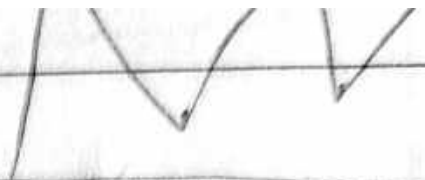


TO NOTE



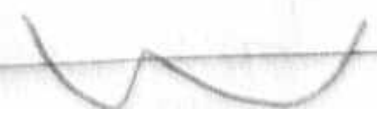
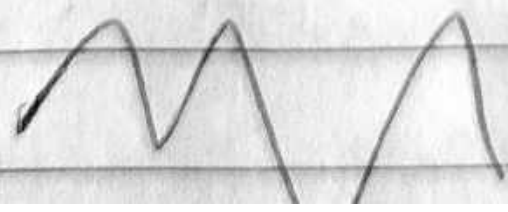
problem is during this season & we want to make sure we have direction for collection / exposure movement

- May fix / approach we need to keep on top of for

- RUB movements are always on the way out

- POS meeting / mushrooms / gingerys are US happy

* not important things because there had until summer & then trending



EBE / BHM

~~review~~ review notes must get feedback from BIC / Casey / AEG / news team assigned

+ unity - energy - respect with ambiguity

- just Rosa Parks no mimamal (hold) maybe not set in collection
- RLC - Megan Brophy send tomorrow

chat w/ Kenna Friday
July 20th about moving
 departments & give info on
 how / why / feel except todos so
 * discuss Portfolio / week / I'm
 missi
 new

total new page of all Adult / Kids w/ close ups

WAITING TO HEAR BACK

max ACTIVE UPDATE

* ombre blue - navy on green SKU using new stripe detail *

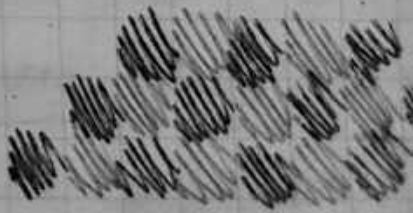
* back to green! * wait until they check color, available

* changing brown to navy & orange to pattern haze

TO DO:

- AEI prep / show Sarah / mostly color changes

1. /
Holo
 → apple + 3
unhol
 → apple + 4 + 3



SUBJECT: more than just a month → URGENCE →
OPTION

Black History Month 4 hrs
 - march / June / Aug / NOV

* Fall / August Drop for kids
 • if we can come up w/ something better lets do it (if my fall thru, don't spend a lot of time on it)

* we want you to tell us business people
 * on DTC (stay on H&F marketing) (we don't have a budget / currency cost alt)

Spring (BASQUAT) NOT US

Summer (BASEBALL) Negro League / Jackie
 TENNIS Serena Williams Robinson

Fall (Close experience) → technique (but we've got credit for it)
 - interesting / more relevant people / backgrounds

Winter (Black Hollywood)

- Holly wood / many black performers
 - photo reel / visual art

collection
 * kids DTC only *

DON'T SHARE WITH ANYONE
 - H&F w/ COMMUNICATOR

AN

EBL : BHM

- not emotional towards green SKV, not single news.

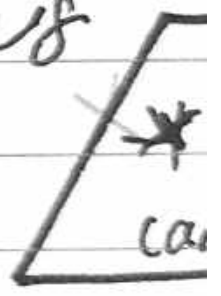
- kindas needs an n in circle graphic.

- * updt
- * rept
- * may
- * of cos
- * graphi
- news

- WE look / cream SKV

2 tes steel find | 2 our graphics
~~downward~~ ↓

* ~~copy~~



- 1 face | 1 pattern
- 1 te | 1 other graphic • Black / cream

Assemble Label

- might not BHM
- trend, but adittract
- color (same label)

- * updt
- monrak
- uplate
- Pal
- fr

↳ our paper about the capsule was to really shout about positive messaging & mental health awareness.

• we succeeded a lot by being in the community stage using graphics using vernacular of gardening / growing that we saw as a trend in the market.

• nourish yourself & your community to make a difference

• graphics with us wanted to enhance the vernacular of food imagery & using the State Fund's symbols in our designs.

• community, nourishing & growing is what we stand behind.

that was the goal. So, the extra graphics, are positive messaging like support your local grower & sustain your community.