

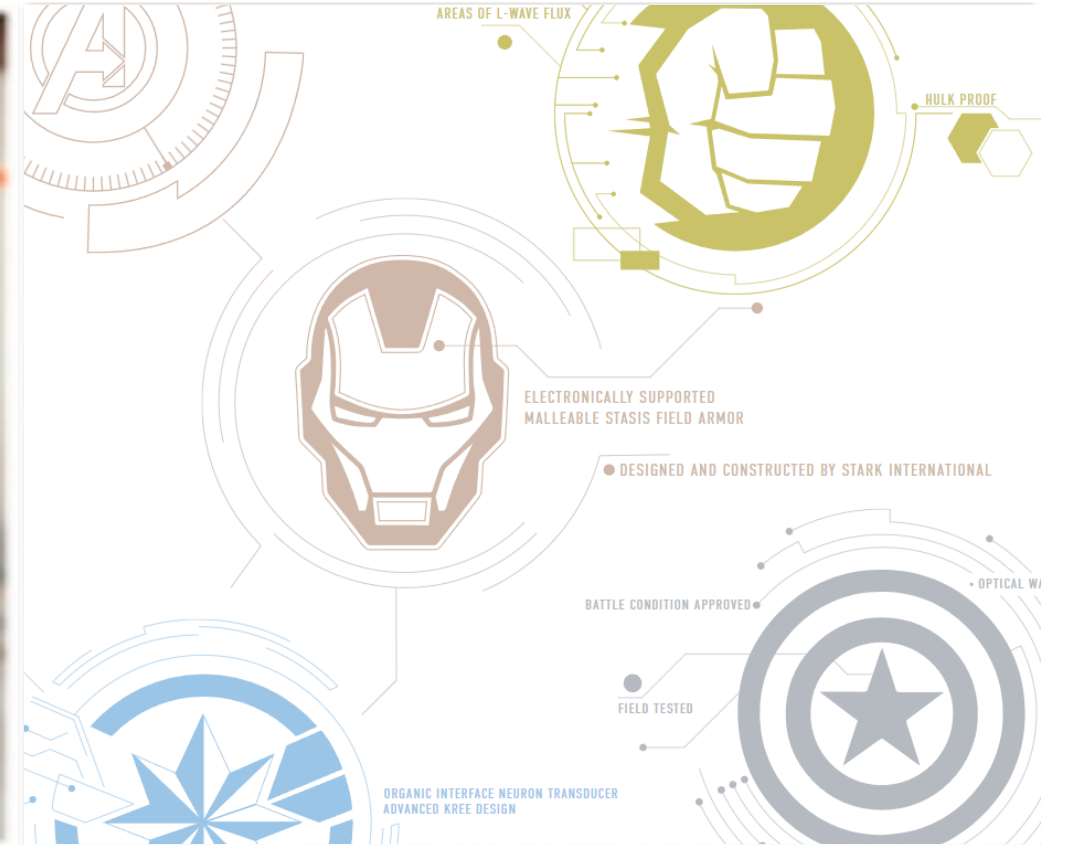
AVENGERS FITNESS
Q2 FY24

My Contributions to this project:

I led product development across all apparel for the Avengers Fitness assortment, guiding each style from concept through final execution. In addition to overseeing development, I re-designed key pieces including the women's white jacket sourcing a new silhouette to elevate both fit and functionality and the women's tank. My work ensured a cohesive, performance-driven collection that merged technical design with bold Marvel storytelling.

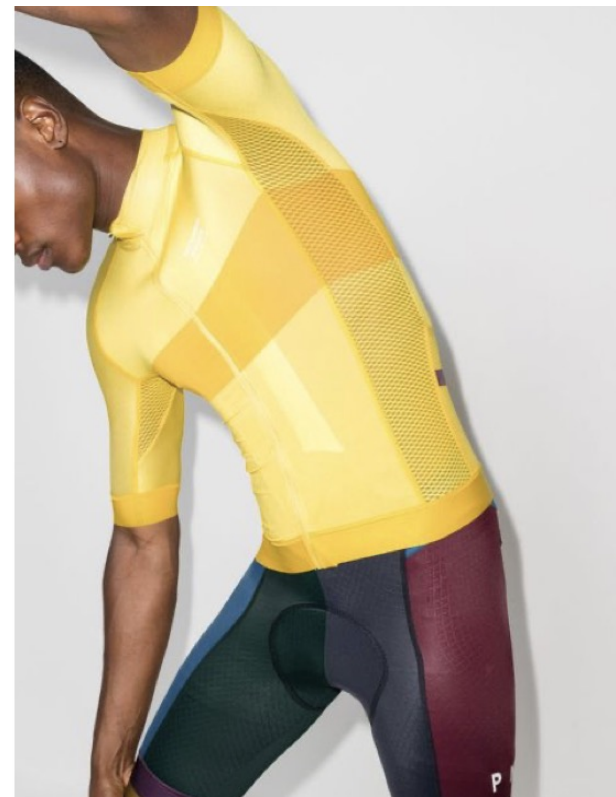


Q2 FY24 AVENGERS FITNESS POV BOARD





Q2 FY24
AVENGERS FITNESS
COLLECTION DETAILS



MATTE/SHINE COMBO



DOUBLE WAISTBAND
WITH BRANDED ELASTIC



HIGH SHINE HEAT
TRANSFERS



SILICONE DIPPED & REFLECTIVE DRAWCORDS



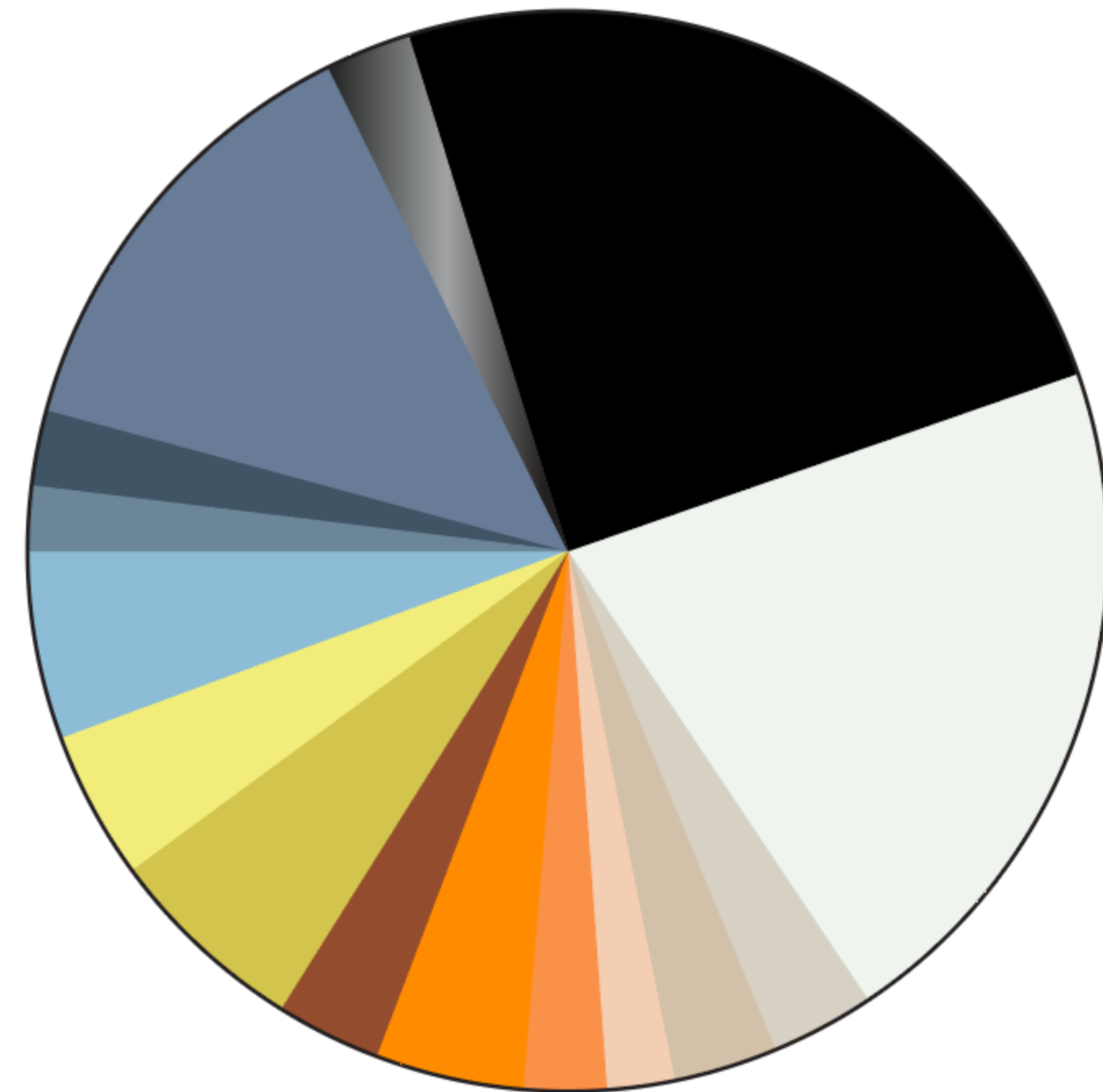
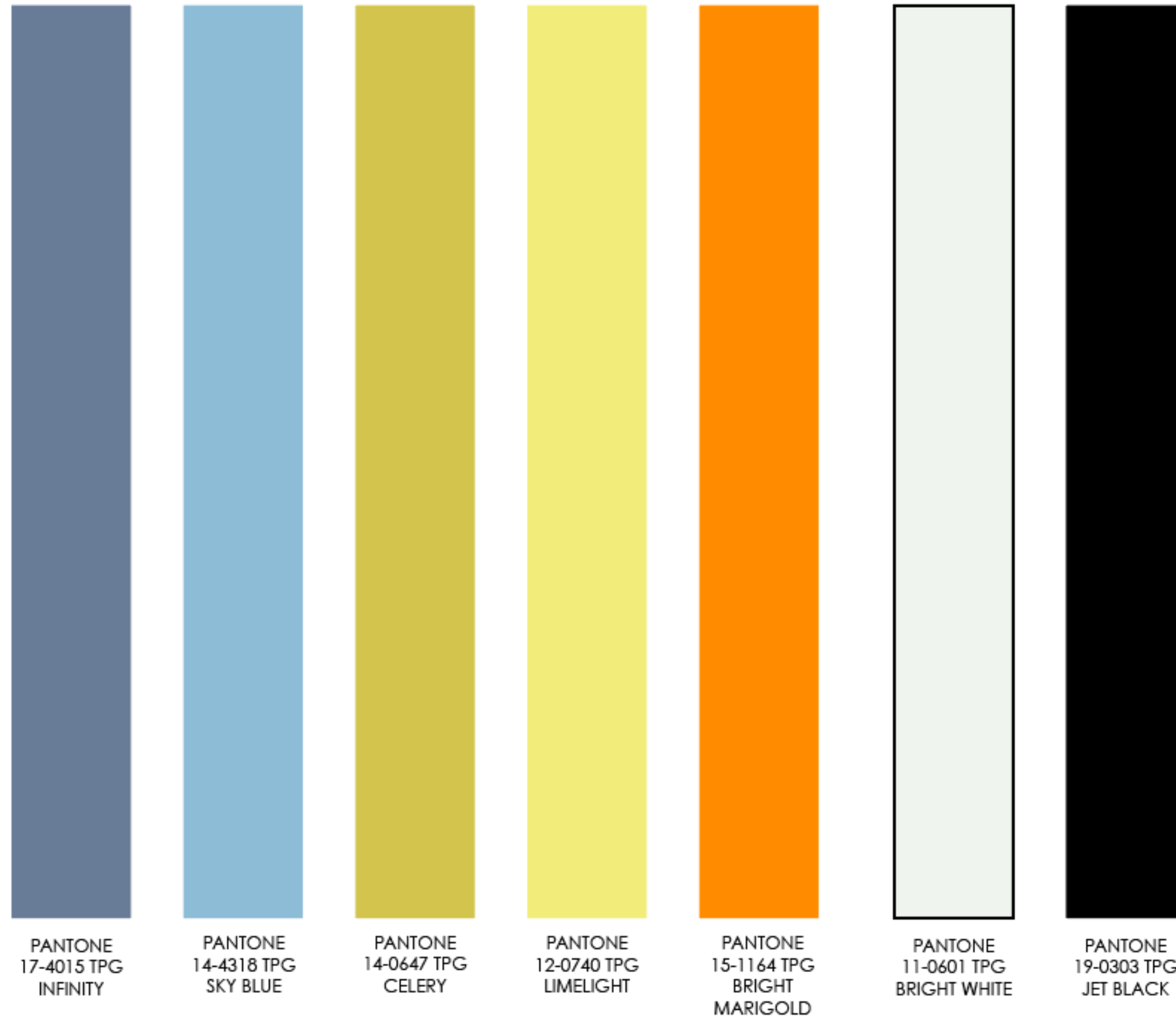
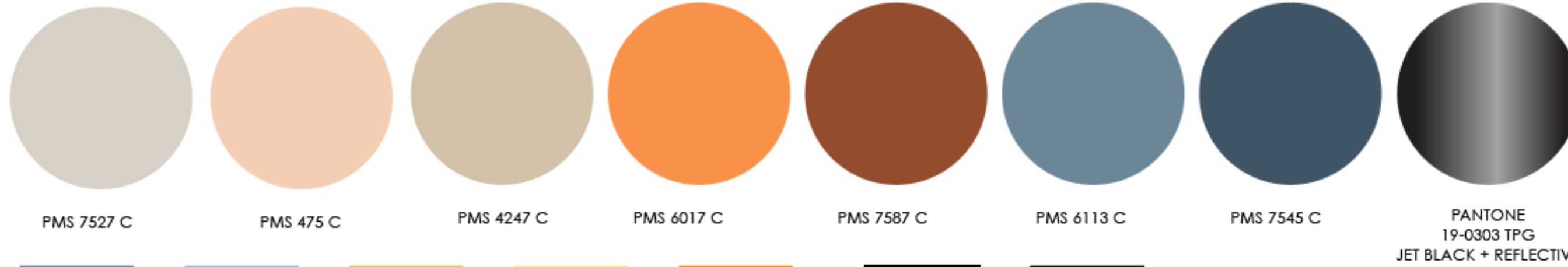


Q2 FY24
AVENGERS FITNESS
BRANDING





Q2 FY24 AVENGERS FITNESS COLOR PALETTE





Q2 FY24
AVENGERS FITNESS
ASSORTMENT OVERVIEW

