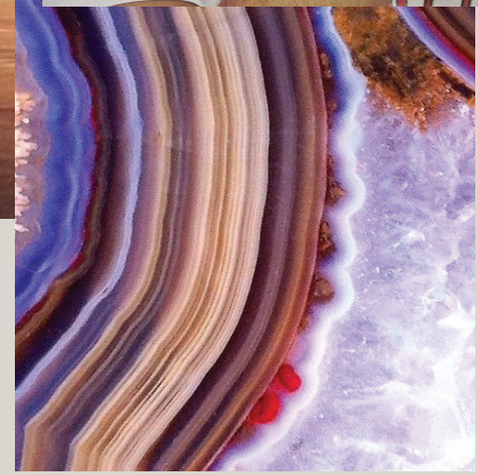




MACRO CONCEPTS

KEY CONCEPTS

- 1.) SELF CARE.
- 2.) MENS BEAUTY.
- 3.) WEARABLE TECH.
- 4.) ACTIVE LIFESTYLE.
- 5.) EXTREME SPORTS.
- 6.) TRAVEL ESCAPISM.
- 7.) BUSINESS BALANCE.
- 8.) SPIRITUAL RECOVERY.



MEN'S COSMETIC PRODUCTS

STYLE NUMBER: 00120

MEN'S TINTED MOISTURIZER:
+ TINTED MOISTURIZER IS LIGHT WEIGHT AND HYDRATING FOR THE SKIN, LEAVING A MAN'S FACE FEELING HYDRATED WHILE EVENING OUT COMPLEXTION THROUGH INFUSED FOUNDATION AND PIGMENTATION.

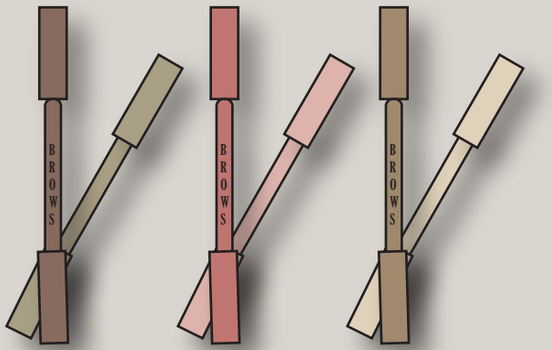
STYLE NUMBER: 00121

MEN'S LIP BALM CONTAINS:
+ CBD/SPF
+ ALOE VERA
+ LIGHT COLOR
+ PIGMENTATION

MEN'S SHEER LIP BALM:
SHEER LIP BALM IS MOISTURIZING, YET ADDS SLIGHT YET RICH PIGMENT TO LIPS LEAVING LIPS LOOKING FULLER, HEALTHIER, AND SMOOTH TO THE TOUCH.

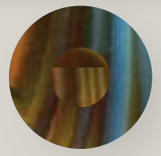
STYLE NUMBER: 00122

MEN'S BROW PENCIL:
+ MENS BROW PENCIL IS A GREAT BRIDGE FOR MENS BEAUTY.
+ ONE END IS THE PENCIL, AND ON THE OTHER IS A BROW BRUSH.



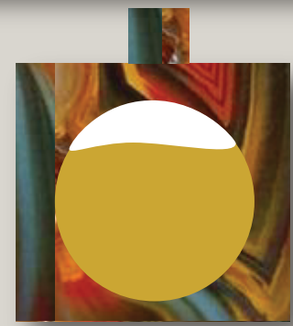
STYLE NUMBER: 00119

MENS BODY LOTION:
+ HAS BOTH MUSTY NOTES AS WELL AS DEEP FLORAL SENTS THROUGHOUT THE MIXTURE DEPICTING THE FUTURE MALE CONSUMER.
+ BOTTLE IS MADE FROM SOAP WITH BEES WAX COATING TO KEEP SHAPE AND PROTECTION FROM WATER. SUSTAINABLE AND TURNS INTO SOAP.



STYLE NUMBER: 00117

MEN'S FRAGRENCE:
MADE WITH ALL ORGANIC AND NATURAL ESSENTIAL OILS MRYTH AND SANDALLWOOD.
+ BOTTLE IS MADE FROM SOAP WITH BEES WAX COATING TO KEEP SHAPE AND PROTECTION FROM WATER. SUSTAINABLE AND TURNS INTO SOAP.



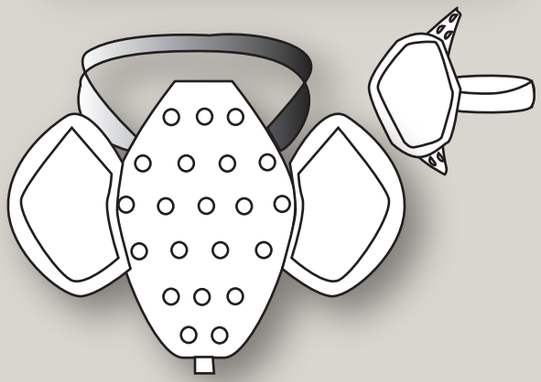
STYLE NUMBER: 00118

MEN'S ROLL ON FRAGRANCE:
+ OIL BASED FRAGRANCE MAKES FOR LONG LASTING SCENT.
+ CBD INFUSED OIL.

LIFESTYLE: FUTURISM, ESCAPISM,

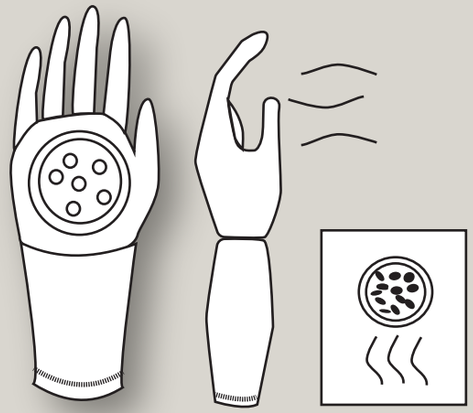
STYLE NUMBER: 00137

BREATHING MACHINE:
- BALANCES OXEGENATION LEVELS WHEN AT EXTREME ALTITUDES.
- HAS TRAINNING MODE BUILT IN THAT MIMICS HIGH ALTITUDES BEFORE PREPORATION OF EXTREME SPORTS.
- HELPS REGULATE BREATHING.
- PURIFIES AIR.
- DETECTS HARMFUL CHEMICALS.



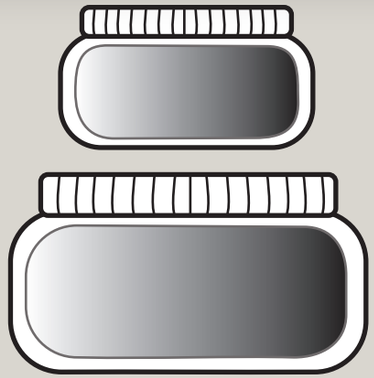
STYLE NUMBER: 00136

MEN'S UNDER WATER PROPULSION GLOVE:
- DESIGNED TO MAKE SOMEONE PROPELL THEMSELVES THROUGH THE WATER.
- MINI VENTS THAT CYCLE WATER THROUGH, PROPELLING INDIVIDUALS FORWARD THROUGH THE WATER.



STYLE NUMBER: 00139

MEAL PREP BOWLS:
- MENS MEAL PREPPING BOWLS THAT HAVE HYDRO CAPABILITIES TO KEEP FOOD COOLEL FOR LONGER.
- TOP OF LID HAS SILVERWARE HOLDER AND SPICES. WITHIN THE CONTAINER THERE ARE DIVIDED SECTIONS THAT HOLD DIFFERENT FOOD GROUPS.
- TECH THAT CAN DETECT BACTERIA IN FOOD AND TELL YOU IF YOUR FOOD IS SPOILED.

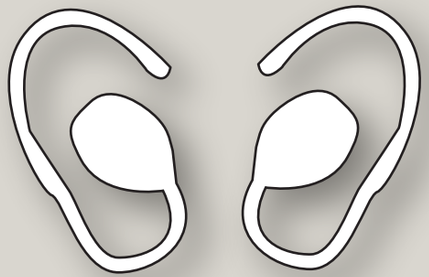


STYLE NUMBER: 00133

MEN'S UNDERWATER PROPULTION SHOE:
- DESIGNED TO MAKE MEN PROPELL THEMSELVES THROUGH THE WATER.
- MINI VENTS THAT CYCLE WATER THROUGH, PROPELLING YOU FORWARD THROUGH THE WATER.

STYLE NUMBER: 00140

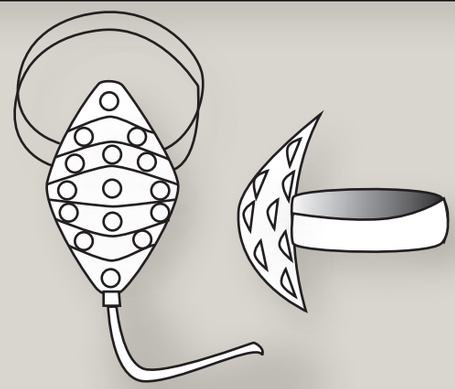
BIO RUBBER HEAD PHONES:
- HEADPHONES USED FOR SLEEP THAT PRODUCE PINK NOISE. AS WELL AS BLOCKING OUT ALL NOISE FROM SURROUDING ENVIRONMENT.



INSIDE SPEAKER DETAIL

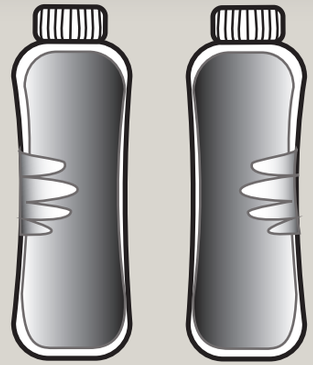
STYLE NUMBER: 00141

SLEEP MASK:
- PROVIDES HORMONE REGULATION AND RELEASE IN ORDER TO ENSURE HEALTHY TESTOSTERONE LEVELS.
- BREATHABLE VITAMINS.
- OXEGENATED MEDICATIONS.



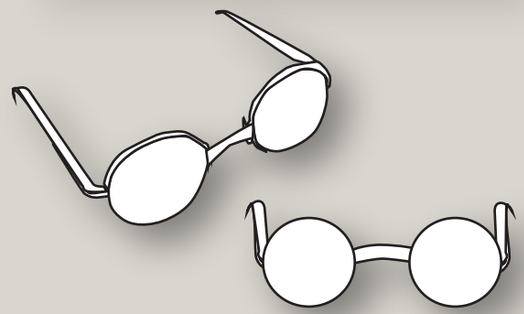
STYLE NUMBER: 00138

WATER BOTTLE:
- MEN'S WATER BOTTLE THAT FILTERS OUT BACTERIA AND TOXIC CHEMICALS AND PURIFIES WATER FOR DRINKING.
- PERFECT FOR THE GYM, HIKING, OR MILITARY PERSONEL.



STYLE NUMBER: 00135

AURA GLASSES:
- ALLOWS WEARER TO SEE ENERGY FIELDS AROUND OTHERS AS WELL AS THEMSELVES.
- IMPROVES VISUAL EXPERIENCE WHEN WATCHING PROFORMANCES AND IN NATURE, PROVIDING AN EXPERIENCE TO SEE THE WORLD IN A DIFFERENT WAY.



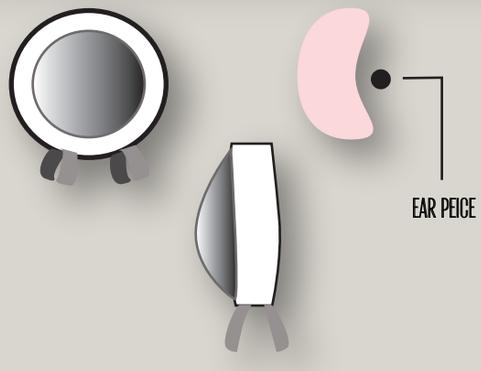
LIFESTYLE: MINIMALISM & WEARABLE TECH

STYLE NUMBER: 00131

MEN'S GLASSES:
- DETACHABLE LENSES.
- BLUE BUTTON INSIDE GLASSES ACTIVATES TECHNOLOGY.
- OPTICAL QUALITY GLASSES.
- ADJUSTS TO SUNLIGHT WHEN OUTSIDE OR INSIDE.
- ADJUSTS TO PHONE SCREENS TO PROTECT EYES FROM UV LIGHT EMITTED FROM TECHNOLOGY.
- COMMINCATES TO WEARER WHEN THEY HAVE BEEN

STYLE NUMBER: 00132

WEATABLE CAMERA:
- CAMERA THAT CLIPS TO SHIRT THAT HELPS TO OBSERVE WOMEN'S BODY LANGUAGE AND TELLS MEN WITH SOCIAL QUE DISABILITIES IF SHE IS INTERESTED OR NOT.
- EAR PIECE INSERTED FOR COMMUNICATION

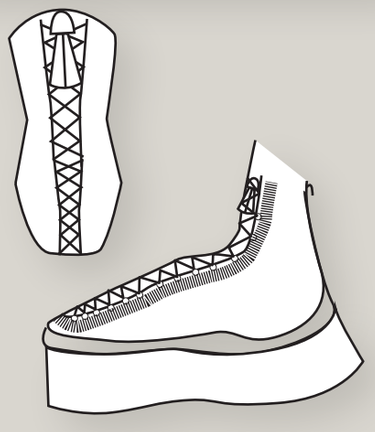


STYLE NUMBER: 00128

MEN'S BRIEFCASE:
- MEN'S BRIEFCASE THAT HAS FACIAL AND TOUCH RECOGNITION, WHERE ONLY HE COULD OPEN HIS PERSONAL BELONGINGS.
- TRACKER TECHNOLOGY TO FIND BRIEFCASE IF LOST.
- 3D PRINTING, BUISNESS CARD HOLDER ON FRONT, AS WELL AS PEN HOLSTERS. CROSS BODY STRAP, AND

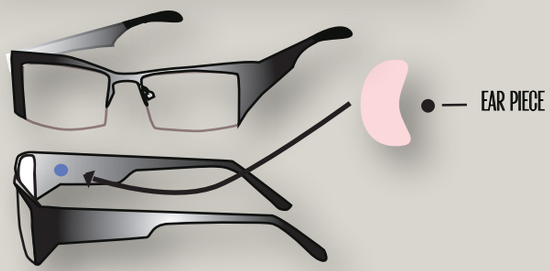
STYLE NUMBER: 00134

MEN'S WEIGHTED WATER SHOE:
- WEIGHTED SHOE FOR SWIMMER TO WALK ON OCEAN FLOOR, COMPLETELY REVOLUTIONIZING AN UNDER WATER EXPERIENCE.



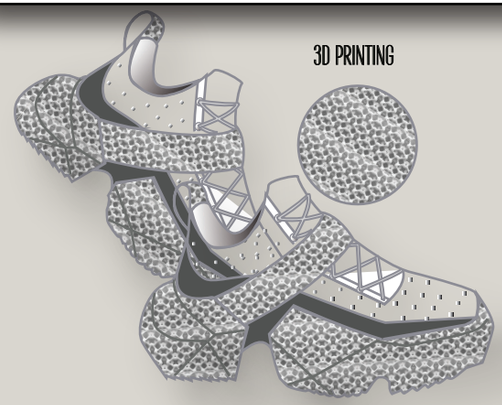
STYLE NUMBER: 00130

- SCANS INDIVIDUALS BODY LANGUAGE.
- HELPS PEOPLE WITH DISABILITIES.
- EAR PIECE TRANSMITS COMMUNICATION FROM CAMERA TO EAR.
- BUTTON ACTIVATION TECHNOLOGY.
- BLUE LIGHT TECHNOLOGY.
- COMMINCATES TO WEARER WHEN THEY HAVE BEEN STARING AT A SCREEN FOR TOO LONG.



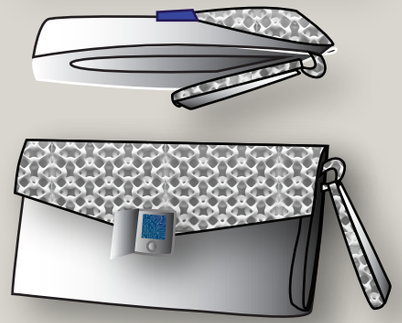
STYLE NUMBER: 00125

MEN'S SHOES:
- SHOES WITH 3D PRINTED SOLES AND TECHNOLOGY.
- PERFORARTED RUBBER MADE FROM TEXTILE WASTE ON THE SIDES OF THE SHOE MAKE FOR BREATHABILITY AND COMFORT.



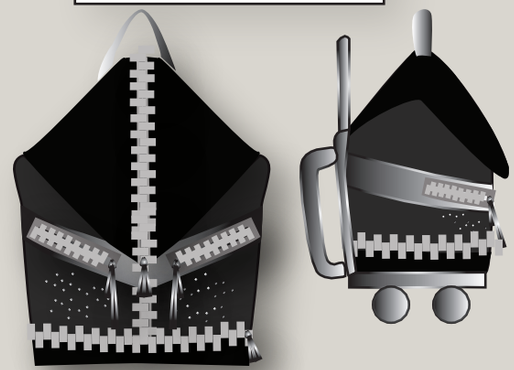
STYLE NUMBER: 00129

WRISTLET:
- MEN'S WALLET/WRISTLET THAT HAS TOUCH ACTIVATION. IF THE OWNER DOESN'T TOUCH IT, NO ONE ELSE CAN GET INTO IT.
- TRACKER TECH INSIDE.
- DETAILS: 3D PRINTED, WRISTLET, AND LARGE SIZE.



STYLE NUMBER: 00127

BACK PACK, GYM BAG, AND ROLL AWAY SUIT CASE
- BOTTOM UNZIPS TO EXTENTION.
- DETACHABLE WHEELS AND HARD BOTTOM.
- REMOTE CONTROLL TECH FOR ROLLING.



DESIGN APPROVALS

" LETS NARROW THE FEILD. "

DESIGNS WERE APPROVED BASED
ON CSI'S CONSUMER BASE TO
APPEAL TO A CONTEMPORY MARKET
AND DEMOGRAPHIC.

1.) MEN'S WELLNESS ENSEMBLE

2.) MULTI BAG

3.) STEPHAN SNEAKER

FRESH AIR

BREEZE

EUCALYPTUS

ALGAE

AMETHYST

SOLACE

VITAMIN E

TERRA COTTA

COLOR PALLETE

OVERALL, THE REVIVING BALANCE COLOR PALETTE REMAINS THE SAME WHEN LOOKING AT THE CORE COLORS. THE BIGGEST SHIFT OUR GROUP ENDURED WAS THE ADDITION OF THREE COLORS WHICH WERE THE HEATHERS. WE WANTED TO ADD COLORS THAT WERE NEUTRAL AND THAT WOULD BALANCE OUT OUR COLORS THAT WERE MORE FASHION FOCUSED. THE OATMEAL COLOR NAMED "CREAMER" WAS CHOSEN TO REPRESENT A COLOR THAT WOULD ACT AS THE PALETTES WHITE. NEXT WE ADDED "SERENITY" DUE TO THE FACT GREENS ARE A CORE STATEMENT TO OUR AUTUMN / WINTER 2021-2022 PALETTE. SERENITY GIVES THE PALETTE A GRAY MEETS GREEN VIBE THAT FLOWS WITH WHAT HEATHER WANTED FROM OUR GROUP. LASTLY, WE ADDED "CHARCOAL" A DARK GRAY TO ACT AS OUR PALETTES BLACK TO TIE EVERYTHING TOGETHER.

ACCENT COLORS

CREAMER

SERENITY

CHARCOAL

PRO FORMANCE

MEN'S WELLNESS
TRANSITIONAL

HEATHERED GREY 27CW090619 5CO

TRIM 27CW070234 6CO

TERRACOTA 27CW090363 3CO

ALGAE

1) WORK-OUT COAT
S#: 001241
WORK-OUT COAT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK OUTS.

2) BASIC TOP
S#: 001242
BASIC TOP: BASIC BODDICE WITH FRONT KANGAROO POCKET AND DOUBLE ZIPPER CLOSURES. RIBBING ON CUFFS, DETAIL STICHES ON ARMHOLES/HEMS, AND ZIPPER PULL NECK OPENING. MID TURTLE NECK NECKLINE.

3) WORK-OUT PANT
S#: 001243
WORK-OUT PANT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK-OUTS.

4)THE STEPHAN SNEAKER
S#: 001234
THE STEPHAN SNEAKER: SHOE IS MADE FROM 3D PRINTED SOLES THAT LIGHT ON BOTTOM. TOP OF SNEAKER IS MADE OF ANTI-MICROBIAL FIBERS. WHOLE SNEAKER IS EMBEDDED WITH VIBRATING TECH TO INCREASE CIRCULATION.

5)MULTI MEN'S BAG
S#: 001235
DOUBLE FRONT ZIPPER POCKET, EXTENTION BOTTOM, ROLL AWAY HANDLE, COLLAPSING WHEELS, AND BACK CARRIER HANDLES.

AGES: 25 - 40

PRO FORMANCE

MEN'S WELLNESS
HOLIDAY

HEATHERED GREY

CHARCOAL
27CW090295 3COV

SKY SCAPE

SERENITY
27CW090619 5CO

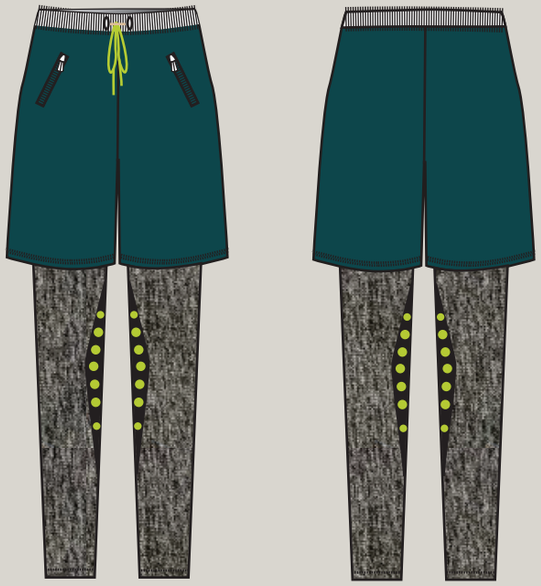
TRIM

CREAMER
27CW080133 1CO

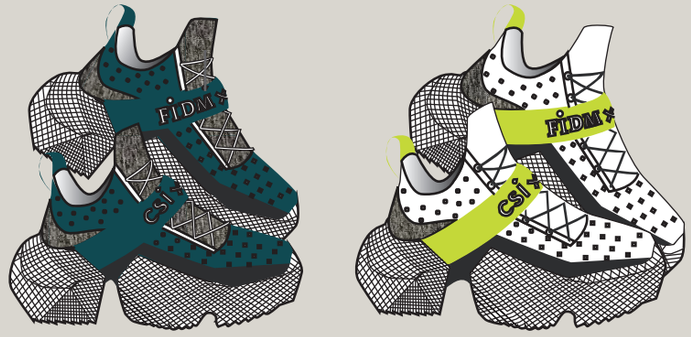
VITAMIN E

9) WORK-OUT COAT
S#: 001246
WORK-OUT COAT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK OUTS.

2) BASIC TOP
S#: 001247
BASIC TOP: BASIC BODDICE WITH FRONT KANGAROO POCKET AND DOUBLE ZIPPER CLOSURES. RIBBING ON CUFFS, DETAIL STICHES ON ARMHOLES/HEMS, AND ZIPPER PULL NECK OPENING. MID TURTLE NECK NECKLINE.



9) WORK-OUT PANT
S#: 001248
WORK-OUT PANT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK-OUTS.



3)THE STEPHAN SNEAKER
S#: 001249
THE STEPHAN SNEAKER: SHOE IS MADE FROM 3D PRINTED SOLES THAT LIGHT ON BOTTOM. TOP OF SNEAKER IS MADE OF ANTI-MICROBIAL FIBERS. WHOLE SNEAKER IS EMBEDDED WITH VIBRATING TECH TO INCREASE CIRCULATION.

3)MULTI MEN'S BAG
S#: 001250
DOUBLE FRONT ZIPPER POCKET, EXTENTION BOTTOM, ROLL AWAY HANDLE, COLLAPSING WHEELS, AND BACK CARRIER HANDLES.

AGES: 25 - 40

PRO FORMANCE

MEN'S WELLNESS
WINTER

HEATHERED CHARCOAL BLACK

HEATHERED GREY

STONE GREY

27CW090619 5CO

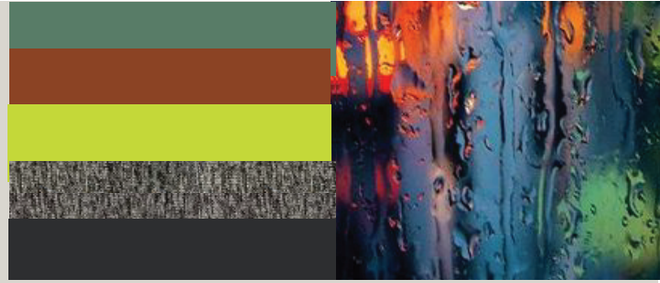
TRIM

27CW070234 6CO

TERRA COTA

27CW090363 3CO

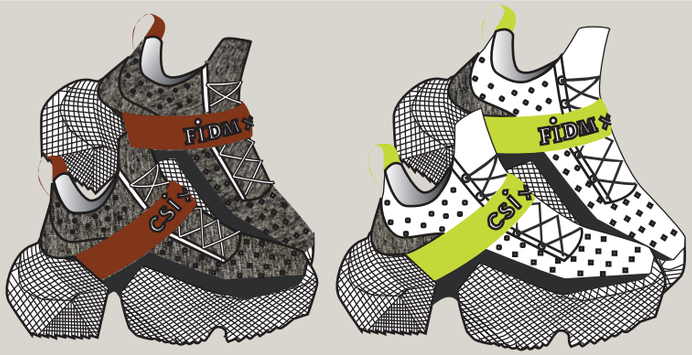
ALGAE



9) WORK-OUT COAT
S#: 001243
WORK-OUT COAT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK OUTS.

2) BASIC TOP
S#: 001242
BASIC TOP: BASIC BODDICE WITH FRONT KANGAROO POCKET AND DOUBLE ZIPPER CLOSURES. RIBBING ON CUFFS. DETAIL STICHES ON ARMHOLES/HEMS. AND ZIPPER PULL NECK OPENING. MID TURTLE NECK NECKLINE.

9) WORK-OUT PANT
S#: 001244
WORK-OUT PANT: HEATING AND COOLING TECH EMBEDDED. MADE WITH KINETIC FIBERS THAT RETAIN BODY MOVEMENTS TO IMPROVE WORK-OUTS.



3)THE STEPHAN SNEAKER
S#: 001235
THE STEPHAN SNEAKER: SHOE IS MADE FROM 3D PRINTED SOLES THAT LIGHT ON BOTTOM. TOP OF SNEAKER IS MADE OF ANTI-MICROBIAL FIBERS. WHOLE SNEAKER IS EMBEDDED WITH VIBRATING TECH TO INCREASE CIRCULATION.

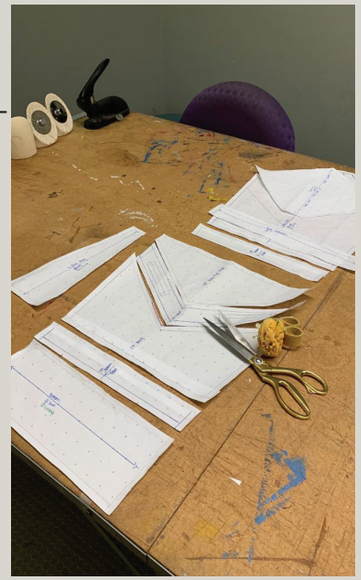
3)MULTI MEN'S BAG
S#: 001235
DOUBLE FRONT ZIPPER POCKET. EXTENTION BOTTOM. ROLL AWAY HANDLE. COLLAPSING WHEELS. AND BACK CARRIER HANDLES.

AGES: 25 - 40

FABRICS.TRIMS.NOTIONS

TECHNICAL PACKAGES

LET'S GET T



1.)LINE ASSORTMENT.
2.)CONSTRUCTION DETAILS.
3.)GRADE RULES.
4.)SPECS.
5.)BOMS AND POMS.
6.)WHIP ANALYSIS.
7.)FOLDING INSTRUCTIONS.
8.)POINTS OF MEASURE.

FITTINGS

csi × FIDM

Style Name: Maximum Jacket	Style #: 001243	Fabric: Jersey	Sizing: XS - XXXL	Season: A/W 2021	Design Description: Men's jacket with imbedded wearable technology in fibers that analyses workouts through body movement. Construction: Jacket with hoodie, short bell sleeves with long sleeves sewn at armhole. Details are drawstring, front pocket, and contract zipper tape.
	Date Created: November 1st 2019	Trims / Notions: Drawsting with agelets, exposed zipper, contrast stitching and button clasp	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021	
Description: Men's zip up jacket with long compression sleeve and bell sleeve, and hoodie. Patch Pocket with button snap clasp, exposed railroad zipper, and functional hoodie drawstring.	Sample: Men's XL			Designer: Lauren Silva	
	Category: Men's Activewear / Mens Apparel			Sample Maker: Enrique Solcata	Date Finalized: December 15th, 2019 / SPI: 15

27CW0903633CO Algae

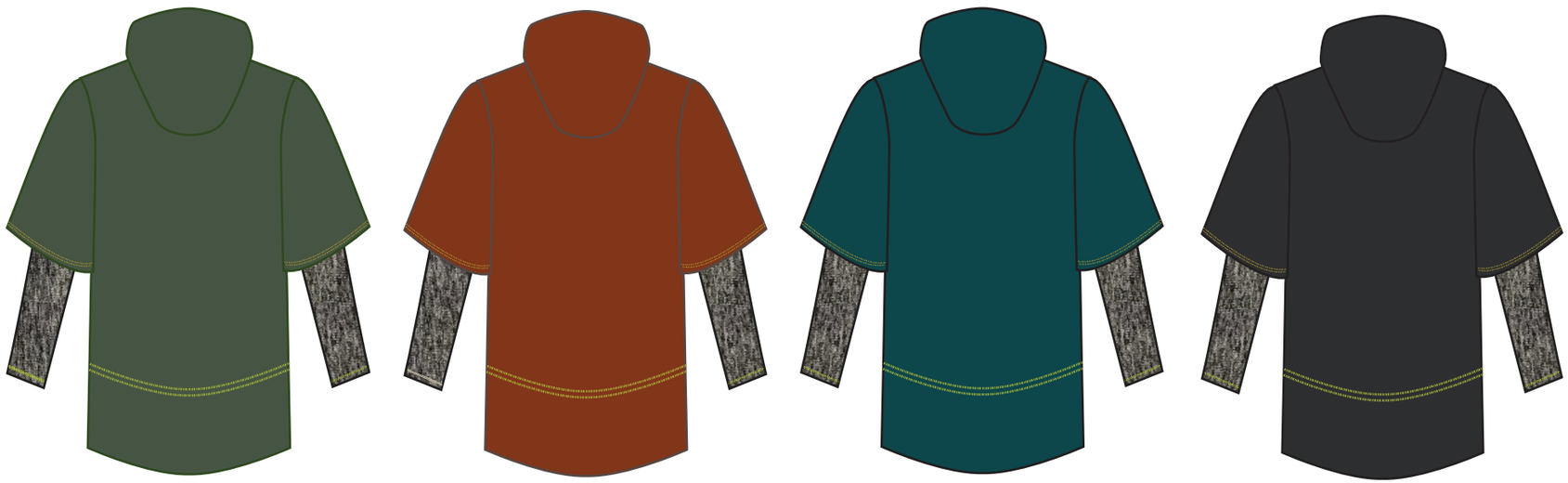
27CW0702346CO Terra Cotta

27CW0902953COV Breeze

Carbon Black

Heathered Grey

*Universal for all Designs

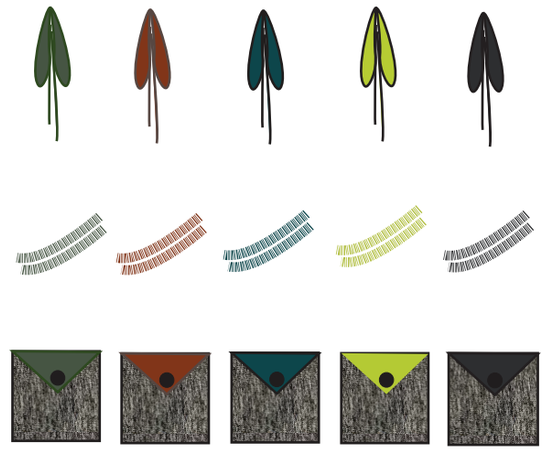


Trims:

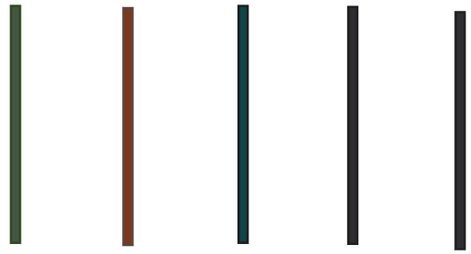
All jackets available without neon green trims.

- available in primary color of jacket or black.

27CW0906195CO

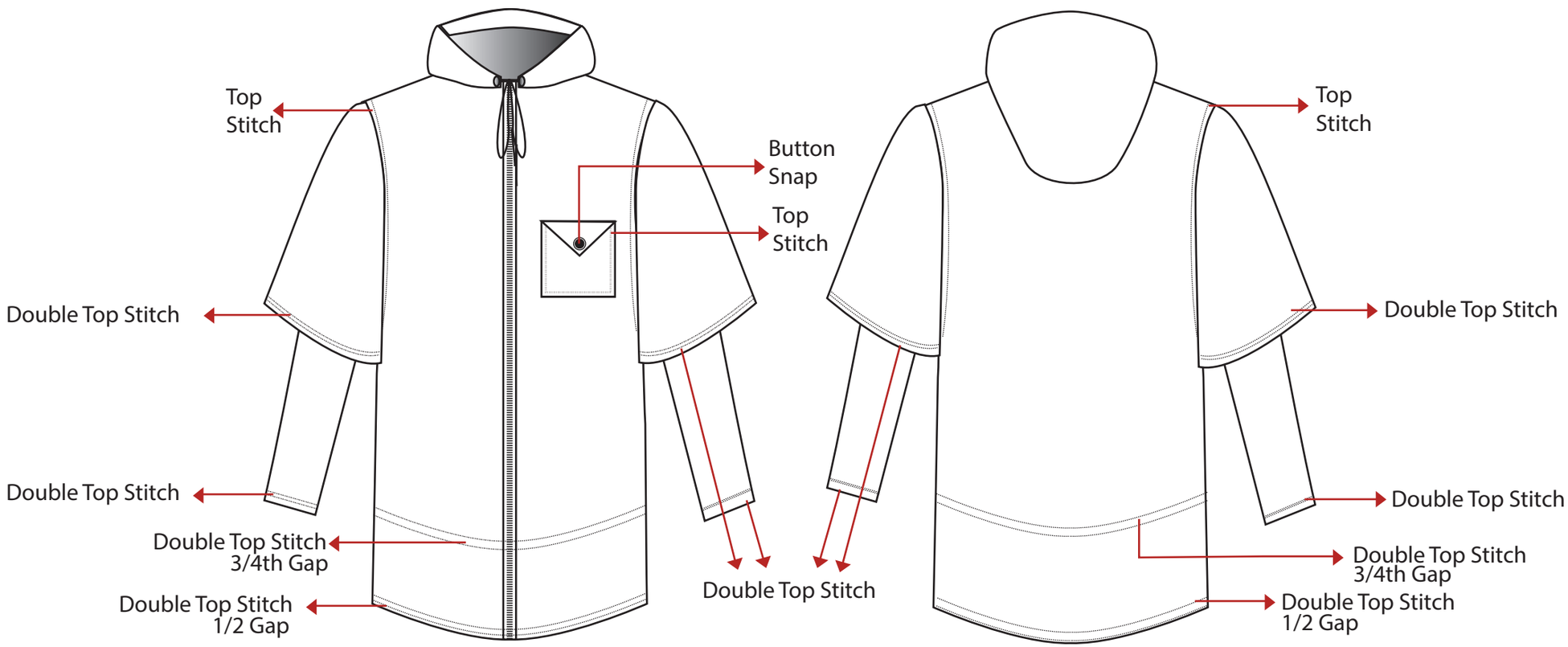


Zipper Facing



csi × FIDM

Style Name: Maximum Jacket	Style #: 001243	Fabric: Jersey	Sizing: XS - XXXL	Season: A/W 2021	Concept/Design Description: Men's jacket with wearable technology that analyses work outs and is conducts movement/mucle memory. Information is then sent and connceted to ismart device for post workout analysis. Design concept is for injury prevention and athetic/workout improvement.
	Date Created: November 1st 2019	Trims / Notions: Drawsting with agelets, exposed zipper, contrast stitching and button clasp	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021	
Description: Men's zip up jacket with long compression sleeve and bell sleeve, and hoodie. Patch Pocket with button snap clasp, exposed railroad zipper, and functional hoodie drawstring.	Sample: Men's XL			Designer: Lauren Silva	
	Category: Men's Activewear / Mens Apparel			Sample Maker: Enrique Solcata	Date Finalized: December 15th, 2019
					Thread Color: Black / SPI: 15



csi × FIDM

Style Name: Maximum Jacket

Description: Men's multi-functional backpack with double front zipper pocket, extention bottom, roll away handle, collapsing wheels, and back carrier handles. Loops in back for steel metal inserts for rolling capabilities

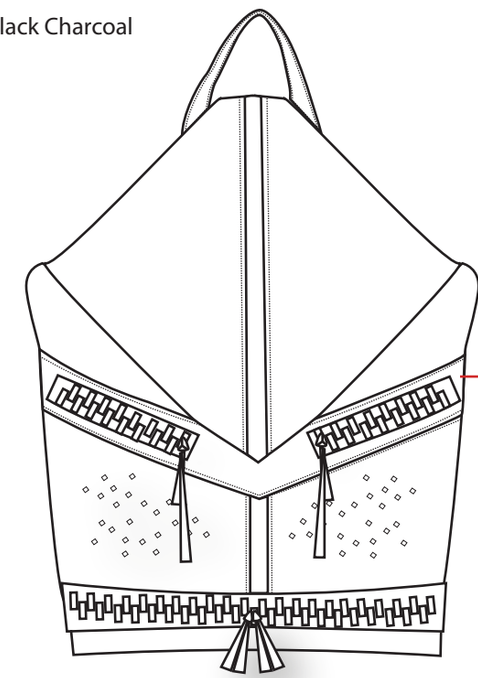
Style #: 001246	Fabric: Faux Leather & Rip Stop	Sizing: Fits All	Season: A/W 2021	Concept/Design Description: Mens convertable packpack that changes into a rollaway suitcase. Bag has tracking technology embedded into back to prevent theft, and has multiple unzipping components. Two zipper pockets at front are featured, and bottom opens for extention into suitcase.
Date Created: November 1st 2019	Trims / Notions: 2 front zipper pockets, zipper for bottom extention, collapsing wheels, and handle	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021	
Sample: Standard			Designer: Lauren Silva	
Category: Men's Accessories			Sample Maker: Enrique Solcata	Date Finalized: December 15th, 2019
				Thread Color: Black / SPI: 15

27CW0801331CO Vitamin E
27CW0902953COV Breeze

27CW0906195C0 Lime Green
Black Charcoal

27CW0702346CO Terra Cotta
27CW0903633CO Algae

27CW1100280MC
Black Charcoal



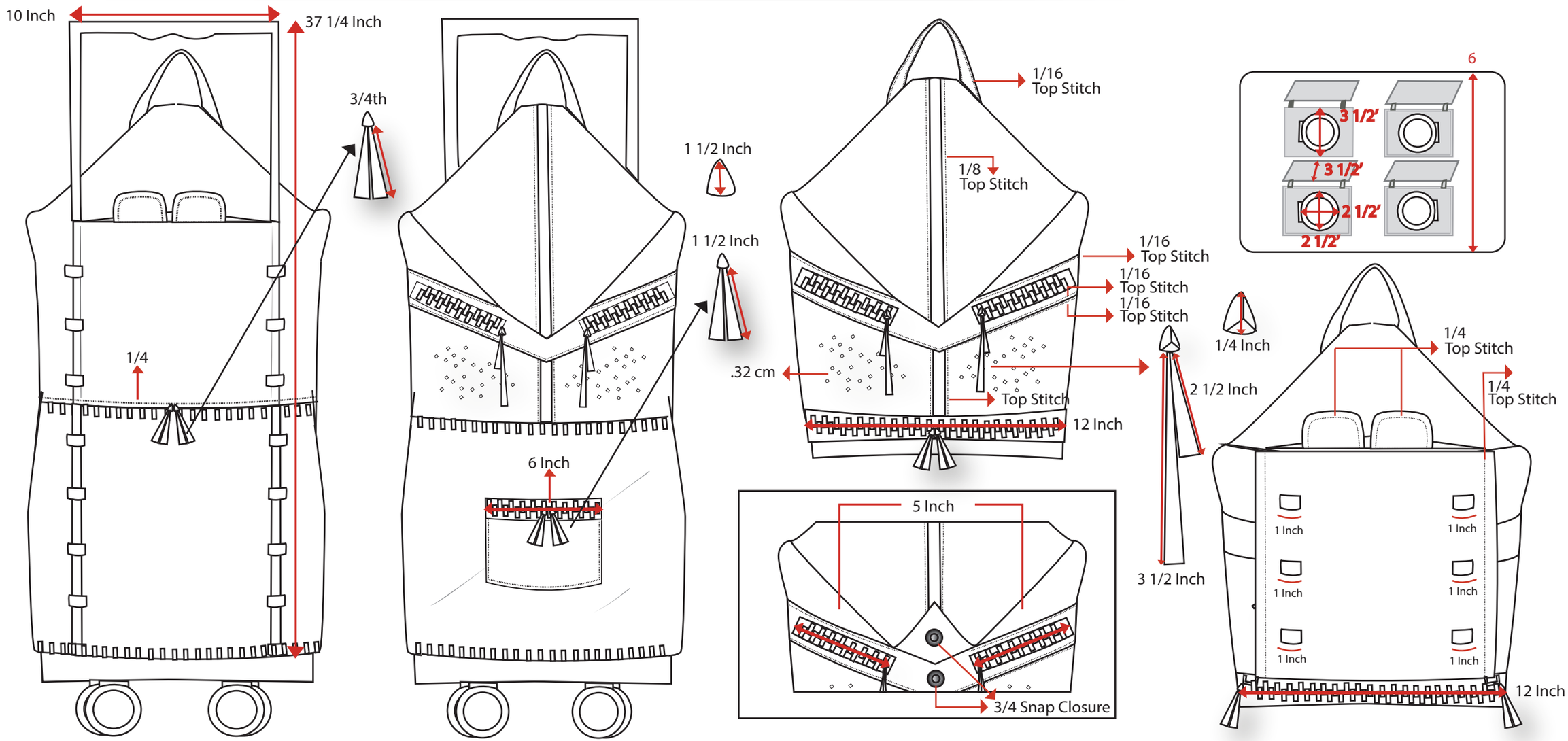
Lining: Black
Zipper Teeth: Metal
Zipper Pull: Silver
Collapsing Wheels: Black

csi × FIDM

Style Name: Transformation Bag	Style #: 001246	Fabric: Faux Leather & Rip Stop	Sizing: Fits All	Season: A/W 2021
	Date Created: November 1st 2019	Trims / Notions: 2 front zipper pockets, zipper for bottom extention, collapsing wheels, and handle	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021
Description: Men's multi-functional backpack with double front zipper pocket, extention bottom, roll away handle, collapsing wheels, and back carrier handles. Loops in back for steel metal inserts for rolling capabilities	Sample: Standard			Designer: Lauren Silva
	Category: Men's Accessories			Sample Maker: Enrique Solcata

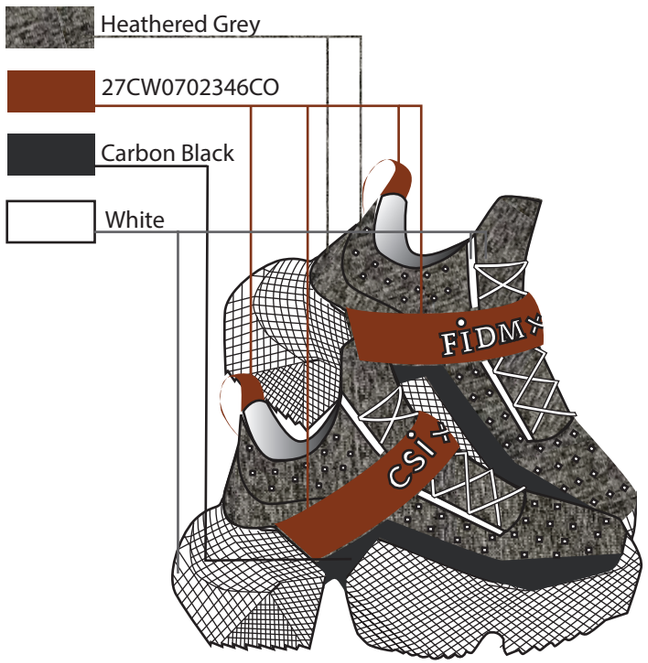
Concept/Design Description: Mens convertable packpack that changes into a rollaway suitcase. Bag has tracking technology embedded into back to prevent theft, and has multiple unzipping components. Two zipper pockets at front are featured, and bottom opens for extention into suitcase.

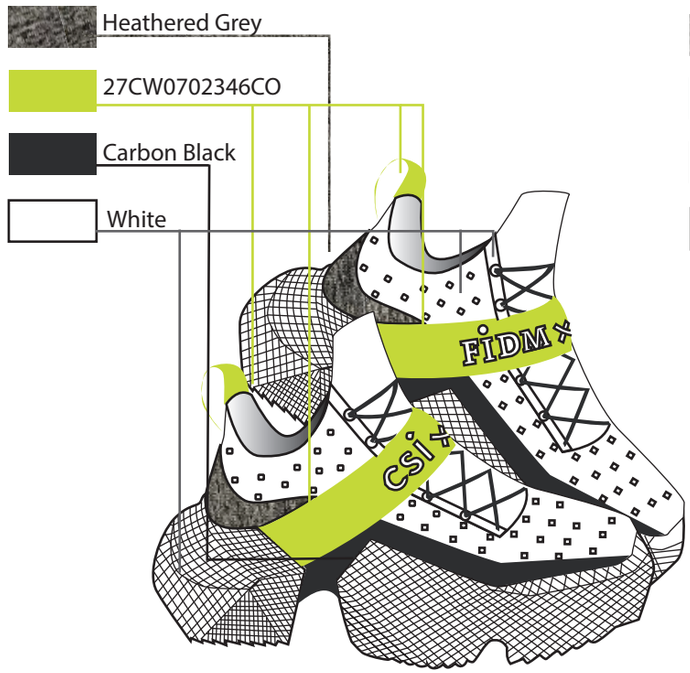
Date Finalized: December 15th, 2019 | SPI: 15

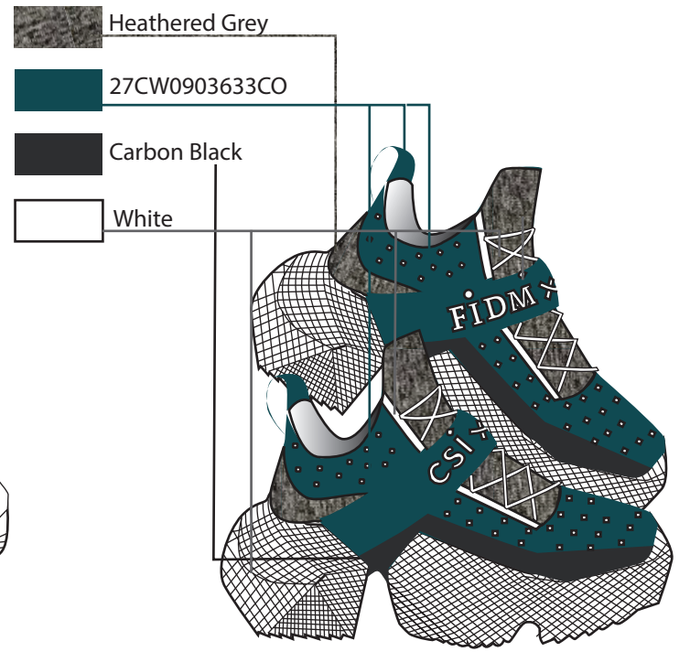


csi × FIDM

Style Name: The Consistant Sneaker	Style #: 001245	Fabric: Mesh, 3D Printed Soles, and Anti Mircrobial Insole	Sizing: 12	Season: A/W 2021	Concept/Design Description: Shoe is designed with a mesh fabric that has antimicrobial finishing. The 3D printing inside the sole lights up, as well as the shoe having vibration technology embedded within the shoe. Shoe is intended to be worn for athlesuire or for active lifestyle living.
	Date Created: November 1st 2019	Trims / Notions: Shoe laces and 3D Printed Strap Across Top of Shoe	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021	
Description: Men's multi-functional back pack with double front zipper pocket, extention bottom, roll away handle, collapsing wheels, and back carrier handles. Loops in back for steel metal inserts for rolling capabilities	Sample: Standard			Designer: Lauren Silva	
	Category: Men's Shoes			Sample Maker: Enrique Solcata	Date Finalized: December 15th, 2019







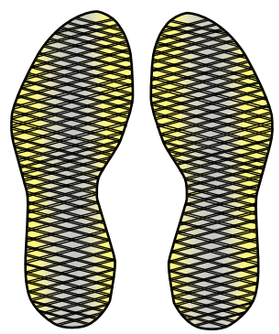
Lace Colors:
- Black
-White
- Neon Green

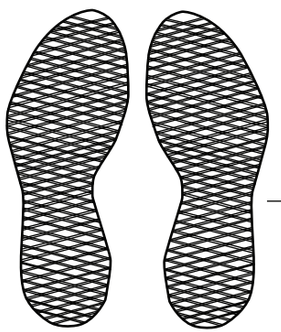
Lime Green
Black Charcoal

Terra Cotta

Seaweed Green

Light Up // Non Color Dye

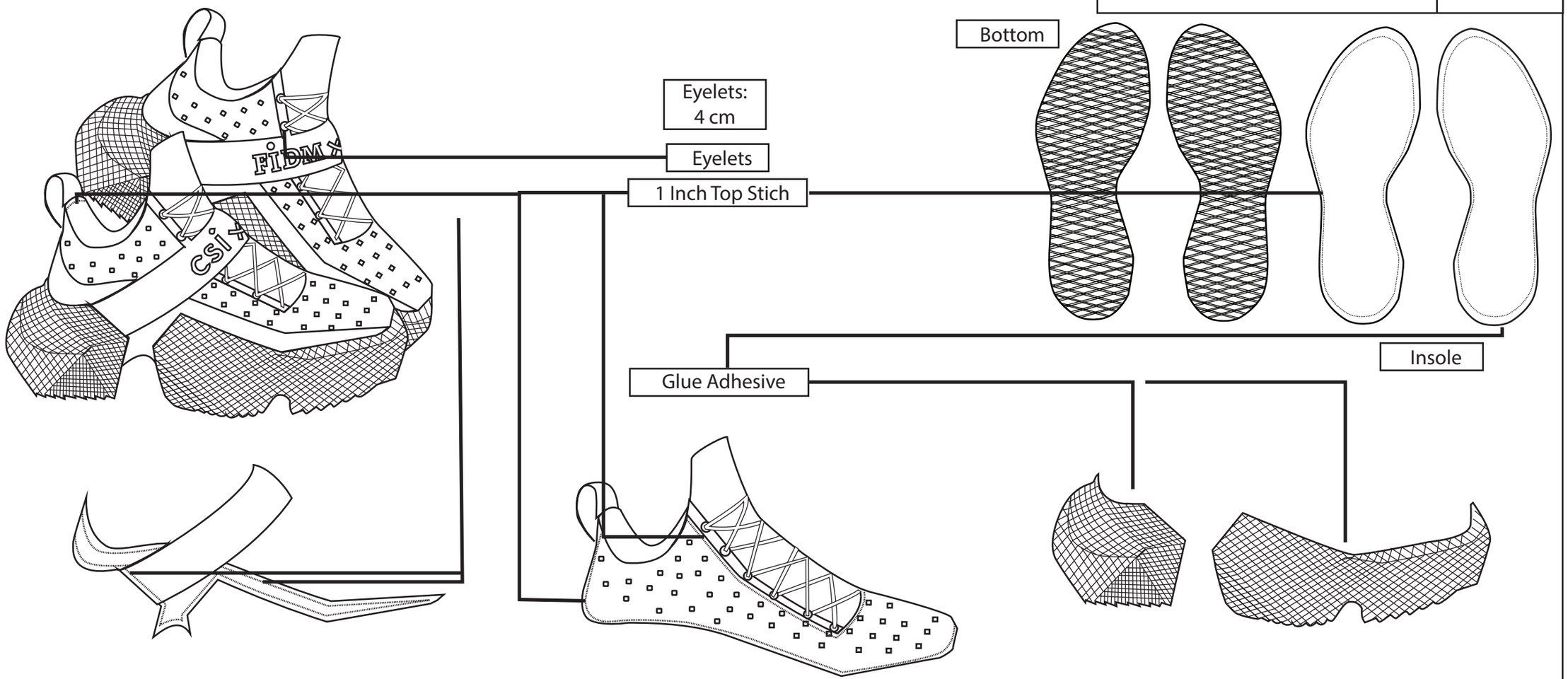




White

27CW0801331CO Vitamin E
27CW0902953COV Breeze
27CW0702346CO Terra Cotta
27CW0903633CO Algae
Charcoal Black
Heathered Grey

Trim Color
27CW0906195CO Heathered Grey

csi × FIDM

Style Name: The Consistant Sneaker	Style #: 001245	Fabric: Mesh, 3D Printed Soles, and Anti Mircrobial Insole	Sizing: 12	Season: A/W 2021	Concept/Design Description: Shoe is designed with a mesh fabric that has antimicrobial finishing. The 3D printing inside the sole lights up, as well as the shoe having vibration technology embedded within the shoe. Shoe is intended to be worn for athlesuire or for active lifestyle living.
	Date Created: November 1st 2019	Trims / Notions: Shoe laces and 3D Printed Strap Across Top of Shoe	Finishes: Anti - Microbial	Retail Delivery Date: Sept 15 2021	
Description: Men's multi-functional back pack with double front zipper pocket, extention bottom, roll away handle, collapsing wheels, and back carrier handles. Loops in back for steel metal inserts for rolling capabilities	Sample: Standard			Designer: Lauren Silva	
	Category: Men's Shoes			Sample Maker: Enrique Solcata	Date Finalized: December 15th, 2019
					Thread Color: Black / SPI: 20