

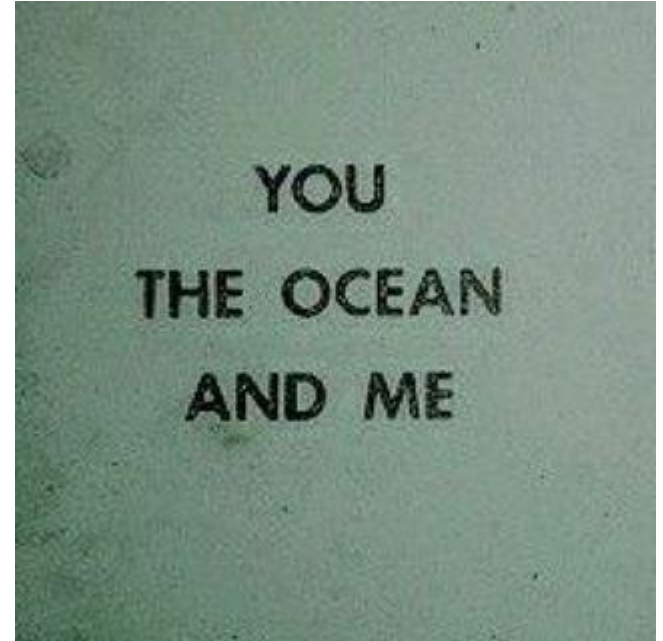
A close-up, soft-focus photograph of a person's lips, which are slightly parted and have a natural pinkish-red hue. The background is blurred, showing some strands of hair. Overlaid on the center of the image is the text 'SOS' in a large, elegant, black cursive font, and below it, the words 'LOVE STORIES' in a smaller, black, all-caps sans-serif font.

SOS

LOVE STORIES

## THE INITIATIVE

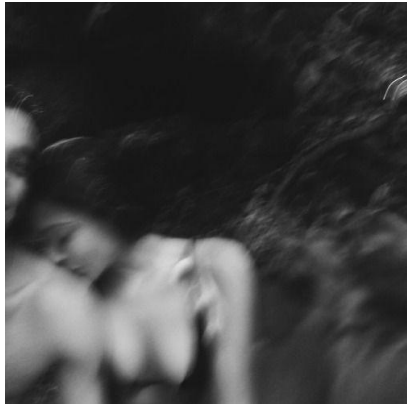
SOS Love stories is a “passion project” illustrating a significant part of our brand DNA and the Designer’s source of inspiration. Ever the romantic and nostalgic, the designer is unavoidably impacted by her obsession with watermen & daydreams of imagining herself as a mermaid, enchanting a pirate into being her lifelong companion. Reflecting upon her life experiences, she draws from past romantic ties she has had with watermen, with an attempt to create a brand for the woman in his life. For the woman who “dates a surfer” and follows him (and as a result she chases swells) We want to draw stories from real life women who find themselves in romantic partnerships with watermen (and hence the ocean - inadvertently) to visually introduce entities that embody our brand values, mood, and lifestyle.



# MOOD

*ocean eyes*

at Bethel,  
our are you feeling torn  
you are feeling better. I a  
t is rather hard for m  
rite letters, but I do l  
can from you. You wil  
to write me five let  
everyone I write. Will yo  
thinks most everyone me  
had a good time th  
Everyone has been sick  
except Pat and me. 74



*pirate*



'I don't believe in magic.'  
The young boy said.  
The old man smiled.  
'You will, when you see her.'



## HAIR (DRY)



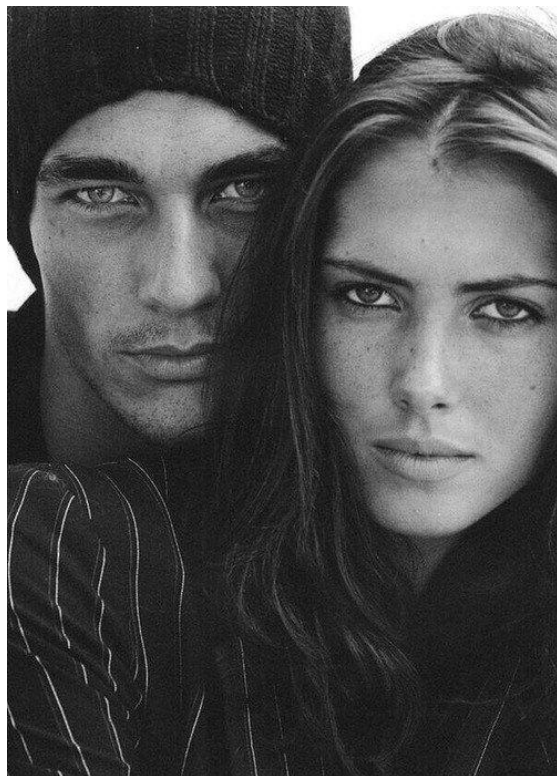
## HAIR (WET)



MAKEUP



# STRING KINI ORCHID



1

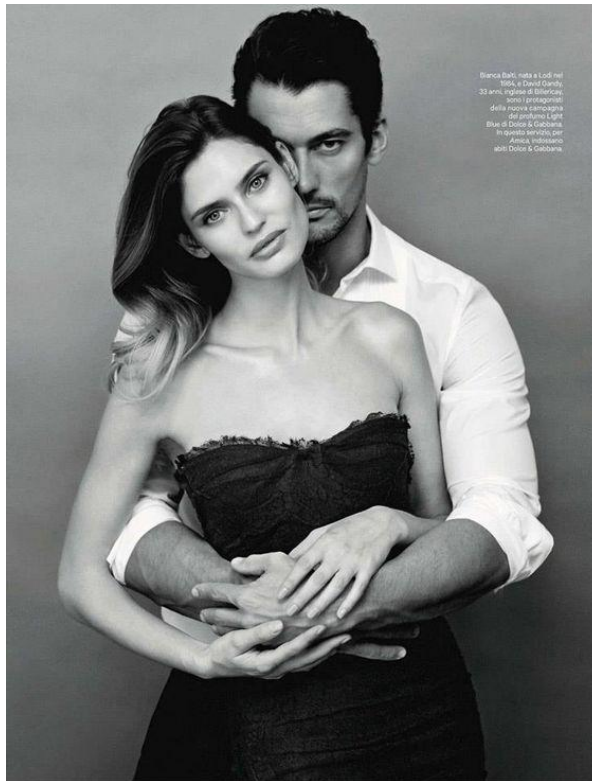
## STRING KINI PINK



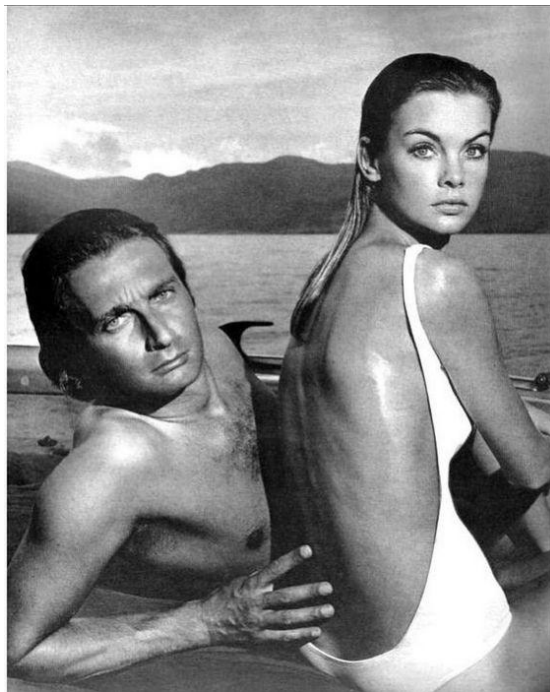
2



## STRING KINI RED



## STRING KINI IVORY



4

# STRING KINI CRANBERRY



## PROP IDEAS

