



AVA & VIV
COLLECTION

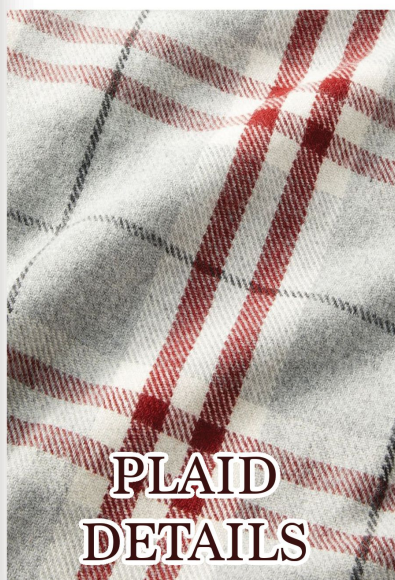
Matthew Boyer

Inspiration



As the fall seasons begin, Target's clientele start to look ahead at the holidays that are steadily approaching. There is an atmosphere that surrounds our fall time and creates an attractive "Hallmark" energy. Bringing in spiced cider, quaint towns, & heart-warming stories is something everyone can appreciate and connect to during the seasons. This atmosphere has a distinct aesthetic that follows it & designing around it allows Target to cater to this strong demand

Trends



PLAID
DETAILS



CONTRAST
TOPSTITCH



TAILORING
TRIMS

Fabrics



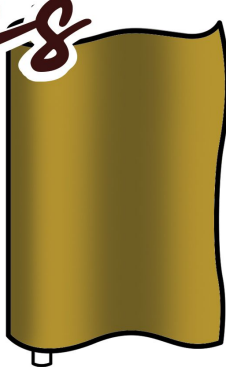
WOOL
BRUSHED VIRGIN WOOL
LIGHT MOCHA



PLAID WOOL
BRUSHED VIRGIN WOOL
FOREST PLAIDS



PURL KNIT
INTERLOCKING PURL KNIT
SPRUCE



SATIN
MEDIUM STRETCH SATIN
MUSTARD



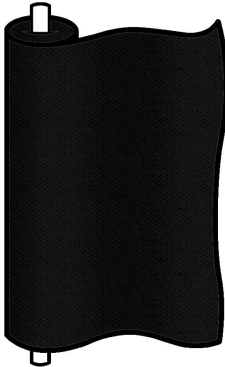
TWILL
THICK STRETCH TWILL
STONE



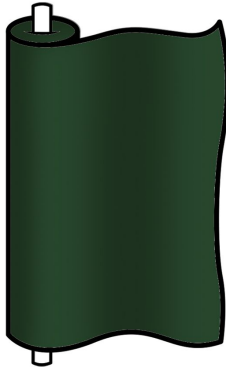
WOOL
BRUSHED VIRGIN WOOL
SCARLET



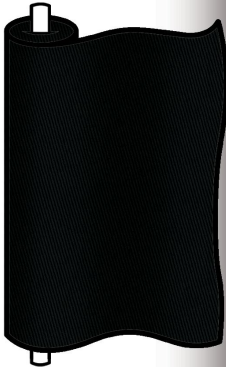
WOVEN
LIGHTWEIGHT PLAIN WEAVE
FOREST PLAIDS



PURL KNIT
INTERLOCKING PURL KNIT
BLACK

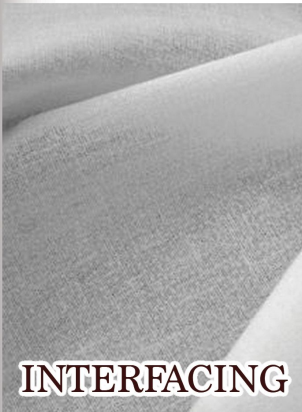


SATIN
MEDIUM STRETCH SATIN
SPRUCE



TWILL
THICK STRETCH TWILL
BLACK

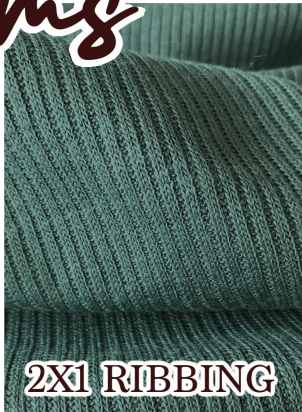
Trims



INTERFACING



ELASTIC



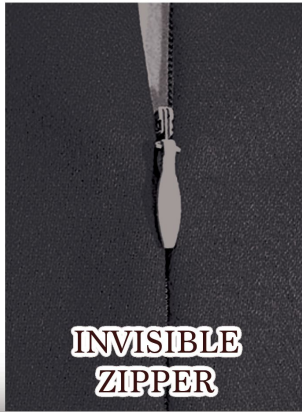
2X1 RIBBING



ANTIQUE
SILVER BUTTONS



WAIST
BELT

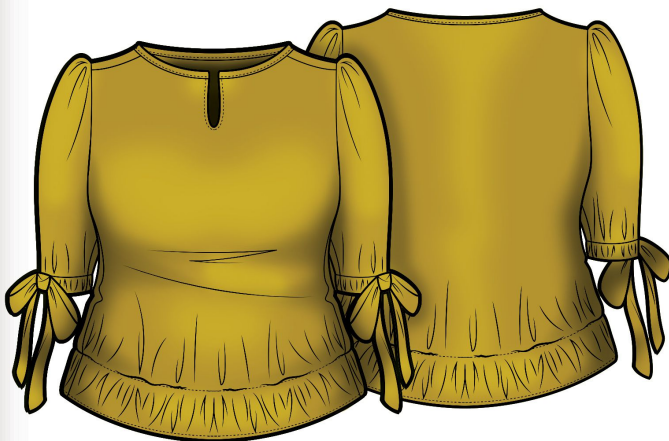


INVISIBLE
ZIPPER



V-NECK SWEATER

- V NECK SEMI CROP SWEATER
- THICK RIBBING ON NECK, HEM, & CUFFS
- CENTER FRONT AND BACK SEAMS
- DROP SHOULDERS
- OVERLOCK CENTER & SHOULDER SEAMS



BOW SLEEVE BLOUSE

- BLOUSE WITH BOW DETAILS ON SLEEVES
- ELASTIC AT SLEEVE AND HEMS
- SLIT AT NECKLINE W/ EDGE TRIM
- PRINCESS CAP SLEEVES



PRINCESS SEAM POCKET V TEE

- POCKET TEE W/ PRINCESS STYLE SEAMS
- DEEP V NECKLINE W/ SELF COLLAR
- 2" SIDE SLITS ON SIDE SEAMS
- MEDIUM CAP SLEEVES





PRINCESS POCKET BLOUSE

- PRINCESS SLEEVE BLOUSE W/ POCKET
- CENTER FRONT BUTTONS
- STANDARD INTERFACED COLLAR AND CUFFS
- BACK YOKE W/ CENTER BOX PLEAT



CAPE SLEEVE DROP NECKLINE TOP

- ELASTIC CAPE SLEEVE W/ DROP NECKLINE
- SEMI CROP LENGTH
- INVISIBLE ZIPPER AT CENTER BACK



TOPSTITCHED TANK BLOUSE

- TANK BLOUSE WITH BACK NECK EYELOOP TIE
- FRONT AND BACK YOKE WITH STYLE PLEATS
- WHITE TOPSTITCHING ON TOP YOKES





PEAK WOOL BLAZER W/ CONTRAST PLAID

- 70s STYLE WOOL BLAZER W/ PLAID CONTRAST ON TRIMS
- LIGHTLY PADDED SHOULDERS
- SINGLE BUTTON CENTER FRONT OPENING
- PLAID BOTTOM SIDE EPAULETS
- PLAID ELBOW PADS, POCKET FLAPS, CHEST WELT POCKET, AND BACK COLLAR
- SHORTENED RIDING LENGTH BLAZER



TWILL BLAZER W/ PLAID LINING

- BASIC TWILL BLAZER W/ PLAID LINING
- STANDARD LENGTH BLAZER
- 2 BUTTON CLOSER ON CENTER FRONT



WOOL TOPSTITCHED PLAID JACKET

- WOOL JACKET W/ CONTRAST TOPSTITCHED DETAIL
- CHEST POCKETS WITH BUTTON & PLEATS
- EPAULETS AND SHOULDER PANELS
- BACK YOKE AND CENTER BACK SEAM
- BUTTONS DOWN CENTER FRONT & SLEEVE OPENINGS





KNIT SHAWL BELTED SWEATER

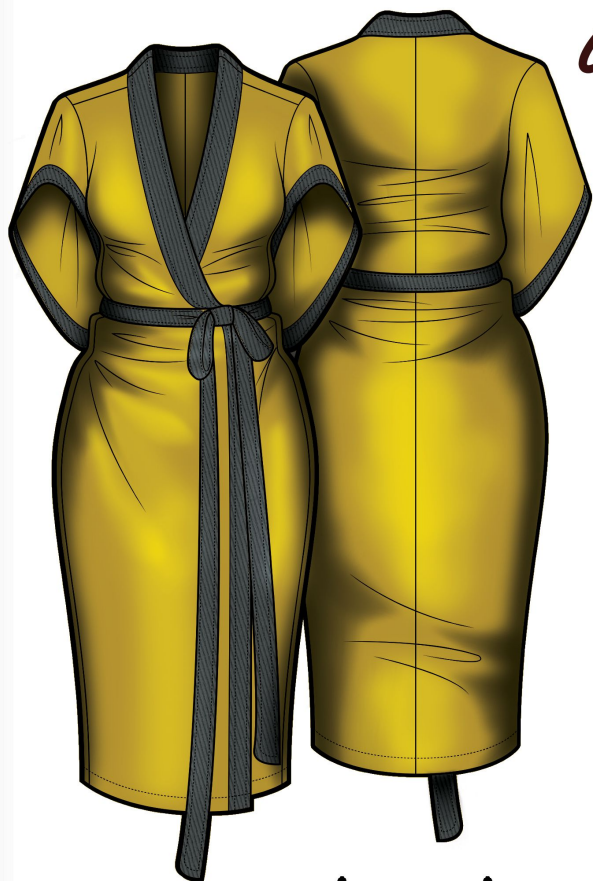
- KNIT SWEATER W/ SHAWL COLLAR & BELT
- SINGLE POCKET ON CHEST
- DROP SHOULDERS & FORWARD PUSHED SEAMS
- ELBOW SEAMS, CUFFS, AND CENTER BACK SEAMS FOR STYLE



PLAID CONTRAST TRENCH COAT

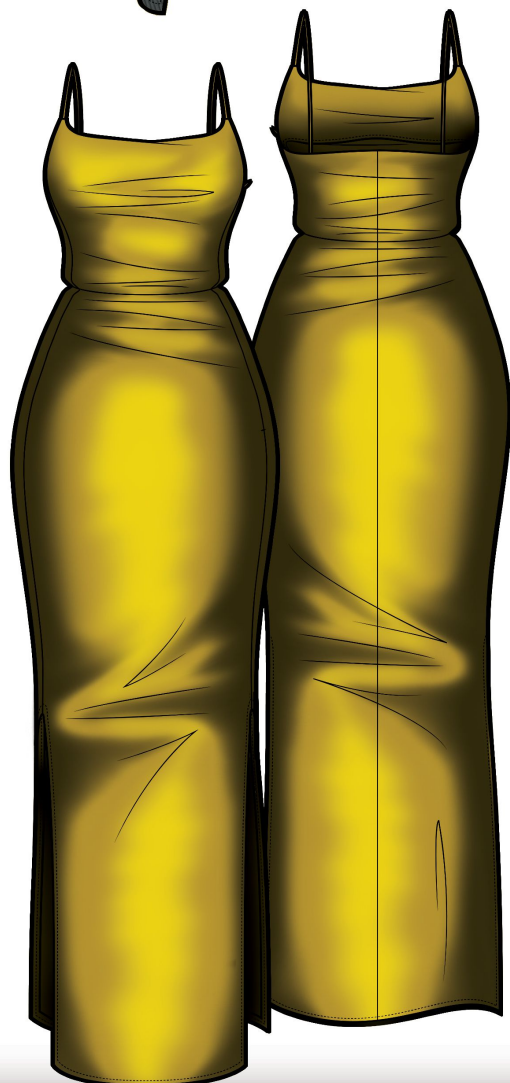
- TWILL TRENCH COAT W/ PLAID CONTRAST DETAILS
- DOUBLE BREASTED CENTER FRONT
- POUCH POCKETS ON LOWER FRONT
- GREEN POP CONTRAST LINING
- STANDARD STRAP TRIMS AT CUFF DETAILS





BENEFACTOR DRESS

- WRAP DRESS W/ WIDE SLEEVES & CONTRAST TRIM ALONG CENTER FRONT, SLEEVES, AND BELT
- TOPSTITCHED TWILL TRIMS
- CENTER BACK STYLE SEAM



SPAGHETTI STRAP SLIP DRESS

- SLIP DRESS WITH SPAGHETTI STRAPS AND FOLDED DRAPED BODICE TOP
- CENTER BACK STYLE SEAM
- INVISIBLE ZIPPER ALONG SIDE SEAM
- SIDE SLITS ALONG HEM





PLEATED BELT TROUSERS

- TROUSERS W/ THICK BELT & CENTER PLEATS
- SEMI HIGH WAISTED CUT W/ CROPPED HEM
- SIDE SEAM TOP POCKETS
- ELASTIC WAISTBAND W/ SLIGHT GIVE



PLEATED BELT SKIRT

- PLEATED HIGH WAISTED LONG SKIRT W/ THICK BELT
- ELASTIC WAISTBAND W/ SLIGHT GIVE





TOPSTITCHED PLAID XL WOOL SCARF

- OVERSIZED SOLID WOOL SCARF
- CONTRAST TOPSTITCHED PLAID DESIGN



FOREST PLAID XL WOOL SCARF

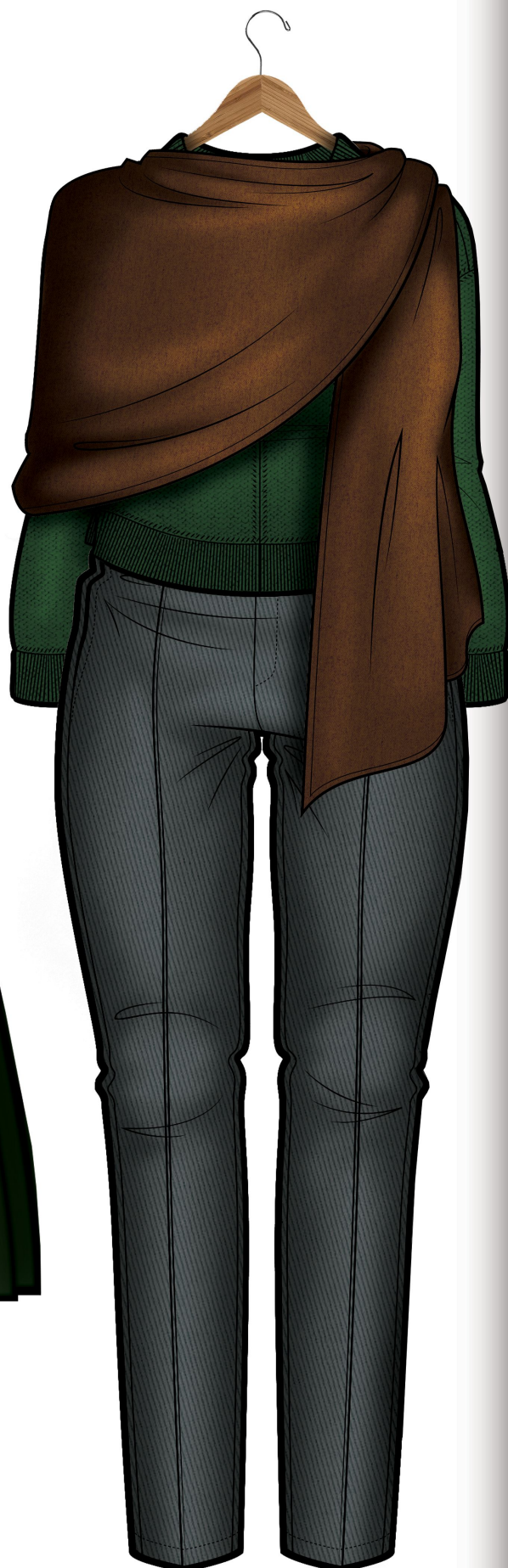
- OVERSIZED PLAID WOOL SCARF



SOLID XL WOOL SCARF

- OVERSIZED SOLID WOOL SCARF





Flats

Boyer

