

GAP

2 Folsom St, San Francisco, CA

Company History: Gap was started in 1969 by Doris and Don Fisher. In the beginning they only sold jeans, but eventually transitioned to clothes as well. In 1972 they were the first company to create a private label. Originally the plan was to have a small chain of stores, but now they are a global company containing six brands- Gap, Old Navy, Banana Republic, Piperlime, Athleta, and INTERMIX. Including their online shop, today you can now buy gap products in over 90 countries.

Textile/Product: Design a textile to be used to create dresses for young girls between the ages of 1-5. Due to the fact that these girls are not old enough to shop for themselves, keep in mind that it will be their mother's between the ages of 25-35 who are buying the dresses. It is very important that the dress is pleasing to both age groups. Here are some examples of dresses from our recent collections.



Theme/Concept: This textile should be loosely based upon Disney's Tangled, please do this tastfully and do not use the common motifs and images associated with this movie. The themes that should be taken away from this film include youth, fun, and adventure, so the final design should contain a very playful sense of movement.

Key Elements:

- *Youth
- *Fun
- *Adventure
- *Creative/Original
- *Movement

Style: The style of the textile should be strongly influenced by 17th century Europe.



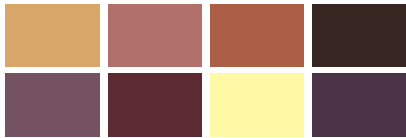
Coordinating: Your design should fit with these pieces that will be released at the same time. Due to the fact there is the possibility of them being in the same displays and advertisements, for more examples of the kinds of things you should coordinate your designs with check our website, www.gap.com.



Colorways: Here are colorways and color palettes to reference as you create the design.



Palette 1



Palette 2



Palette 1



Palette 2

