

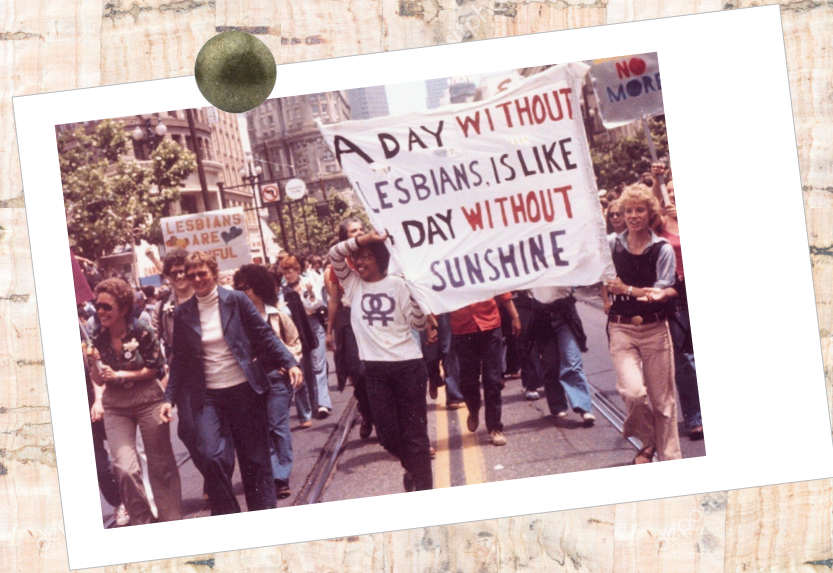
The background of the entire image is a cork texture, consisting of vertical strips of cork bark with a repeating pattern of small, dark, irregular shapes. The cork is light brown and has a natural, slightly uneven appearance.

# ROXY PRIDE SUMMER 2021





# PRIDE VIA 1970'S THROWBACK- THE START



WE ALL OWE THE FREEDOME OF PRIDE TO THE WOMEN THAT STARTED EVERYTHING BEFORE US- IN 1969 MARSHA P. JOHNSON THREW THE FIRST BRICK, AND SINCE THEN LADIES, TOMBOYS, FEMMES AND EVERYONE IN BETWEEN HAVE BEEN FIGHTING FOR EQUALITY AND FREEDOME OF LOVE. FOR THIS PRIDE PACK, I TOOK HINTS FROM OUR FOR-MOTHERS AND FLARED EVERYTHING IN THIS COLLECTION WITH A 1970'S VIBE.





# PRIDE TRENDS TODAY



PRIDE TRENDS TODAY ARE PRETTY SELF-EXPLANATORY. LOTS OF RAINBOW STRIPES EVERYWHERE, VERY LOUD- SO HOW DOES ROXY USE THIS?





# PRIDE SHOE TRENDS TODAY



TEVA TEGAN AND SARA PRIDE SHOE \$80-  
PROCEEDS TO TEGAN AND SARA FOUNDATION  
FOR YOUNG LGBTQ+ WOMEN



CONVERSE \$80  
*"tell your story with pride. Lightweight,  
durable canvas upper Special-edition Pride patches  
Colors inspired by rainbow and transgender flags"*



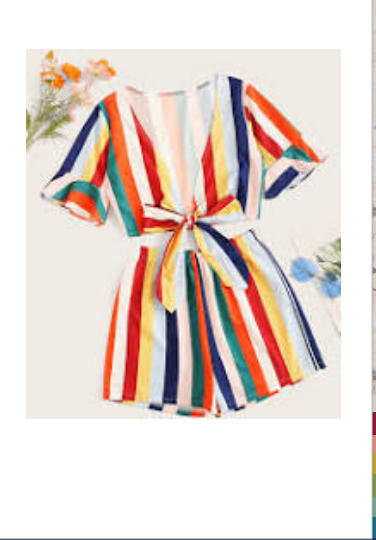
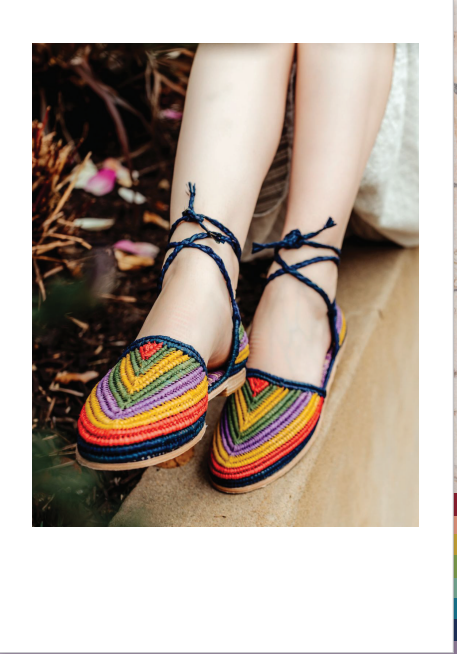
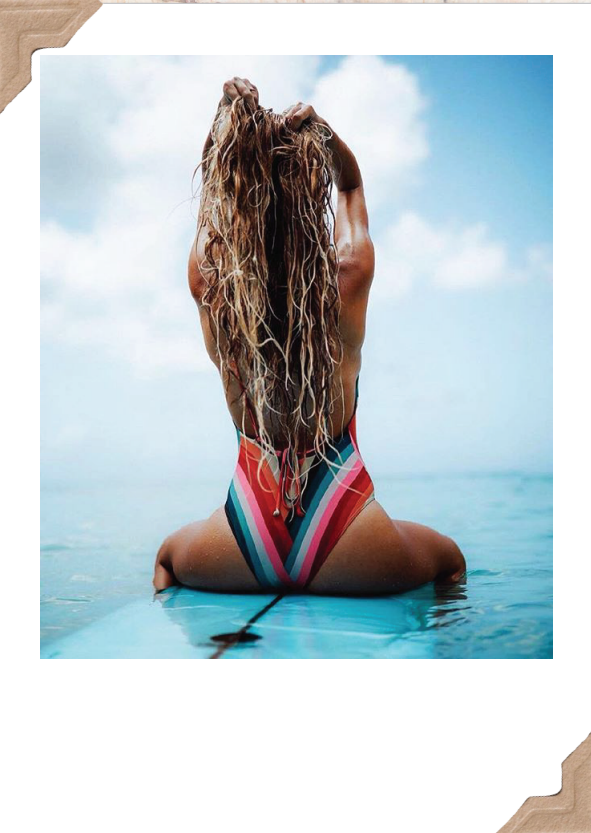
REEF PRIDE SHOE \$57  
PROCEEDS DONATED TO  
PFLAG



BC FOOTWEAR \$45



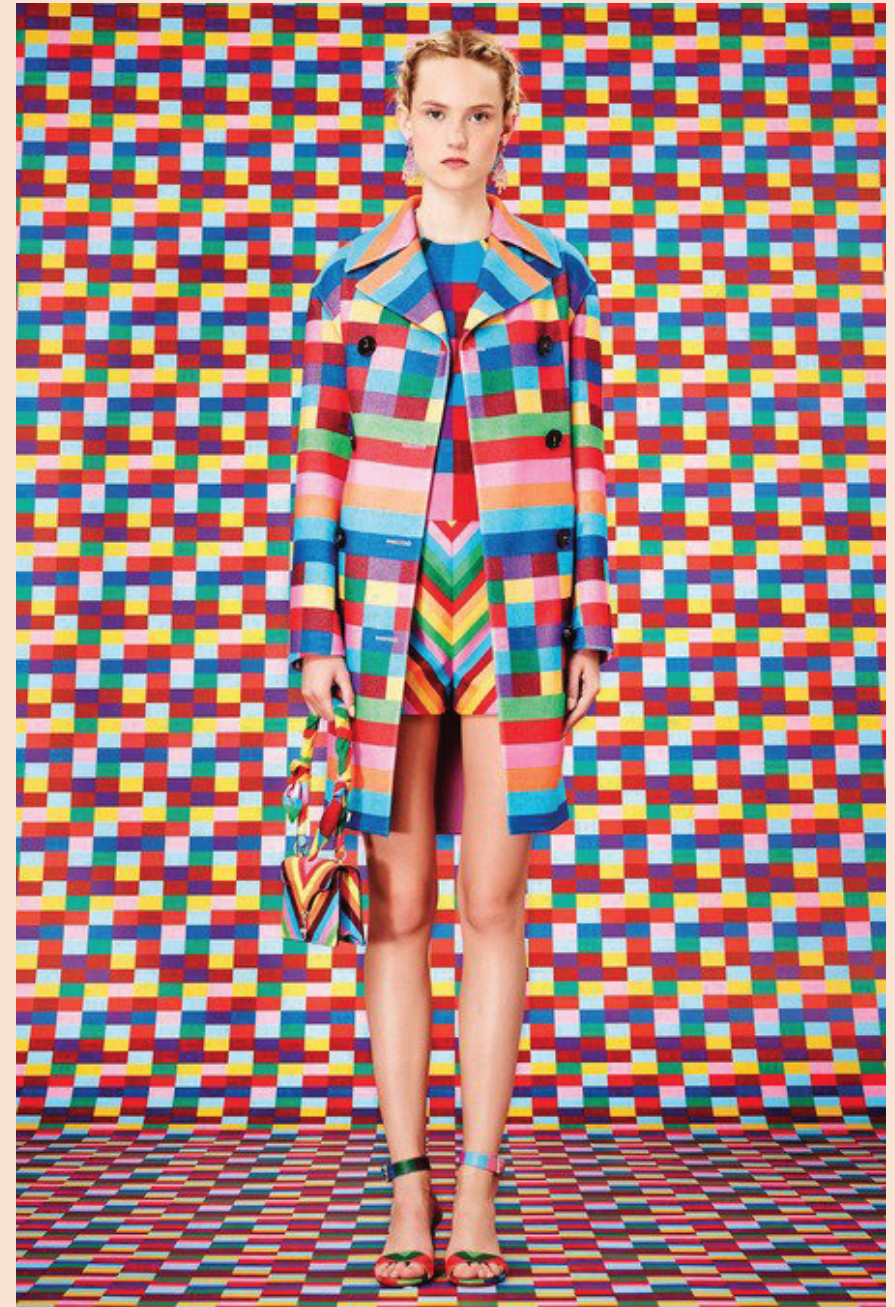
# ROXY-FIED PRIDE



WHAT IF PRIDE HAPPENED ON A BEACH? THATS THIS LINE. PEACE. LOVE. PRIDE.

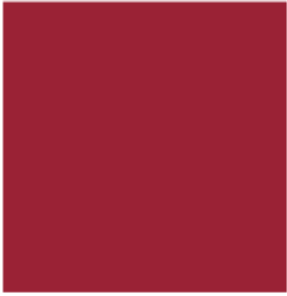


# PRINT IDEAS





# “ROXY RAINBOW” COLOR PALETTE



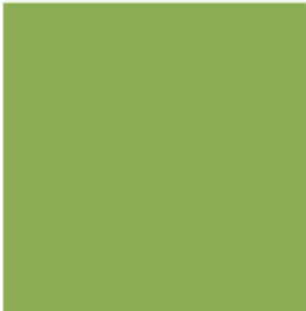
**PANTONE®**  
19-1559 TCX  
Scarlet Sage



**PANTONE®**  
15-1331 TCX  
Coral Reef



**PANTONE®**  
14-0755 TCX  
Sulphur



**PANTONE®**  
15-0343 TCX  
Greenery



**PANTONE®**  
14-6017 TCX  
Neptune Green



**PANTONE®**  
17-4427 TCX  
Bluejay



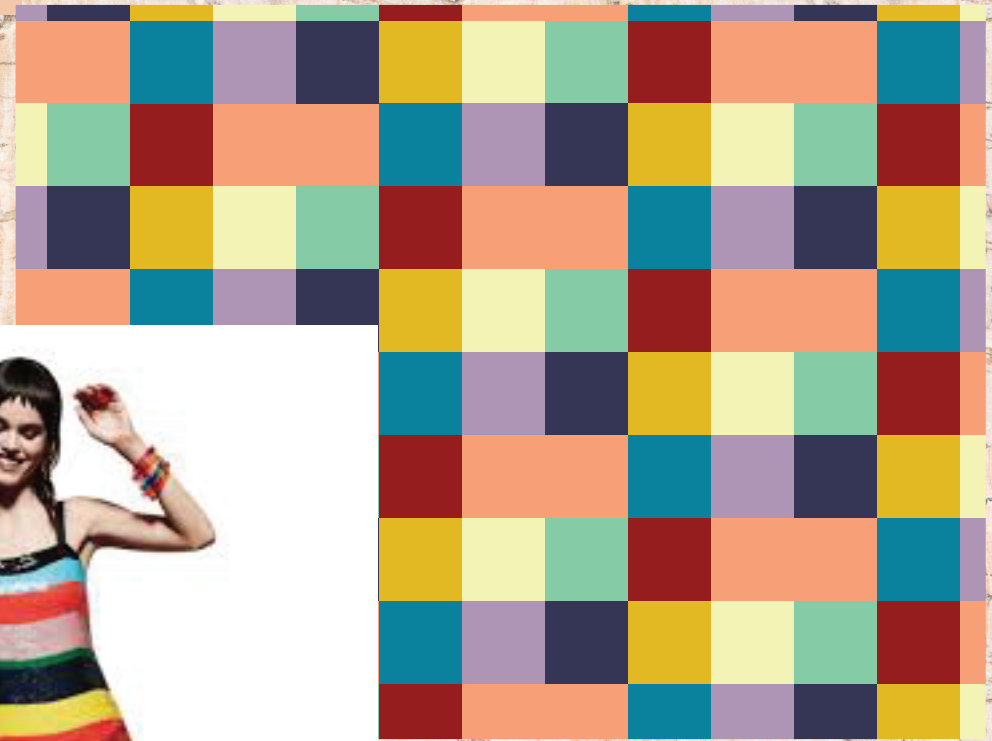
**PANTONE®**  
19-3953 TCX  
Sodalite Blue



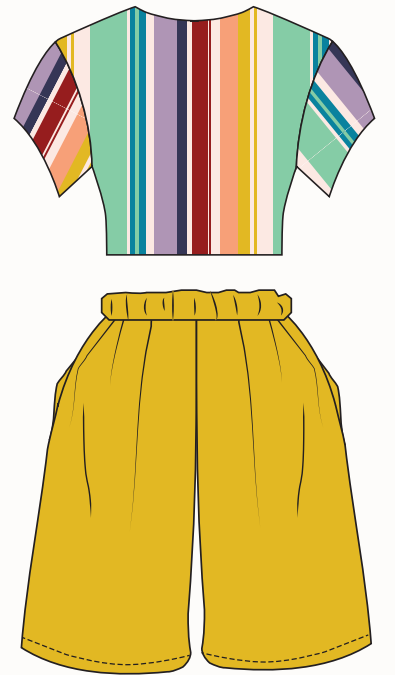
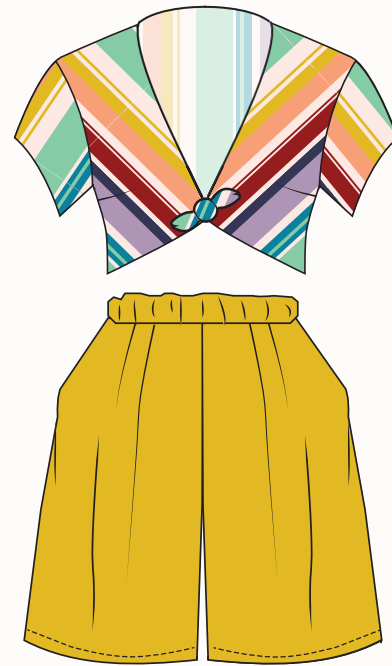
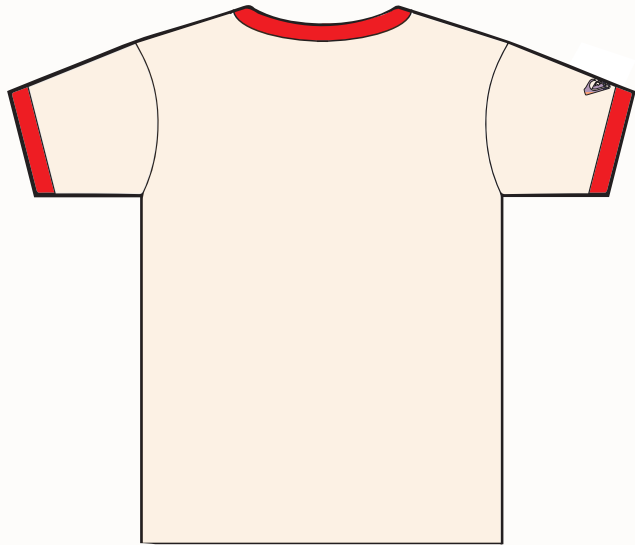
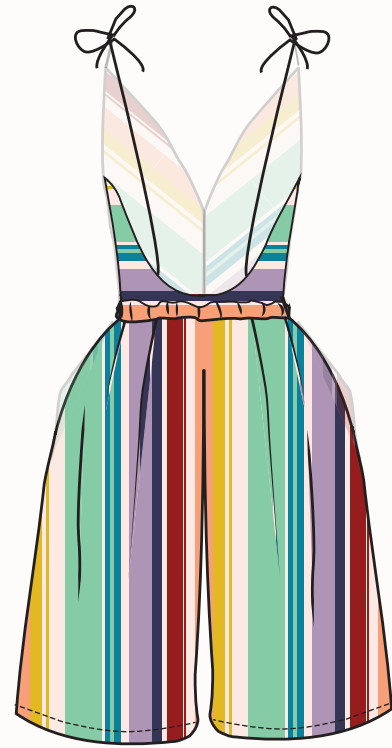
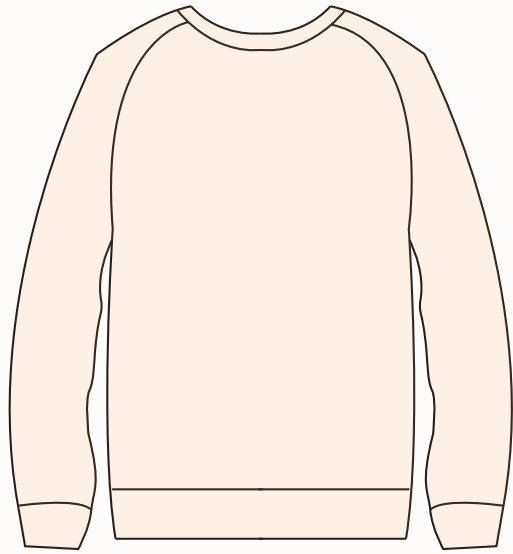
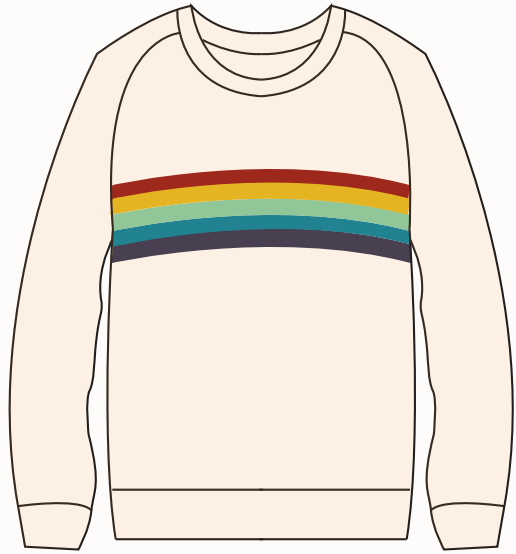
**PANTONE®**  
16-3817 TCX  
Rhapsody



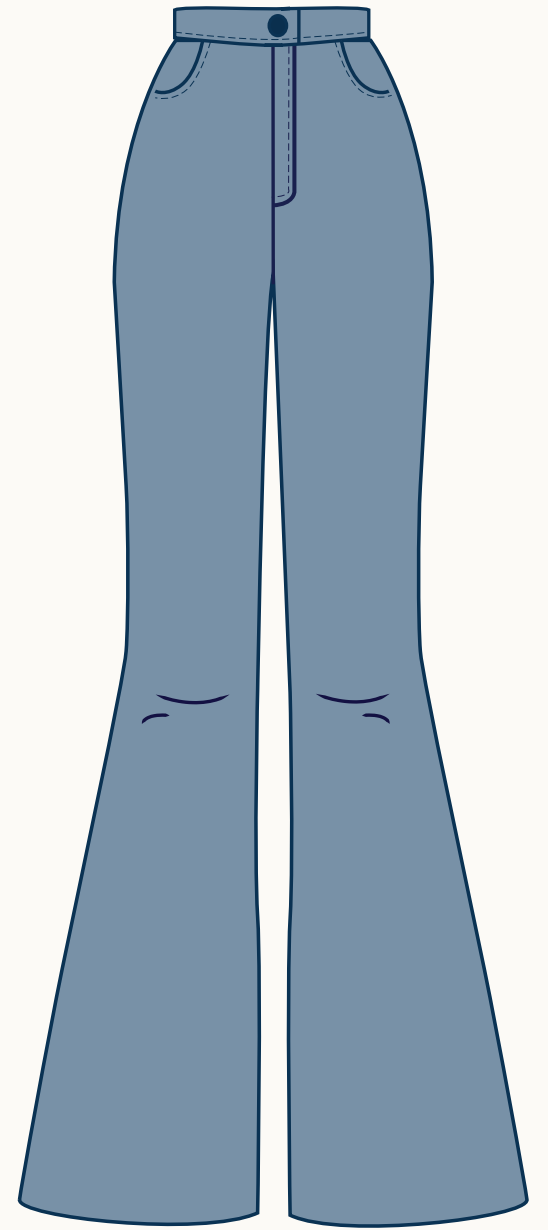
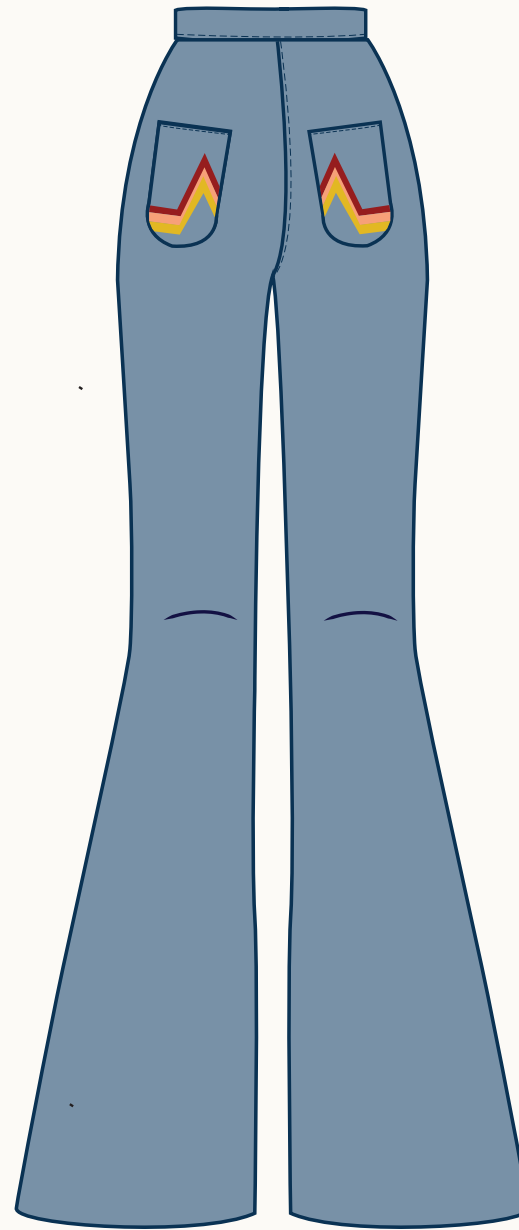
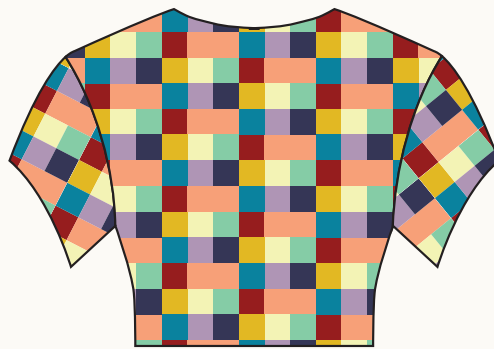
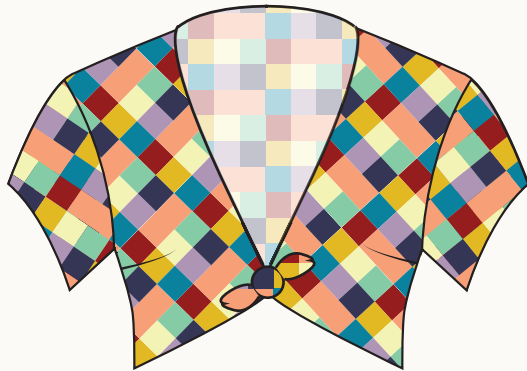
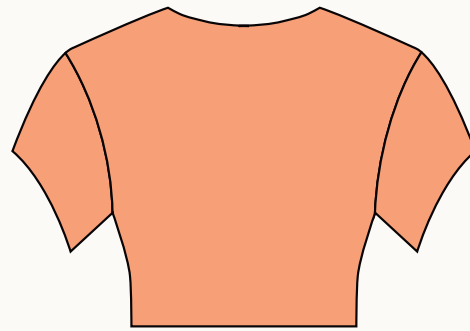
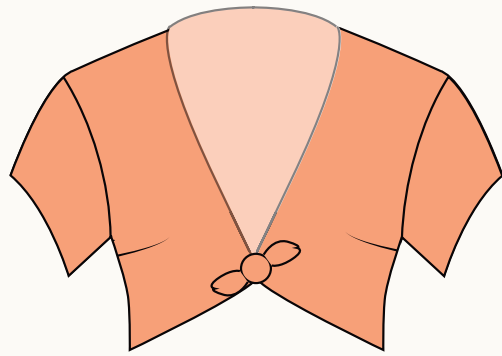
**PANTONE®**  
19-3830 TCX  
Astral Aura





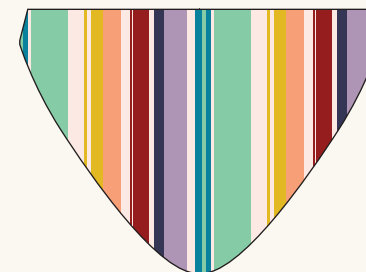
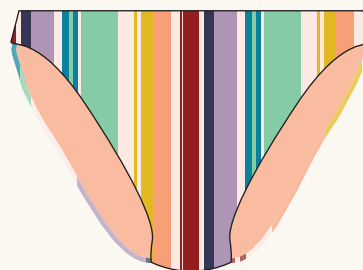
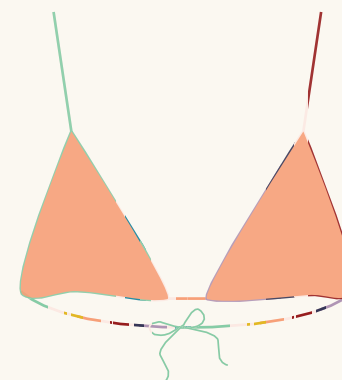
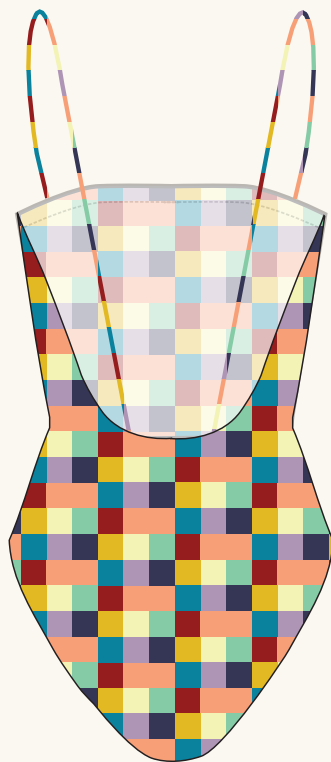
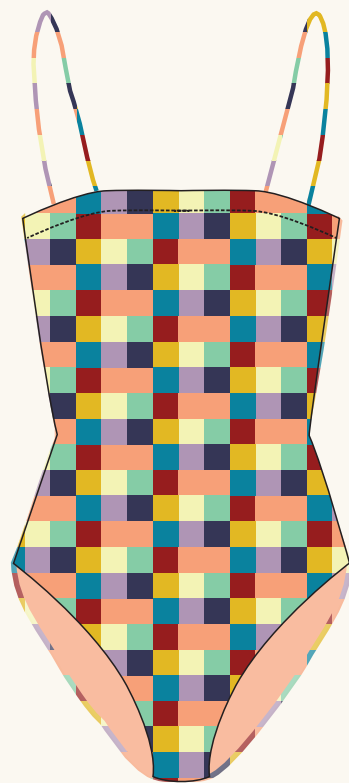






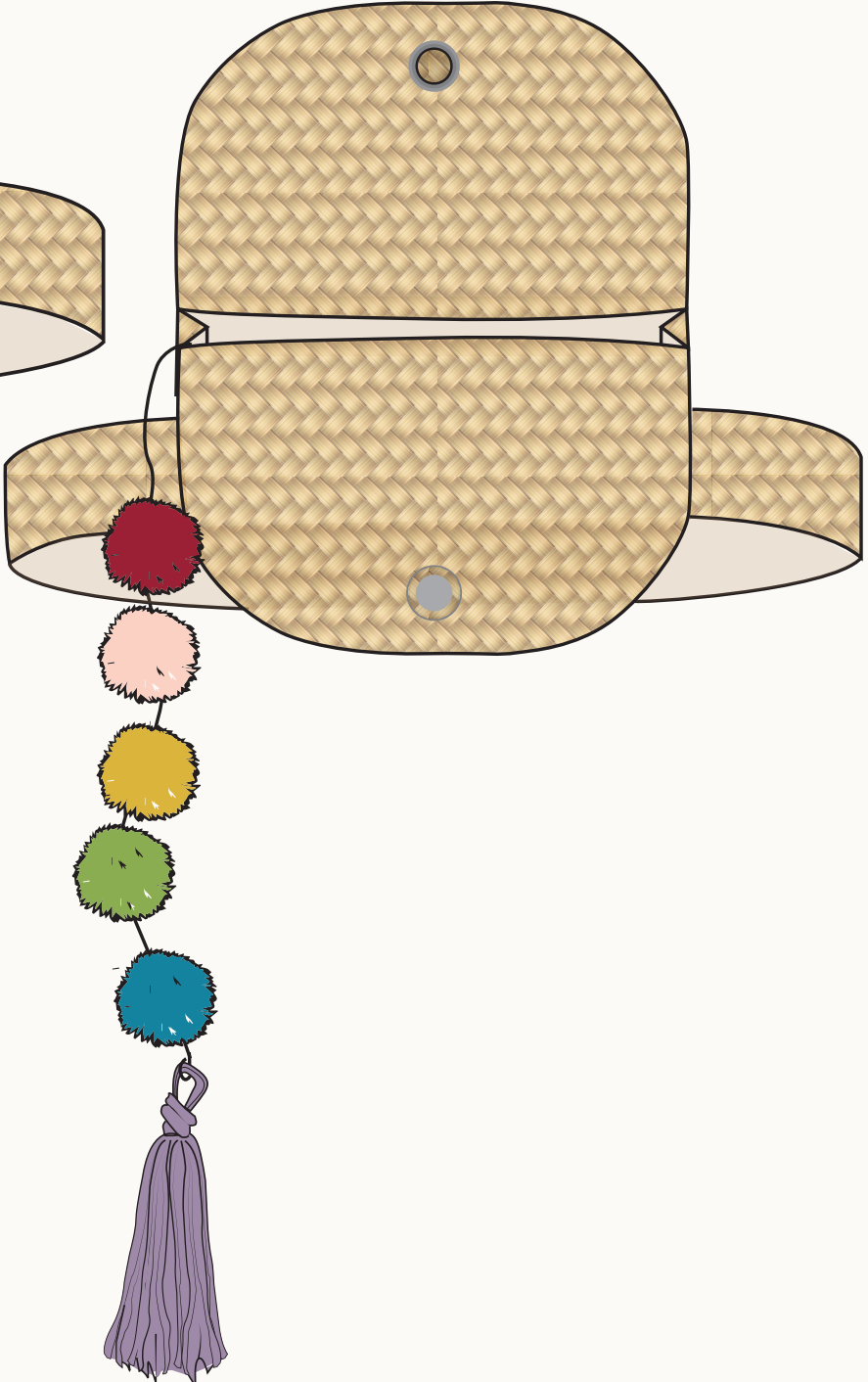
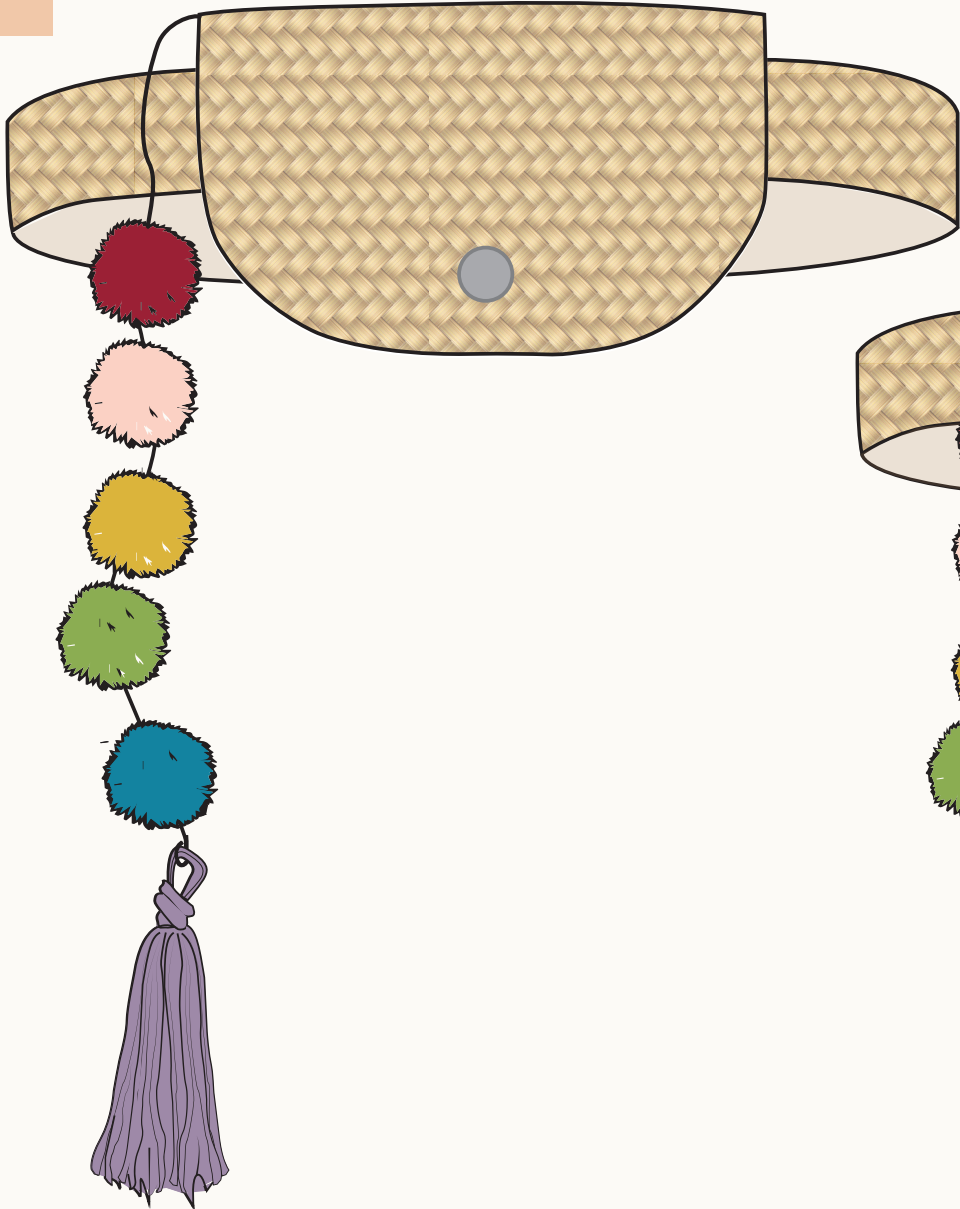


# SWIMSUITS

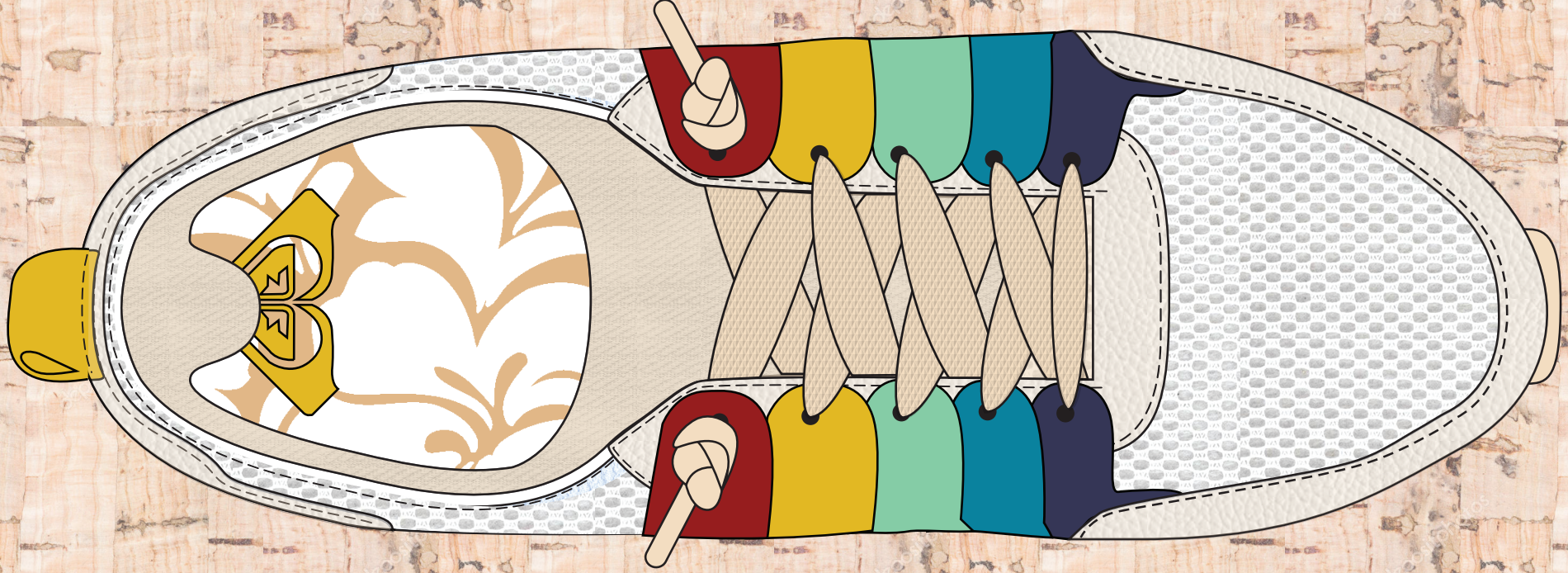




# PRIDE PACK

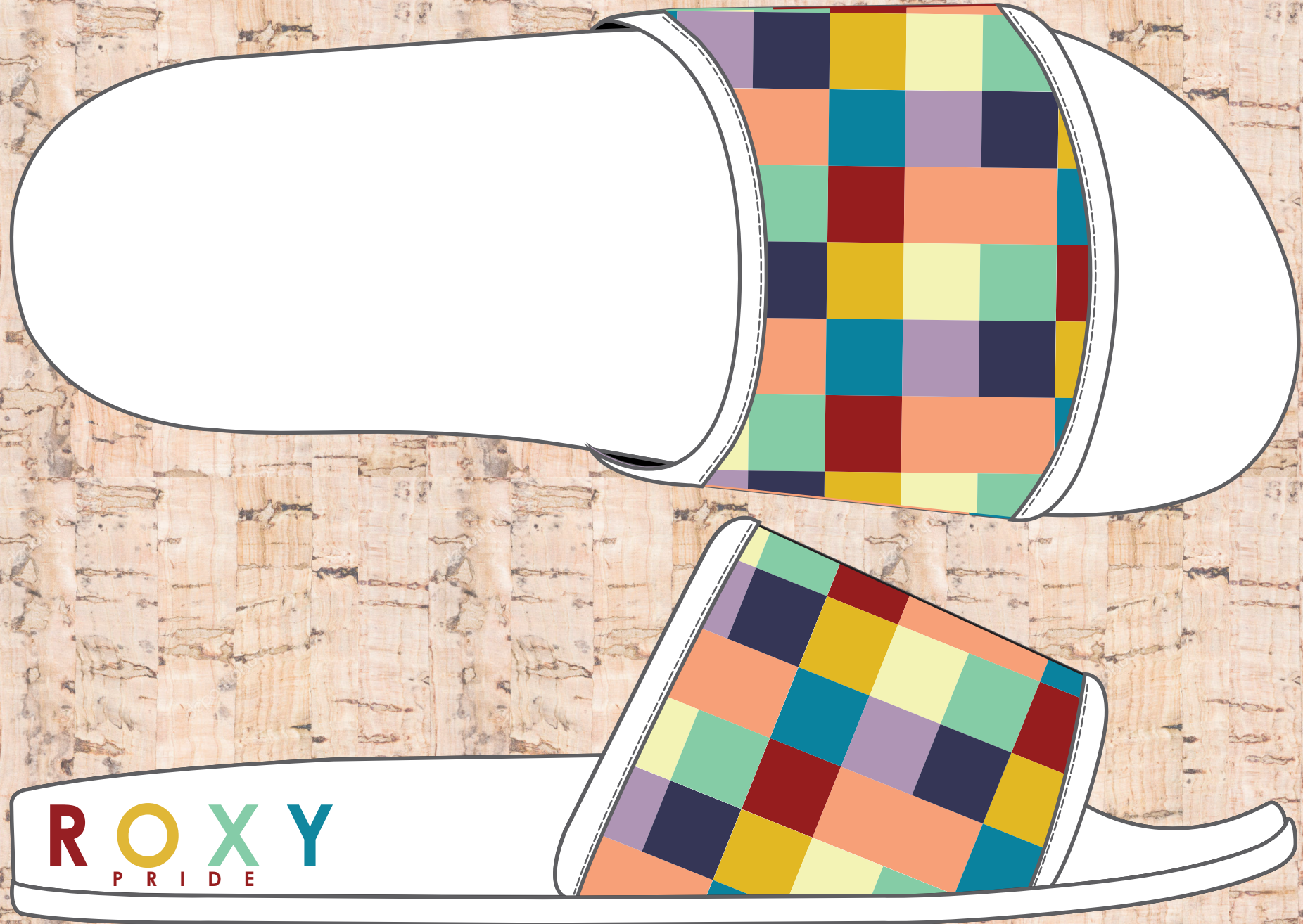




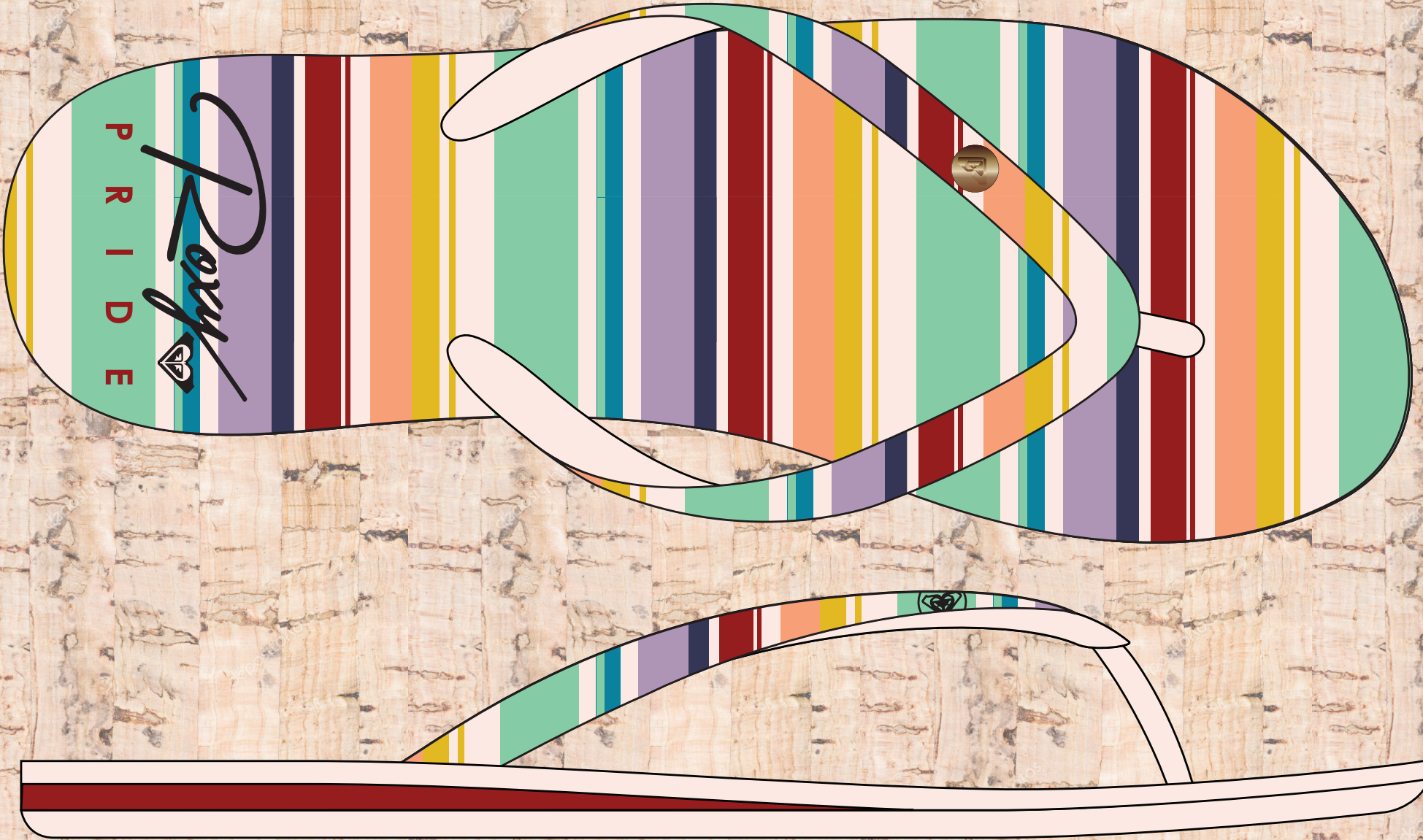




THE  
ELS  
SLIDE









THANK YOU!!  
FOR LISTENING!!!



(BABY MEL AT HER FIRST PRIDE IN 2014)

AND FOR AN AWESOME SUMMER!!!