



SDW 2026



THE COAST / STREET / SNOW ISSUE

Sinergi

A familiar mark.
New terrain.



Coast to city. Street to summit.

A Synergy Design Works collection study. An existing identity moves into apparel, everyday objects and a physical brand experience.

LATE-1990s ROOTS / A CONTEMPORARY INTERPRETATION

The field guide

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EDITORIAL NOTE

The collection begins with the SDW swirl. Its curved movement can feel coastal, urban or alpine without changing the core identity. This book turns that flexibility into a disciplined design system.

The work is a self-initiated portfolio concept. AI-generated imagery visualizes proposed products and environments. Research informs the category context. It does not establish customer demand for SDW.



An identity with room to move.

Extend Synergy Design Works into a coherent lifestyle capsule that carries the familiarity of its existing mark into new settings.

THE ASSIGNMENT

Create a portfolio-worthy brand extension across apparel, headwear, board-culture gear and retail. The line should feel natural between a coastal morning, a city afternoon and a mountain weekend.

The visual ambition is late-1990s surf, skate and hip-hop culture translated into a cleaner contemporary wardrobe. Keep the attitude through proportion, print scale and texture.

The audience direction spans roughly ages 20 to 45. Younger wearers can discover the visual language without needing its history. Longtime board-culture fans can recognize the references without feeling dressed in a costume.

Success means the family remains identifiable across quiet essentials, expressive graphics and winter layers.

PROJECT TYPE SELF-INITIATED BRAND EXTENSION / PORTFOLIO CONCEPT

The creative contract

RECOGNITION

The original swirl and wordmark anchor the system. Apparel artwork can vary while the brand identifier stays consistent.

WEARABILITY

Use relaxed shapes, neutral grounds and comfortable layering proportions. Keep the boldest artwork on a focused tee series.

CULTURAL DEPTH

Translate the visual energy of murals, skate magazines and mountain gear through composition. Develop original SDW graphics.

Deliverables: identity supplement, merchandise direction, editorial lookbook, campaign toolkit and experiential concept. Production files and physical sampling follow a separate development phase.



ONE FAMILY

Carry forest, bone and charcoal across every category. Use peach and gold as controlled accents.

Outside is a broad canvas.

183.2M

Americans participating in outdoor recreation, as described in OIA's public 2026 report listing. [1]

+7.4%

SENIOR PARTICIPATION

Growth highlighted in the 2025 OIA overview. The same overview reports five million additional core outdoor participants. [2]

WHAT IT MEANS FOR SDW

Design for a broad cultural connection to the outdoors. Inclusive casting and adaptable garments support that direction. Board-sport identity can remain specific while everyday wear broadens the invitation.

These figures describe the broader outdoor category. They are not an apparel market estimate, SDW customer count or sales forecast. Report editions are labeled because the public summaries use different reporting periods.

Learn the logic. Make it SDW.

A small primary-source study of how established brands connect culture, product and community.

REFERENCE	OBSERVED APPROACH	SDW APPLICATION
RVCA [3]	An ongoing artist program introduces established and emerging creative voices.	Keep the graphic series original. Give each print a distinct story.
Volcom [4]	The brand describes a 1991 origin linking surf, skate, snow, music and art.	Build a shared vocabulary across coast and mountain.
Brixton [5,6]	Classic shapes are reinterpreted for contemporary life. Its relaxed graphic tees use cotton and screen print.	Pair enduring garment shapes with controlled visual energy.
Stussy [9,10]	Its archives connect graphic tees, headwear and outerwear to a physical culture of collecting.	Treat the full assortment and its space as one editorial story.
Hurley [7]	Phantom explains material stretch and construction as a named product platform.	Give functional pieces clear, tested product stories.
Burton [8]	Layering separates base, insulating mid and weather-facing outer roles.	Develop winter pieces as a system, with testing before claims.

Design lessons are SDW interpretations. These companies are references only. No collaboration, sponsorship or endorsement is implied. Full source links appear on page 63.

Shared attitude. Different lives.



THE CREATIVE REGULAR

Drawn to graphic culture, relaxed silhouettes and an identity that feels personal. The tee is an entry point. Styling stays loose, but the print and color choices are deliberate.

THE RETURNING RIDER

Recognizes the era behind the collection and wants pieces that work in daily life. Quiet fleece, headwear and useful layers offer a connection without relying on nostalgia.

Creative archetypes, not survey findings. The user's audience brief spans ages 20-45. Validate fit preferences, price expectations and product priorities through wear trials and customer interviews before a launch.

Five places. One visual rhythm.



COAST



CITY



MOUNTAIN

MALIBU

Soft light, exposed concrete and open horizons.

LOS ANGELES

Mural energy, loose proportions and confident graphics.

NEW YORK

Dense editorial hierarchy and city-scale contrast.

DENVER

Utility, durable surfaces and seasonal flexibility.

BOULDER

Layering, natural tones and an outdoor everyday.

A creative direction map. These are proposed influences, not regional consumer research or confirmed sales territories.

The signature



Primary supplied identity. The circular swirl carries motion. The full wordmark names the design practice. Preserve both as artwork from the user's original source files.

Keep the movement. Protect the space.



x = 10% of emblem width

CLEAR SPACE
Keep a minimum margin equal to 10% of the emblem width. Increase that margin on packaging and environmental signs.

SMALL USE
Start tests at 20 mm in print and 24 px digitally. Approve a simplified textile version only after stitch or print samples preserve the interior gaps.

COLOR & PROPORTION
Keep the supplied geometry. Avoid stretching, rebuilding the wordmark with live type or adding a new outline around the emblem.

TEXTILE ART
Prepare flat-color and monochrome versions from the Illustrator master. The mockups visualize direction; they do not replace separated vendor artwork.

Hard edge.
Soft landing.

CURRENT

The magazine uses contrast to balance the collection's street roots with a fashion editorial pace. A refined serif gives the narrative space. Compressed sans-serif type brings intensity to product language.

BODONI MT

Display voice. Use for covers, story openers and short pull lines. Protect its fine strokes with strong contrast.

THE SANS FAMILY

Demi Condensed for sharp product headlines. Century Gothic for sleek copy and bold labels; Franklin Condensed for product emphasis.

The supplied SDW wordmark remains original artwork. This editorial type system supports it.

A measured
kind of volume.

Coast to city.

DISPLAY / BODONI MT / 40-60 PT

PAINT IN MOTION

PRODUCT / FRANKLIN GOTHIC DEMI CONDENSED / 32-56 PT

The garment carries the story. A relaxed shape, a recognizable mark and a considered graphic give each piece a place in the collection.

BODY / CENTURY GOTHIC / 10.4-12 PT

HIERARCHY

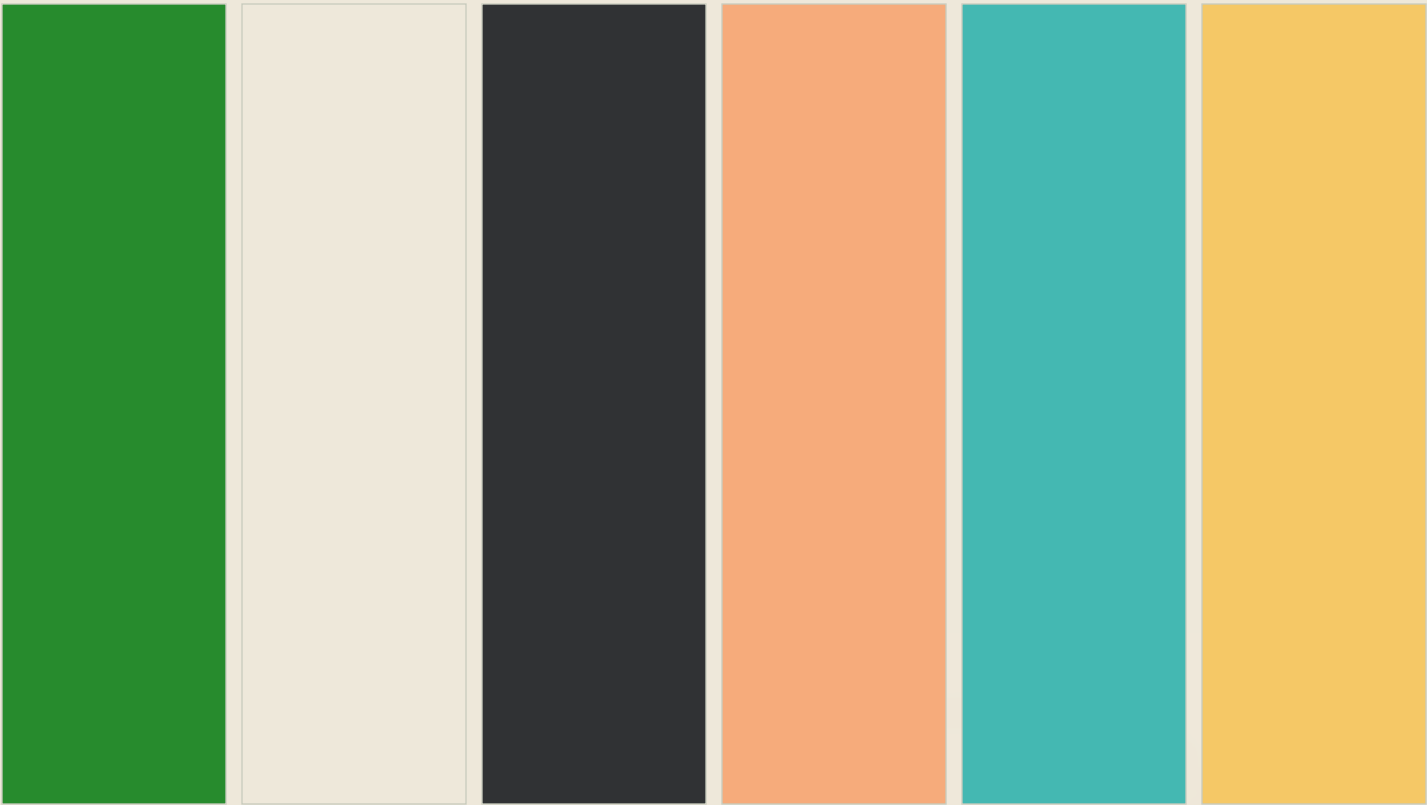
One lead headline per page. Keep supporting labels smaller and calm. Use uppercase for short product names and sentence case for narrative text.

COMPOSITION

Use 36 pt outer margins and at least 24 pt between columns. Aim for readable line lengths. Keep the fine serif out of tiny labels and busy photographs.

Values describe this 8.5 x 11 editorial document. Adapt the system to format and viewing distance. Verify the font license for the intended application.

A familiar palette, with atmosphere.



FOREST	BONE	CHARCOAL	PEACH	AQUA	GOLD
#278B2D	#EEE8DA	#303234	#F6AB7B	#44B8B2	#F5C866
Core identity	Primary neutral	Everyday depth	Warm accent	Tertiary accent	Limited highlight

Forest anchors recognition. Bone and charcoal make the collection easy to combine. Aqua adds a cool tertiary accent. Peach and gold appear selectively in print, stitch or trim.

Digital references only. Match physical fabrics and thread through lab dips and stitch-outs. Assign final Pantone textile references after comparison with approved samples.

Texture is part of the story.



JERSEY / FLEECE / TWILL / PILE

CORE FABRICS
Cotton jersey: 240-260 gsm target for the tee.
Cotton-rich fleece: 340-380 gsm target for hoodies. Cotton twill provides a natural surface for caps.

The desired hand is substantial and comfortable. Test shrinkage and drape on actual garment samples.

WINTER SURFACES
Pile fleece, quilted lining and matte woven shells extend the visual family. Tonal hardware keeps the silhouette calm.

The look does not establish fiber content, insulation value or weather performance. Confirm each material during development.

Everyday,
with an edge.



The core wardrobe



T01 / HEAVYWEIGHT TEE

Bone or washed charcoal. Relaxed body, dropped shoulder and a small chest emblem. A larger back mark carries the identity at a different scale.

H01-02 / EVERYDAY FLEECE

Forest pullover and charcoal zip hoodie. Keep embroidery clear of zippers, seams and pocket entries. Develop fit as one family across sizes.

Proposed targets: tee chest art 70 mm, hoodie chest art 70-80 mm, back art 260 mm. Grade placement with garment sizes. Vendor sampling determines the final dimensions.

PAINT IN MOTION



Three voices. One signature.



SWELL / GT01

Flowing wave ribbons and
halftone fragments on bone.

WALL / GT02

City forms and loose paint
gestures on washed charcoal.

RIDGE / GT03

Smooth contour strokes and
mountain movement on forest.

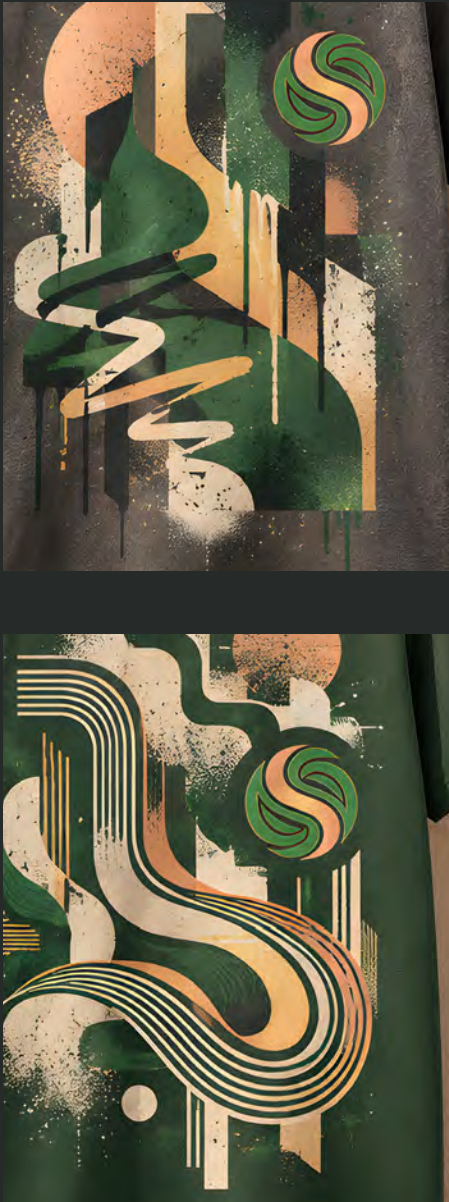
The graphics use the SDW palette, layered shapes and restrained paint texture. The artist references in the brief informed broad creative traits. These are original concepts, with no artist collaboration implied.



Energy, held in a frame.

A bold print needs a clear center, a controlled palette and space between gestures. The small SDW emblem gives each composition a stable point of recognition.

Use paint texture selectively. Keep print boundaries and garment seams clear. Large graphics should add movement without overwhelming the silhouette.



From image to garment.



290 mm artwork target

Treat the raster mockup as a design intent reference. Supply vector or high-resolution separated artwork and an approved strike-off to the printer.

The width is a proposed target. Confirm placement, art resolution, color count and minimum detail with the selected production process.

PROPOSED PROCESS

- 01 APPROVE THE COMPOSITION**
Lock the graphic, color limits and print boundary.
- 02 REBUILD PRODUCTION ART**
Create flat separations and halftones from the approved concept.
- 03 PRINT ON THE REAL BLANK**
Assess registration, opacity, ink hand and color.
- 04 WASH AND WEAR**
Check shrinkage, cracking and how the graphic moves with the body.

Quiet confidence



The small details



CAP / C01

Unstructured cotton twill, adjustable closure and tonal topstitching. Start the front emblem at 45-55 mm and test it on the actual crown shape.



BEANIE / B01

Bone rib knit with a forest woven label. Start the emblem at 25-30 mm. Let the label carry detail that embroidery may lose at this scale.

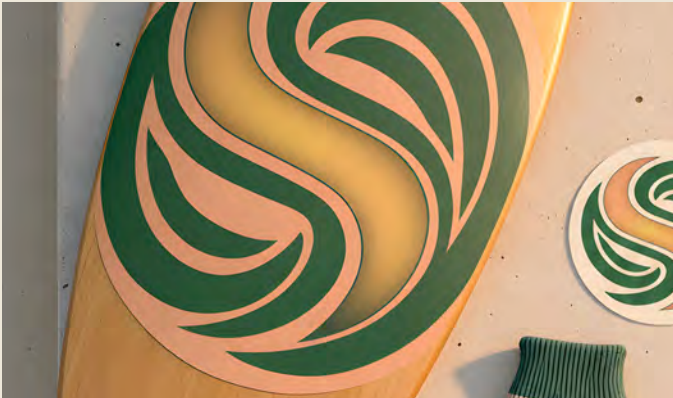
A TEXTILE VERSION OF THE MARK

Use an approved simplification when a vendor cannot reproduce the interior gaps. Begin with a 1 mm line-and-gap target, then verify it through stitch-outs. Keep shape, spacing and stitch density consistent across reorders.

The identity travels.



One emblem. Many surfaces.



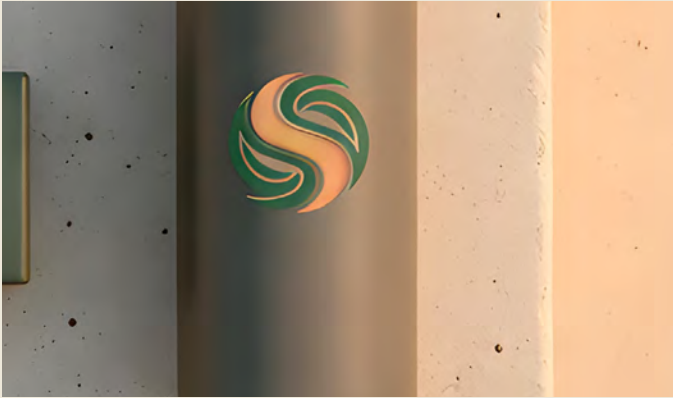
DECK

A larger composition uses the board as a moving canvas.



TOTE

A simple canvas form makes the print the focal point.



BOTTLE

Keep the mark clear of seams, curved edges and closures.



SOCKS & STICKERS

Use repeatable marks at a readable small scale.

Each substrate needs its own sample. Print, woven construction, transfers and decals reproduce edges and colors differently.

Off the coast.



A new altitude



- | | | |
|--------|----------------------|--|
| W01 | Insulated overshirt | Charcoal woven shell, quilted lining and forest shoulder detail. |
| W02 | Half-zip pile fleece | Forest pile with bone pocket and restrained SDW mark. |
| W03 | Relaxed bib pants | Charcoal shape with adjustable straps and articulated panels. |
| W04-06 | Winter accessories | Bone beanie, insulated mittens and a contour neck gaiter. |

Proposed design direction. Final fiber content, insulation and weather performance require material development and testing.

Build the system from the inside out.

Burton's published guidance separates base, mid and outer layers. SDW can use the same product logic while developing its own material specifications. [8]

01

BASE

Next-to-skin moisture management.

Develop or source a tested technical base layer. The cotton graphic tee is a lifestyle piece, not a verified active base layer.

02

MID

An adaptable insulating layer.

The proposed pile fleece carries this role. Assess warmth, mobility and compatibility beneath the outer piece.

03

OUTER

Weather-facing protection.

The overshirt and bibs visualize the silhouette. Select and test fabrics, seams, vents and closures before claiming snow performance.

Concept product architecture. No warmth, waterproofness or breathability rating has been established for the SDW mockups.

The silhouette is the beginning.



SAMPLE BEFORE THE STORY

FIT & MOVEMENT

Layering clearance, bend, reach, cuff opening and seated comfort.

WEATHER & WARMTH

Vendor-confirmed fabric performance, seam construction and insulation data.

HARDWARE & WEAR

Snaps, zippers, pocket access, abrasion, laundering and repeat use.

CLAIM REVIEW

Only publish the claims supported by the tested material and final garment.

This page defines development priorities. It is not a tested tech pack or a safety/performance certification.

Made for movement.



WALL GRAPHIC TEE / RELAXED TROUSER / FOREST COURT LOW

The street is a moving canvas.



SHOW THE GARMENT IN USE



Skate imagery gives the collection a reason to exist beyond a studio wall. Let the print move with the body and show how the shoes, shorts and layers work together.

Capture approach, movement and recovery as separate frames. Keep the complete deck and contact with the ground readable. These are AI campaign concepts.

A second current.



WAVE STUDIES / GT04-06

CREST / GT04

Faded aqua. Bone wave lines, forest movement and a peach sun.

UNDERTOW / GT05

Ink navy. Aqua ribbons move through a broken bone halftone.

BREAK / GT06

Muted lavender. An outlined frame holds the loose wave gesture.

Rhythm, without repetition.



THREE PRINT BEHAVIORS

Linear waves: calmer and more structured.

Halftone fields: depth without extra colors.

Paint gestures: energy in a controlled area.

New artwork directions share the SDW palette and identifier. Final ink colors and separations follow printer development.

A quieter statement.



THE CURRENT POLO / P01-03

FOREST / P01

Bone tipping and a tonal wave field. A restrained everyday signature.

BONE / P02

Forest collar and aqua hem lines. Light without losing contrast.

INK / P03

Aqua collar tipping and lower-body wave bands. The darker option.

From the park to the promenade.



COLLAR / CUFF / HEM

Relaxed proportions make the polo part of the same wardrobe as the tees. Keep the collar clean and the chest emblem small.

WAVE SCALE

Reserve a jacquard or tonal print for the forest style. The lighter and darker colorways can carry a thin wave band near the hem.

DEVELOPMENT TARGETS

Start with cotton-rich pique or knit. Check placket stability, collar recovery and shrinkage on the final sample.

A new foundation.



COURT / LODGE / SURF

A low court silhouette, a quilted lodge slipper and a surf flip-flop give the men's wardrobe three distinct landing points. Forest and charcoal uppers keep the white court-shoe base sharp.

Original SDW concepts informed by retro low-court and lodge categories. Jordan and Vans are reference brands, not collaborators. [13,14]

Dark upper. Clean white base.



F01 / COURT LOW

Forest suede/leather direction, bone laces, white cupsole and a peach heel accent. A custom wave seam gives the side panel its own SDW language.

The charcoal/aqua version adds a cooler alternative. Develop both from the same proposed last and panel system.

F02-03 / LODGE + SURF

Quilted forest slipper with a soft lining and dark outsole. Surf flip-flop with a charcoal footbed, forest strap and subtle wave grooves.

Fit, sole flex, traction and bonding require footwear sampling. The court shoe is a casual design concept; no athletic rating is claimed.

The same family. A different balance.



WF01-04 / WOMEN'S FOOTWEAR

Bone and forest court shoes, faded-aqua canvas slip-ons, soft lodge slippers and peach surf flip-flops. Each category supports the women's casual, active and coastal wardrobes.

Develop women's fit directly, including heel hold, width and toe volume. A color change alone does not establish a suitable fit.

Four ways to finish a look.



COURT / WF01

Bone upper, forest panels and aqua piping. Pair with a baby tee and relaxed short.



LODGE / WF03

Bone quilting and peach lining. A warm visual companion to winter fleece.

Original AI product concepts. Confirm materials, fit and manufacturing specifications through a dedicated footwear development process.



CANVAS / WF02

Faded aqua slip-on with a bone base. Keep the styling loose and uncomplicated.



SURF / WF04

Peach straps and bone footbed. Carry the wave motif into a small surface.

Color, through a new lens.



HORIZON / E01-06

A sculpted square frame, substantial temples and two clearly separated lenses. Blue, amber, rose, aqua and lavender lens directions turn a compact accessory into a controlled color statement.

NEVEN's oversized square-frame direction informed the brief. SDW frame concepts are original; no NEVEN collaboration or tested optical claim is implied. [15]

A bold frame. A calm wardrobe.



FIT + LENS DIRECTION

Charcoal / blue mirror
Forest / amber
Clear aqua / rose

Use the larger frame direction across men's and unisex styling. Keep temple branding compact and visible in profile.

Bone / rose gradient
Smoke / aqua
Forest-peach / lavender

Develop a second fit with the same square language for women and narrower faces. Verify bridge fit and lens properties with an eyewear partner.

A stronger silhouette.



FLAT BILL / BUCKET / BEANIE

The flat-billed cap adds a sharper street proportion. Bucket hats soften the line with wave-pattern twill and a reversible aqua lining. Rib-knit beanies carry the identity into colder weather.

Forest, charcoal and bone remain the core grounds. Aqua joins selected embroidery, labels and linings rather than every surface.

Three shapes, one signature.



C02-04 / FLAT BILL

Structured crown, flat bill and clear front embroidery. Forest/peach, charcoal/aqua and bone/forest options.



BH01-02 / BUCKET

Tonal forest waves or a bone shell with aqua wave lining. Keep the pattern low contrast.



B02-03 / BEANIE

Charcoal/aqua and bone/forest labels. Small woven marks maintain detail on a ribbed surface.

Her own current.



SURF / SWIM / CASUAL SKATE / ACTIVE LAYERS

A complete coastal wardrobe.



Baby tees and casual layers form the everyday foundation. Surf and swim silhouettes introduce a larger wave sweep. Active pieces translate it into seam placement and smaller color panels.

Footwear and square-frame eyewear finish the story. Develop each garment around its intended movement and fit, with the same SDW signature connecting the collection.

Close fit. Loose attitude.



BT01-03 / CS01 / OS01 / ZH01

Three adult women's baby tee directions: a quiet bone signature, an aqua crest and a charcoal wave gesture. Loose surf/skate shorts, a forest overshirt and cropped zip fleece give the fitted top room to breathe.

Fit development should cover body length, neckline, sleeve opening and movement. Grade the graphic with the garment rather than using one print size for every size.

Own the line.



BABY TEE / RELAXED SHORT / COURT LOW

A fitted top and a loose short create a clear proportion. Aqua brings lightness; forest and charcoal hold the connection to the rest of the line.

Keep styling practical and show real-looking movement. Accessories should support the outfit without covering the graphic or distracting from the board.

The wave becomes the silhouette.



SW01-03 / SURF & SWIM

ONE-PIECE

Charcoal with a broad forest/aqua sweep. A stable, athletic visual line.

TWO-PIECE

Aqua square-neck top and high-waist bottom with bone wave panels.

RASHGUARD

Forest long sleeve and bone surf shorts. A larger flowing panel links the set.

Shape the wave. Protect the fit.



SCALE WITH INTENT

Let a single broad wave carry the one-piece. Use a smaller repeat or panel on the bikini. Extend the larger sweep across the rashguard without placing the emblem across a seam.

PATTERN & CONSTRUCTION

Develop engineered panel placement and account for stretch. Check matching at seams, lining opacity, elastic recovery and wet fit on real samples.



The coast is a recurring graphic idea, not a print applied uniformly to every piece.

Proposed design direction. No sun-protection or water-performance rating has been established.

Movement, in a shared palette.



A01-03 / ACTIVE & EVERYDAY

CHARCOAL SET

Sports bra and full leggings. Forest side panels and thin aqua piping.

AQUA SET

Longline top and bike shorts. A small wave field provides rhythm.

LIGHT LAYER

Forest half-zip shell and charcoal short. A calm outer layer for the set.

Follow the body. Keep the line clean.



SEAMS AS GRAPHICS

Curved panels can echo the emblem without adding a large print. Reserve the wave repeat for a small area and keep the rest of the garment quiet.

Aqua highlights one seam or edge; forest remains the steady anchor.



DEVELOP FOR MOVEMENT

Assess support, stretch recovery, opacity and freedom of movement across sizes. Match garments as a set, with careful alignment of panel edges and color.

Performance copy follows verified material and garment testing.

More color. A clear family.

CORE



Identity-led essentials, warm layers and quiet accessories.

COAST



Wave tees, women's swim, canvas shoes and light eyewear.

AFTER HOURS



The second graphic series, darker polos and colored lenses.

Aqua #44B8B2 / ink navy #253348 / muted lavender #ABA0B7 are additional digital creative references. Match physical colors through approved fabric, print and lens samples.

Build a look. Leave room to move.



WAVE & COURT

Aqua Crest tee + charcoal trouser + forest court low.



WOMEN'S SKATE

Aqua baby tee + loose short + bone/forest court shoe.



COASTAL LIGHT

Wave swim or rashguard + surf flip-flop + square frame.

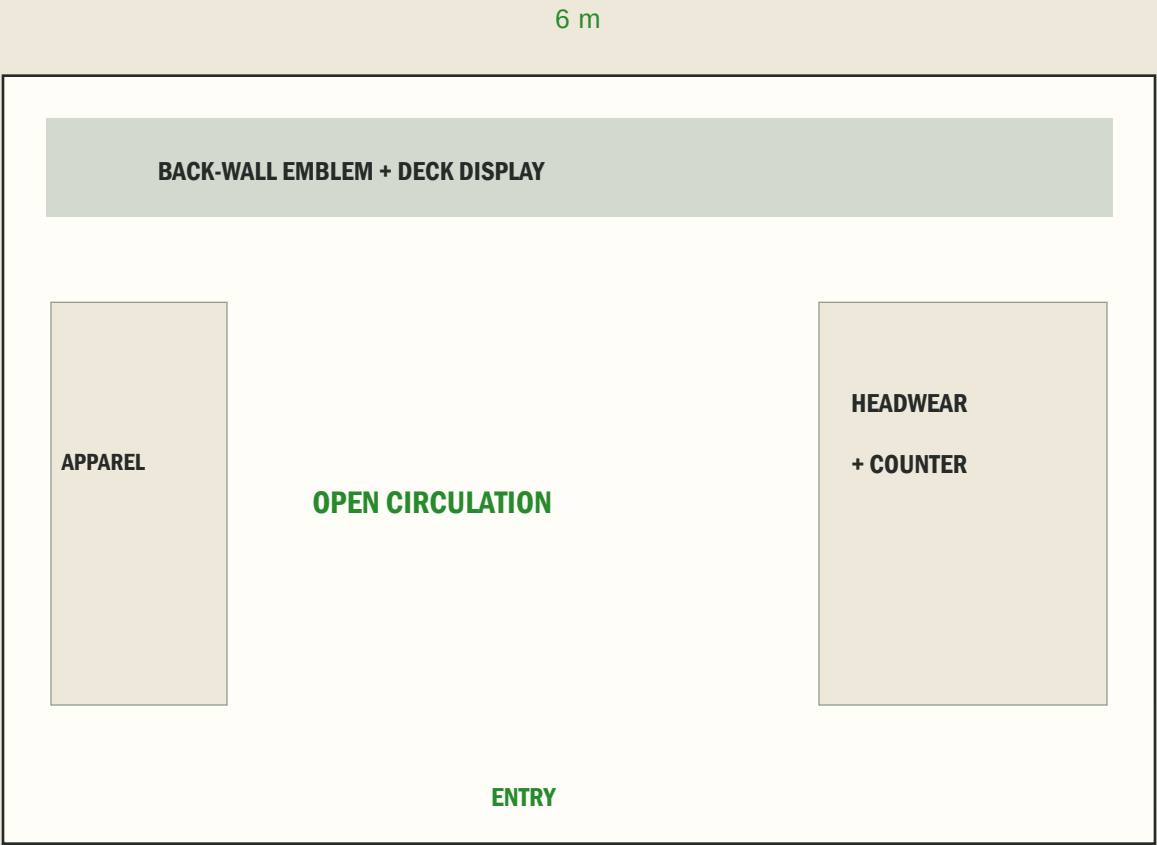
Pick one expressive surface. Let the remaining pieces support it through color, shape and texture. The strongest styling feels like a wardrobe rather than a collection of logos.

A place to connect



A compact space. A complete world.

A proposed 6 x 4 m pop-up combines product, identity and a simple community moment. The fixture family uses pale plywood, matte steel and forest accents.



Schematic arrangement / dimensions are planning targets

FIXTURE STRATEGY
Use reusable racks and modular plywood display elements. Group garments by colorway. Place accessible entry products near the counter.

EXPERIENCE
Connect the merchandise to the same visual language as the campaign. Verify accessibility, circulation, installation details and local requirements at the actual site.

Field notes



A CAMPAIGN WITH THREE SETTINGS

COAST TO CITY
Soft coastal light, exposed concrete and quiet branding establish the collection's everyday side.

PAINT IN MOTION
A denser city setting gives the graphic series its own character. Keep shirt artwork visible and styling deliberate.

STREET TO SUMMIT
Warm layers extend the palette into mountain settings. Use human interaction and natural texture rather than exaggerated action.

Cast adults across the intended audience range. The models in this concept are AI generated. A commissioned campaign would require a separate production plan.

Build recognition before the release.

An illustrative four-stage sequence gives the story room to unfold. Timings depend on approved samples, photography and inventory.

01

THE SIGNATURE

Identity details, the material palette and a first look at the core silhouettes.

02

THE GRAPHIC SERIES

Reveal Swell, Wall and Ridge through model imagery, flat lays and print close-ups.

03

THE FULL WARDROBE

Show the coastal capsule and winter extension as a shared wardrobe.

04

THE PHYSICAL WORLD

Connect the pop-up environment to the campaign, community content and product stories.

Proposed sequence. Evaluate product interest, fit feedback, sample approvals and channel response before committing to quantity or launch dates.

Direct words. Room for the image.

Coast to City

Relaxed essentials. A familiar SDW signature.

Paint in Motion

Three original graphics. One coastal family.

Street to Summit

Warm layers. The same point of view.

VOICE PRINCIPLES

Lead with the product or experience. Keep the rhythm short and clear. Let the imagery carry attitude. Avoid forced slang and unexplained technical language.

PRODUCT COPY EXAMPLE

Swell Graphic Tee
Substantial cotton, a relaxed shape and a print built around movement. The SDW signature gives the composition its center.

Use material and fit descriptions only after confirming the final sample.

One campaign, several frames.



COAST TO CITY

SDW

PAINT IN MOTION

SDW

STREET TO SUMMIT

SDW

PORTRAIT CAMPAIGN

Use a clear hero image, a short headline and a consistent signature. Keep faces, product graphics and garment details inside safe crops.

Prepare 4:5 feed imagery and 9:16 story adaptations from the approved originals.

LANDSCAPE SUPPORT

Create a hero for the site or pitch, detail images for product stories and a concise announcement email.

Use high-contrast text and meaningful image descriptions. Review each crop at its actual viewing size.

A focused starting assortment.

Prioritize a small core and a recognizable graphic drop. Treat the winter range as a development extension until its fit, construction and costs are verified.

WORKING RETAIL HYPOTHESES / USD

Core tee	\$38-48
Graphic tee	\$48-58
Hoodie	\$88-110
Cap / beanie	\$32-42
Pile fleece	\$110-140
Insulated overshirt	\$160-200
Bib pants	\$190-240

Planning assumptions, not quotes or approved prices. The proposed ranges need costing, customer validation and channel review. For context, checked public listings included a Brixton pocket tee at \$35 and Hurley Phantom boardshorts at \$59.95-65. [11,12]

THE COMMERCIAL GATE

Confirm landed cost, minimum order, sizes, decoration cost and returns allowance. Use those inputs to approve retail prices and quantities. No SDW demand or margin forecast has been established.

A clear path to a real collection.

- 01

DESIGN APPROVAL

Lock the identity variants, graphic directions, color references and garment priorities.
- 02

VENDOR DEVELOPMENT

Select blanks or construction partners. Build proper tech packs and production artwork.
- 03

SAMPLE REVIEW

Check fit, embroidery, ink hand, fabric shades and laundering. Review winter performance separately.
- 04

CAMPAIGN PRODUCTION

Choose final imagery, create the required crops and align copy with the approved samples.
- 05

RELEASE REVIEW

Confirm inventory, prices, claims, site details and the complete customer experience.

The book completes the concept and design narrative. These stages describe the separate work required to manufacture and release physical products.

The SDW case study



A CONNECTED BRAND EXTENSION

Synergy Design Works extends its existing identity into a proposed lifestyle collection. The concept links apparel graphics and merchandise to a campaign and reusable retail environment.

The project demonstrates identity stewardship, art direction, product visualization and environmental design as parts of one experience.

Art direction, editorial design and AI-assisted visualization: Synergy Design Works. Self-initiated portfolio concept.

Sources & notes

- [1] OIA Reports Library
2026 public listing: 183.2M outdoor participants.

[2] OIA 2025 Participation
Public overview: youth, senior and core-user growth.

[3] RVCA Artist Network
Established and emerging artists in an ongoing program.

[4] Volcom About
1991 origin across surf, skate, snow, music and art.

[5] Brixton Our Story
Classic silhouettes interpreted for modern living.

[6] Brixton Smokey Tee
Cotton, relaxed fit and a front graphic print.

[7] Hurley Phantom
Published technical boardshort product platform.

[8] Burton Layering
Base, mid and outer-layer roles.
- [9] Stussy World Tour
1989 graphic tee concept, documented in 2022.

[10] Stussy Archive 2018
Graphic apparel and a physical archive setting.

[11] Brixton US Tees
Public Baseline Pocket Tee listing, USD35.

[12] Hurley US Phantom
Public boardshort examples, USD59.95-65.

[13] Nike Air Jordan 1 Low
Retro low-court reference; SDW uses original paneling.

[14] Vans Snow Lodge Slipper
Quilted lodge-slipper category reference.

[15] NEVEN Supernova XL
Oversized square-frame eyewear reference.

Research
Primary sources checked October 3, 2026. Numbered references connect claims to this list. SDW design, audience, pricing and rollout proposals are hypotheses. They are not source-company findings.

Edition
CURRENT 02. 64 pages, 8.5 x 11 in. Bodoni MT, Century Gothic and Franklin Gothic Condensed editorial typography. Reading and 2-up spread PDFs. The spread edition pairs the outer covers, then the interior facing pages.

Identity & imagery
Original SDW logo art supplied by the user. Existing AI, PSD and DWG files remain unchanged. All campaign, product and retail images in this book are AI-generated concept visuals.



CURRENT

A familiar mark. New terrain.

SYNERGY DESIGN WORKS

BRAND EXTENSION & LIFESTYLE FIELD GUIDE / EDITION 02