Nostalgia × In × Technicolor

✳ PacSun Spring 2024

Mod & Modern

Where 2024 Meets 60's Vintage







Idea by: Gwen Soriano

#createthecampaign

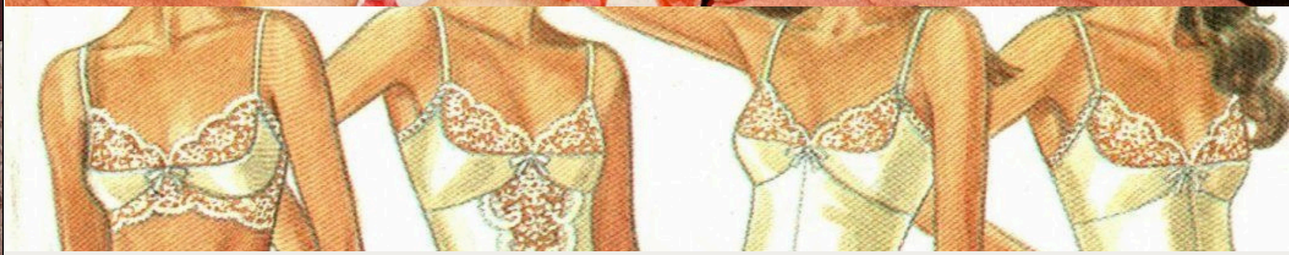






Table of Contents





I. *Artist Introduction*
II. *Idea Summary*
III. *Mood Board*
IV. *Core Pieces*
V. *Social Media Mockup*
VI. *Photoshoot Inspiration*
VII. *Conclusion*

Artist *Introduction*

Hi PacSun team! My name is Gwen Soriano & I am a multimedia artist based in Southern California.

I have my B.A. in Communications from California State Polytechnic University, Pomona and some of my affinities include content creation, personal styling, fashion photography, digital marketing, and creative direction.



I am thrilled to express my enthusiastic interest in your Spring campaign pitch. After being a loyal PacSun consumer for over five years and going over trend analysis for the upcoming season, I believe that my creative vision aligns seamlessly with the essence and goals of your upcoming collection.

With a proven track record of successful marketing collaborations and a keen eye for detail, I am confident in my ability in my unique and stylish contribution to your campaign. My commitment to quality, innovation, and a deep understanding of market dynamics positions me as the ideal partner for bringing your vision to life.





Why Mod & Modern?

The Personality of PacSun

As a leading lifestyle brand that offers relevant styles to a community of modern youth, many collections pay ode to iconic trends of the past.

Mod & Modern is a 1960's dream for young individuals with groovy expressions and a retro soul, who prioritize comfort and diversity in casual wear.



Nostalgic

A spring wardrobe inspired by 1960's casual elegance.

Warm

Embrace the whimsical spirit of warm-toned pastels.

Refined

Casual wear reimagined with modernized retro classics.

Themes

Color Palette

- Stick to the core color palette in all content.
- Ensure color contrast for readability.
- Use accent colors sparingly for call-to-action buttons or focal points.



Projected Trends

After careful trend analysis from SS ‘24 runway couture, expert predictions of projected spring fashion were utilized to form this collection.

Staple fabrics, cuts, patterns, and pieces for this collection include but are not limited to: mini hems, low rise denim pants and shorts, mini and maxi skirts, sheer, warm pastels, corduroy, mixed muted chunky knit sweaters, fringe, vintage-style corsets and lingerie, statement belts, sheer tights, skinny chokers, etc.











Core ✳ Pieces







shift mini dresses













60's motif tops



knit sweaters

Women's Tops

Assorted Menswear

corduroy jorts









warm pastel
graphic tees



more funky knits!

Women's Bottoms and Two Piece Sets

mod two piece sets



statement 60s denim









spring midis and minis





PacSun embraces diversity and inclusivity in our content and visuals. Celebrate different styles and personas that resonate with variety, showcasing how fashion is a universal and inclusive creative outlet of expression.

Mod & Modern Takes
Social Media

In an era where nostalgia wields powerful influence, this is a proposition to elevate PacSun's social media presence by seamlessly incorporating vibrant and timeless 60s retro themes. This proposal aims to enhance brand engagement, captivate a broader audience, and establish PacSun as a trendsetter by tapping into the cultural resurgence of the 1960s.

Theme Objectives:

- **Cultural Relevance:** Leverage the resurgence of 60s nostalgia to make PacSun's social media content culturally relevant and appealing to a diverse demographic.
- **Enhanced Brand Identity:** Infuse PacSun's visual elements with iconic 60s aesthetics, promoting a distinctive and recognizable brand identity that resonates with consumers.
- **Increased Engagement:** Utilize the immersive and visually stimulating nature of 60s retro themes to boost user engagement across various social media platforms.
- **Trendsetting Image:** Position PacSun as a trendsetter by showcasing the brand's adaptability and willingness to embrace cultural movements, setting it apart from competitors.



Photoshoot * *Ideas*





I'll BRT, Getting Ready!

A fun and whimsical photoshoot featuring girls in the 60s getting ready for a night out would enhance the PacSun brand by tapping into the timeless allure of retro aesthetics. This concept aligns with PacSun's youthful and trendsetting image, offering a nostalgic yet fresh perspective that resonates with a broad audience. The imagery captures the spirit of carefree self-expression, promoting the idea that PacSun is not just a clothing brand but a lifestyle choice synonymous with confidence, individuality, and a vibrant social scene.



Meet @ Twiggy's Place

In the nostalgic photoshoot set of a classic 60's desert home, this idea communicates a sense of timelessness and classic cool, appealing to a diverse audience. The vintage aesthetic creates a visually appealing narrative, blending the charm of the past with PacSun's contemporary fashion, reinforcing the brand as a curator of style that transcends eras. This concept not only capitalizes on the enduring appeal of retro themes but also positions PacSun as a trendsetter with a keen understanding of fashion's cyclical nature.



My BF's Vintage Volvo

This fun and daring photoshoot idea infuses a sense of adventure, freedom, and retro glamour into its imagery. This concept not only taps into the enduring appeal of classic automobiles but also elevates the brand's image by associating it with a sense of exploration and individuality. The juxtaposition of the vintage car with PacSun's contemporary fashion creates a visually compelling narrative, reinforcing the brand's position as a purveyor of both style and lifestyle towards its target audiences.

Will PacSun Go *Mod?*

Mod & Modern celebrates the iconic staples of the 1960s and revives retro aesthetics, offering PacSun a unique opportunity to captivate its audience in a nostalgic yet contemporary embrace. By seamlessly blending the iconic styles of the past with PacSun's modern and trendsetting collections, I envision a campaign that not only pays homage to a culturally rich era but also positions PacSun at the forefront of fashion's cyclical evolution. This campaign isn't just about clothing; it's a celebration of individuality, self-expression, and the enduring allure of timeless style.

I believe that by embarking on this journey into the past, PacSun will not only enhance its brand image but also create an authentic and resonant connection with its diverse and discerning audience. Let's embark on this stylish voyage together, crafting a narrative that transcends time and solidifies PacSun as a beacon of both heritage and innovation in the fashion landscape.

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Feel free to contact me for more ideas or expansion on Mod & Modern,

Or check out my portfolio for more of my work and capabilities.

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