

DL.MD

Launch Campaign

MOOD BOARD

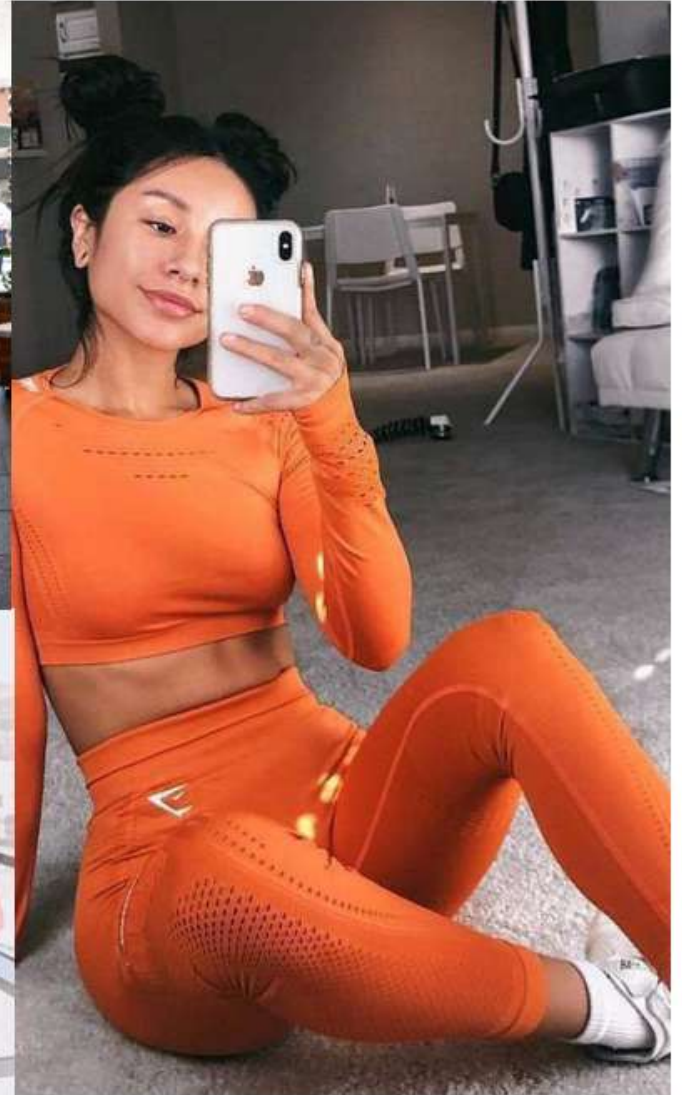
Girl #1 & 3

This is the mood for styling. The clothes should be LA/NYC chic business. Girl #3 works in PR, Styling, Marketing, design. She loves the color orange because it reminds her of her favorite product, DL.MD.



Girl #1

This is the mood for styling. The clothes should be fitness chic. Girl #1 & Girl #2 are all about health and love to work out but outside. They love the color orange because it reminds them of their favorite product, DL.MD.



Girl #1, 2 & 3

This is the mood for styling. The clothes should be super casual at home and lived in.

