

AMANDA MUELLER & **prAna**®





**BORN FROM EXPERIENCE**



SEASONAL INSPIRATION TRIPS



- EXPLORE A NEW DESTINATION WITH THE INTENTION OF COLLECTING DESIGN INSPIRATION THAT OUTFITS THE JOURNEY; FOCUSING ON NEW INNOVATION, SUSTAINABLE DEVELOPMENT & AN AESTHETIC THAT SUPPORTS THE ACTIVE LIFESTYLE
- COMPILE ALL INSPIRATION GATHERED AND CREATE A VISUAL DESIGN GUIDE TO REFERENCE & DRAW INSPIRATION THROUGHOUT THE SEASON
- PRESENT ALL IDEAS, DESIGN CONCEPTS & TREND FORECASTING RESEARCH TO THE COMPANY FOR FURTHER INPUT, BEGIN TURNING THOUGHTS INTO REALITY

prAna SPRING 2014 COLOR PALETTE 9.26.12

<b>FLAMBOYANT</b> (WINDSOR WINGS) 19-1528 TCX 7642 C 0-85-1-64	<b>BOYSBERRY</b> (BOONSBERRY) 19-2481 TCX 7549 C 30-100-0-20	<b>DEEP FUCHSIA</b> (FESTIVAL FUCHSIA) 19-2434 TCX 7073 C 18-100-0-8	<b>TOP PINN</b> (FUCHSIA PURPLE) 18-2436 TCX 726 C 0-100-2-0	<b>POMPADOUR RED</b> (POMPOMIAN RED) 18-1638 TCX 7033 C 9-91-53-16	<b>RUBY RED</b> (CHILI PEPPER) 19-1557 TCX 704 C 8-97-76-31	<b>SCARLET</b> (PERSIAN RED) 19-1860 TCX 7200 C 5-100-53-24	<b>TEAL</b> (SHADED SPRUCE) 19-4024 TCX 522 C 97-9-39-34	<b>ORCAONFLY</b> (DEEP PEACOCK BLUE) 17-5029 TCX 7716 C 83-0-40-11	<b>DEEP TAWI</b> (ALGERS BLUE) 17-4728 TCX 7710 C 81-0-23-0	<b>INK BLUE</b> (INK BLUE) 19-4234 TCX 7705 C 100-16-10-44	<b>BLUE ASH</b> (PERSIAN ASH) 18-4023 TCX 7697 C 76-34-21-0	<b>DUCK BLUE</b> (INDIGNA BLUE) 19-4024 TCX 541 C 100-58-0-46	<b>ORISS BLUE</b> (ORISS BLUE) 19-4024 TCX 2550 C 100-60-10-53	
<b>DUSTY ROSE</b> (DOLLY BERRY) 17-1633 TCX 702 C 4-78-30-2	<b>MAUVEWOOD</b> (MAUVEWOOD) 17-1522 TCX 7834 C 15-88-23-0	<b>BLUSHED</b> (DEEP RD) 19-1966 TCX 7632 C 0-9-4-8	<b>ANTIQUE ROSE</b> (BLUSH) 15-1674 TCX 502 C 0-26-9-1	<b>PEACH</b> (SHIRAZ) 15-1523 TCX 488 C 0-31-26-0	<b>CORAL REEF</b> (SUNSET CORAL) 17-1736 TCX 190 C 0-56-18-0	<b>FIRE RED</b> (POPPIE RED) 17-1664 TCX 199 C 0-100-72-0	<b>SAPPHIRE</b> (CLASSIC BLUE) 19-4052 TCX 2945 C 53-5-2-16	<b>BLUE JAY</b> (DAZZLING BLUE) 18-3949 TCX 7683 C 83-59-0-0	<b>SAIL BLUE</b> (ROYAL BLUE) 19-3955 TCX 2738 C 100-92-0-1	<b>AZURE</b> (BONNIE BLUE) 18-4314 TCX 2815 C 60-9-0-0	<b>BAJA BLUE</b> (BLUE STROLL) 16-4533 TCX 306 C 54-0-6-0	<b>DRIZZLE</b> (BLUE RADIANCE) 14-4816 TCX 629C 56-0-9-0	<b>MIST</b> (BLUE LIGHT) 19-4809 TCX 317 C 23-0-10-0	
<b>ORANGE POP</b> (BRIGHT MARGOLD) 15-1164 TCX 138 C 8-52-100-0	<b>CANDYCORN</b> (MANDARIN ORANGE) 16-1437 TCX 185 C 3-72-87-0	<b>PUMPKIN</b> (APRICOT ORANGE) 17-1355 TCX 7376 C 8-50-76-0	<b>PLUMBAR</b> (FACED ROSE) 18-1439 TCX 7606 C 0-41-29-6	<b>INDIAN RED</b> (HOT SAUCE) 19-1536 TCX 7607 C 0-59-49-14	<b>PICANTE</b> (PICANTE) 19-1390 TCX 7592 C 0-69-83-24	<b>BASIN</b> (ANDORRA) 19-1327 TCX 195 C 19-90-50-55	<b>NAGARA</b> (STILLWATER) 18-4810 TCX 5113 C 29-1-10-5	<b>SEASIDE GRAY</b> (IGERY MIST) 15-4788 TCX 5465 C 20-4-13-10	<b>BUZZARD</b> (CELESTIAL BLUE) 14-4210 TCX 5453 C 21-3-4-8	<b>CHIR EGGPLANT</b> (HIGHSHADE) 19-1737 TCX 439 C 100-100-7-56	<b>DARK GRAPE</b> (CROWN JEWEL) 19-3648 TCX 299 C 80-98-5-27	<b>SUMMER PLUM</b> (HYACINTH VIOLET) 18-3333 TCX Purple 40-50-0-0	<b>DEWBERRY</b> (DEWBERRY) 19-3333 TCX 2573 C 35-52-0-0	
<b>TOFFEE</b> (AMBER GOLD) 16-1135 TCX 138 C 9-29-66-19	<b>CURRY</b> (SIKA GOLD) 17-1048 TCX 7350 C 0-34-98-12	<b>CUMIN</b> (KATHAY SPICE) 18-0958 TCX 146 C 7-50-100-34	<b>RUSTIC BRONZE</b> (CUMIN) 18-0958 TCX 7557 C 11-31-100-37	<b>LEMON</b> (LEMON CURRY) 19-4751 TCX 7751 C 2-7-95-14	<b>CANARY</b> (DUMBO) 19-2062 TCX 102 C 0-0-85-0	<b>CUSTARD</b> (SUNSHINE) 12-0727 TCX 7402 C 1-44-5-1	<b>VINTAGE GRAPE</b> (GRAPEADE) 18-3211 TCX 8255 C 50-82-37-10	<b>BELLFLOWER</b> (HEURLOOM LILAC) 16-3903 TCX 370 C 21-2-0-7	<b>PALL PURPLE</b> (LILAC MARBLE) 14-3903 TCX 7463 C 7-6-3-6	<b>ESPRESSO</b> (COFFEE BEAN) 19-0915 TCX 439 C 35-82-65-85	<b>BROWN</b> (DEAL BROWN) 19-1314 TCX 412 C 58-65-63-51	<b>PARSONS</b> (PARSONS) 19-1211 TCX 477 C 49-63-70-41	<b>MUD</b> (MUD) 19-0858 TCX 463 C 22-21-30-47	
<b>BUTTERMILK</b> (DOUBLE CREAM) 12-0715 TCX 7489 C 1-2-24-0	<b>NEON YELLOW</b> (SUNNY LIME) 12-0741 TCX 587 C 9-0-50-0	<b>ELECTRIC LIME</b> (TENDER SHOOT) 14-0446 TCX 381 C 25-0-98-0	<b>SPINACH</b> (SPINACH GREEN) 16-0438 TCX 7745 C 18-0-91-28	<b>DEEP Jade</b> (ARTICHOKE) 18-0125 TCX 7741 C 76-4-100-21	<b>ECO GREEN</b> (CLASSIC GREEN) 16-0440 TCX 368 C 65-0-100-0	<b>CLOVERFIELD</b> (MING GREEN) 16-0920 TCX 346 C 53-0-51-0	<b>DARK KHAKO</b> (TIMBER WOLF) 17-1310 TCX 7530 C 44-44-54-10	<b>KHAKO</b> (SILVER MING) 17-1312 TCX 7536 C 39-41-59-5	<b>PEBBLE</b> (SILVER LINING) 14-4501 TCX 7534 C 9-5-12-14	<b>STONE</b> (OYSTER GREY) 14-1107 TCX 7534 C 13-12-21-8	<b>SAND</b> (BIRCH) 13-0905 TCX 412 C 85-12-0-0	<b>WINTER</b> (WHISPER WHITE) 11-0701 TCX 412 C 1-3-0-0	<b>WHITE</b> (BRIGHT WHITE) 11-0601 TCX 412 C 3-3-0-0	
<b>BASIL</b> (BASIL) 16-6416 TCX 7494 C 33-5-42-14	<b>BISTRO GREEN</b> (BISTRO GREEN) 16-5408 TCX 587 C 85-12-53-36	<b>GREEN SLATE</b> (DEEP LICHEN GREEN) 18-0311 TCX 5633 C 34-10-59-28	<b>MOSS</b> (NEUTRAL) 18-0825 TCX 7760 C 16-17-97-48	<b>HAZEL</b> (BEECH) 19-0618 TCX 7762 C 23-29-87-38	<b>CARGO GREEN</b> (OLIVE NIGHT) 19-0515 TCX 7762 C 40-29-80-60	<b>DARK OLIVE</b> (OLIVE) 19-0509 TCX 7735 C 59-0-66-75	<b>OPAL</b> (OPAL GRAY) 16-3801 TCX Cool Gray 3 C 85-71-6	<b>POG</b> (LIMESTONE) 16-4702 TCX 421 C 19-8-1-26	<b>SPINEL</b> (SMOKED PEARL) 18-0000 TCX 423 C 22-14-18-45	<b>CHAMPAGNE</b> (SPHANTOM) 19-4205 TCX 424 C 30-20-19-98	<b>COAL</b> (IRON) 19-1104 TCX 431 C 45-25-16-58	<b>SLACK</b> (JET BLACK) 19-0303 TCX 433 C 90-84-1-00	<b>NOV9 PINK</b> (ORANGE POPPINCKOOL PINK) 13-1145 TCX 433 C 6-32-32-0	<b>NEON PINK</b> (NEON PINK) 16-2130 TCX 433 C 9-90-10-0

ACTIVE & OUTERWEAR COLORS

<b>RED</b> 19-1528 TCX 7642 C 0-85-1-64	<b>ORANGE</b> 15-1164 TCX 138 C 8-52-100-0	<b>YELLOW</b> 16-1135 TCX 138 C 9-29-66-19	<b>GREEN</b> 12-0715 TCX 7489 C 1-2-24-0	<b>BLUE</b> 19-4024 TCX 541 C 100-58-0-46	<b>PURPLE</b> 19-3333 TCX 2573 C 35-52-0-0
<b>TEAL</b> 19-4024 TCX 522 C 97-9-39-34	<b>ORCAONFLY</b> 17-5029 TCX 7716 C 83-0-40-11	<b>DEEP TAWI</b> 17-4728 TCX 7710 C 81-0-23-0	<b>INK BLUE</b> 19-4234 TCX 7705 C 100-16-10-44	<b>BLUE ASH</b> 18-4023 TCX 7697 C 76-34-21-0	<b>DUCK BLUE</b> 19-4024 TCX 541 C 100-58-0-46
<b>ORISS BLUE</b> 19-4024 TCX 2550 C 100-60-10-53	<b>DUSTY ROSE</b> 17-1633 TCX 702 C 4-78-30-2	<b>MAUVEWOOD</b> 17-1522 TCX 7834 C 15-88-23-0	<b>BLUSHED</b> 19-1966 TCX 7632 C 0-9-4-8	<b>ANTIQUE ROSE</b> 15-1674 TCX 502 C 0-26-9-1	<b>PEACH</b> 15-1523 TCX 488 C 0-31-26-0
<b>CORAL REEF</b> 17-1736 TCX 190 C 0-56-18-0	<b>FIRE RED</b> 17-1664 TCX 199 C 0-100-72-0	<b>SAPPHIRE</b> 19-4052 TCX 2945 C 53-5-2-16	<b>BLUE JAY</b> 18-3949 TCX 7683 C 83-59-0-0	<b>SAIL BLUE</b> 19-3955 TCX 2738 C 100-92-0-1	<b>AZURE</b> 18-4314 TCX 2815 C 60-9-0-0
<b>BAJA BLUE</b> 16-4533 TCX 306 C 54-0-6-0	<b>DRIZZLE</b> 14-4816 TCX 629C 56-0-9-0	<b>MIST</b> 19-4809 TCX 317 C 23-0-10-0	<b>ORANGE POP</b> 15-1164 TCX 138 C 8-52-100-0	<b>CANDYCORN</b> 16-1437 TCX 185 C 3-72-87-0	<b>PUMPKIN</b> 17-1355 TCX 7376 C 8-50-76-0
<b>PLUMBAR</b> 18-1439 TCX 7606 C 0-41-29-6	<b>INDIAN RED</b> 19-1536 TCX 7607 C 0-59-49-14	<b>PICANTE</b> 19-1390 TCX 7592 C 0-69-83-24	<b>BASIN</b> 19-1327 TCX 195 C 19-90-50-55	<b>NAGARA</b> 18-4810 TCX 5113 C 29-1-10-5	<b>SEASIDE GRAY</b> 15-4788 TCX 5465 C 20-4-13-10
<b>BUZZARD</b> 14-4210 TCX 5453 C 21-3-4-8	<b>CHIR EGGPLANT</b> 19-1737 TCX 439 C 100-100-7-56	<b>DARK GRAPE</b> 19-3648 TCX 299 C 80-98-5-27	<b>SUMMER PLUM</b> 18-3333 TCX Purple 40-50-0-0	<b>DEWBERRY</b> 19-3333 TCX 2573 C 35-52-0-0	<b>TOFFEE</b> 16-1135 TCX 138 C 9-29-66-19
<b>CURRY</b> 17-1048 TCX 7350 C 0-34-98-12	<b>CUMIN</b> 18-0958 TCX 146 C 7-50-100-34	<b>RUSTIC BRONZE</b> 18-0958 TCX 7557 C 11-31-100-37	<b>LEMON</b> 19-4751 TCX 7751 C 2-7-95-14	<b>CANARY</b> 19-2062 TCX 102 C 0-0-85-0	<b>CUSTARD</b> 12-0727 TCX 7402 C 1-44-5-1
<b>VINTAGE GRAPE</b> 18-3211 TCX 8255 C 50-82-37-10	<b>BELLFLOWER</b> 16-3903 TCX 370 C 21-2-0-7	<b>PALL PURPLE</b> 14-3903 TCX 7463 C 7-6-3-6	<b>ESPRESSO</b> 19-0915 TCX 439 C 35-82-65-85	<b>BROWN</b> 19-1314 TCX 412 C 58-65-63-51	<b>PARSONS</b> 19-1211 TCX 477 C 49-63-70-41
<b>MUD</b> 19-0858 TCX 463 C 22-21-30-47	<b>BUTTERMILK</b> 12-0715 TCX 7489 C 1-2-24-0	<b>NEON YELLOW</b> 12-0741 TCX 587 C 9-0-50-0	<b>ELECTRIC LIME</b> 14-0446 TCX 381 C 25-0-98-0	<b>SPINACH</b> 16-0438 TCX 7745 C 18-0-91-28	<b>DEEP Jade</b> 18-0125 TCX 7741 C 76-4-100-21
<b>ECO GREEN</b> 16-0440 TCX 368 C 65-0-100-0	<b>CLOVERFIELD</b> 16-0920 TCX 346 C 53-0-51-0	<b>DARK KHAKO</b> 17-1310 TCX 7530 C 44-44-54-10	<b>KHAKO</b> 17-1312 TCX 7536 C 39-41-59-5	<b>PEBBLE</b> 14-4501 TCX 7534 C 9-5-12-14	<b>STONE</b> 14-1107 TCX 7534 C 13-12-21-8
<b>SAND</b> 13-0905 TCX 412 C 85-12-0-0	<b>WINTER</b> 11-0701 TCX 412 C 1-3-0-0	<b>WHITE</b> 11-0601 TCX 412 C 3-3-0-0	<b>BASIL</b> 16-6416 TCX 7494 C 33-5-42-14	<b>BISTRO GREEN</b> 16-5408 TCX 587 C 85-12-53-36	<b>GREEN SLATE</b> 18-0311 TCX 5633 C 34-10-59-28
<b>MOSS</b> 18-0825 TCX 7760 C 16-17-97-48	<b>HAZEL</b> 19-0618 TCX 7762 C 23-29-87-38	<b>CARGO GREEN</b> 19-0515 TCX 7762 C 40-29-80-60	<b>DARK OLIVE</b> 19-0509 TCX 7735 C 59-0-66-75	<b>OPAL</b> 16-3801 TCX Cool Gray 3 C 85-71-6	<b>POG</b> 16-4702 TCX 421 C 19-8-1-26
<b>SPINEL</b> 18-0000 TCX 423 C 22-14-18-45	<b>CHAMPAGNE</b> 19-4205 TCX 424 C 30-20-19-98	<b>COAL</b> 19-1104 TCX 431 C 45-25-16-58	<b>SLACK</b> 19-0303 TCX 433 C 90-84-1-00	<b>NOV9 PINK</b> 13-1145 TCX 433 C 6-32-32-0	<b>NEON PINK</b> 16-2130 TCX 433 C 9-90-10-0

> COLLECT COLOR INSPIRATION FROM NATURE, OUTDOOR EXPERIENCE & TREND FORECASTING

> CREATE A PANTONE PALETTE WITH COORDINATING CMYK & SPOT COLOR VALUES FOR VENDORS TO USE

> FINALIZE PALETTE W/ TCX SWATCHES & DIGITAL REFERENCE FOR THE DESIGNERS TO COLOR THE LINE

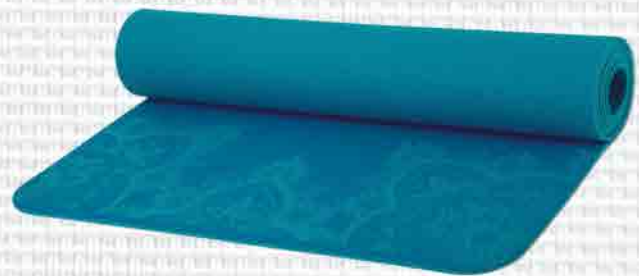


# WOMENS ACTIVE PRINTS





- SUBLIMATION/ DIGITAL PRINTING
- ENGINEERED PLACEMENT ART
- BURNOUT & DISCHARGED DESIGN
- ROTARY & SCREEN PRINTING
- EMBROIDERY & EMBELLISHMENTS





## MEN'S GRAPHIC T-SHIRTS





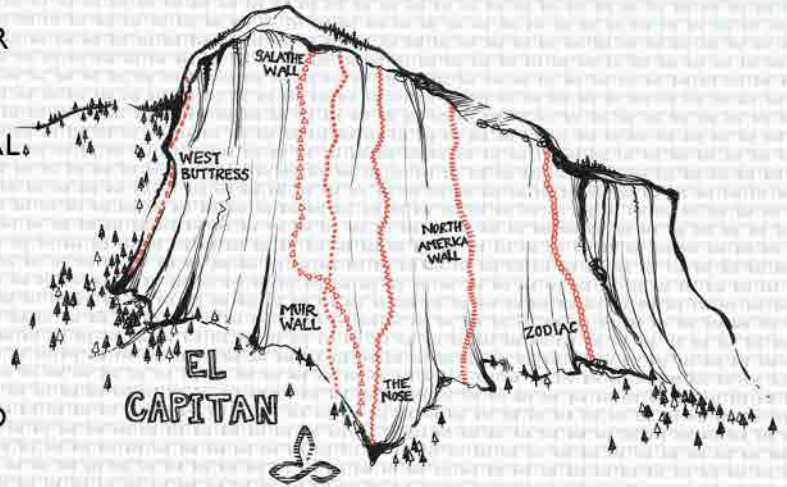


## DESIGN PROCESS



## SKETCH TO FINISHED PRODUCT

- IT ALL STARTS FROM A DRAWING OR PIECE OF DIGITAL OF ARTWORK
- THE COLOR IS REVISED INTO SEVERAL WAYS ACCORDING TO STYLE
- DESIGN TECH PACKS ARE CREATED & SENT OUT TO VENDORS FOR STRIKE-OFF APPROVALS
- I WORK WITH PRINTERS DIRECTLY UNTIL THE PRODUCT IS FINISHED TO PREMIUM STANDARDS



prAna

SPRING 2014

NAME: EL CAPITAN  
STYLE: FAIR TRADE  
PRINTER: RASHLASHMEESH  
UPDATED: T.3.13



LT BLUE

NAVY BLUE



CLOVERFIELD

PUMPKIN



# PRODUCT DEVELOPMENT PROCESS



## ART PRINTING SPECIFICATIONS SHEET

DESIGN NAME	STYLE #	SEASON	DATE
EL CAPITAN	M1ELCA114	SPRING 2014	2/21/2013

### FRONT IMAGE SIZE

9.5"W x 5.94"H

### PLACEMENT:

**FRONT:** CENTERED ACROSS THE CHEST 3" FROM THE NECK RIB LINE

**INK:** WATERBASE

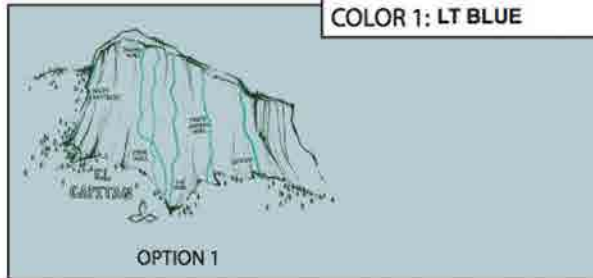


FRONT

SEP 1 553 C **NEW-DARKER**

SEP 2 7716 C **APPROVED**

COLOR 1: LT BLUE

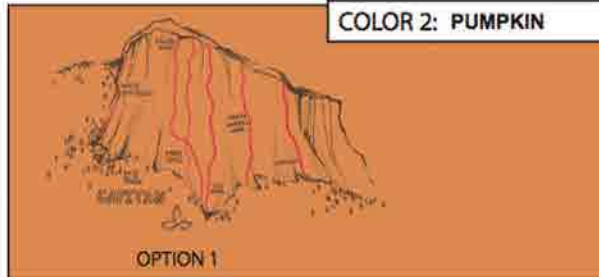


OPTION 1

SEP 1 476 C **NEW-DARKER**

SEP 2 199 C **APPROVED**

COLOR 2: PUMPKIN

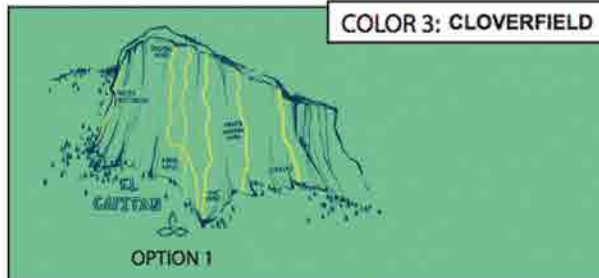


OPTION 1

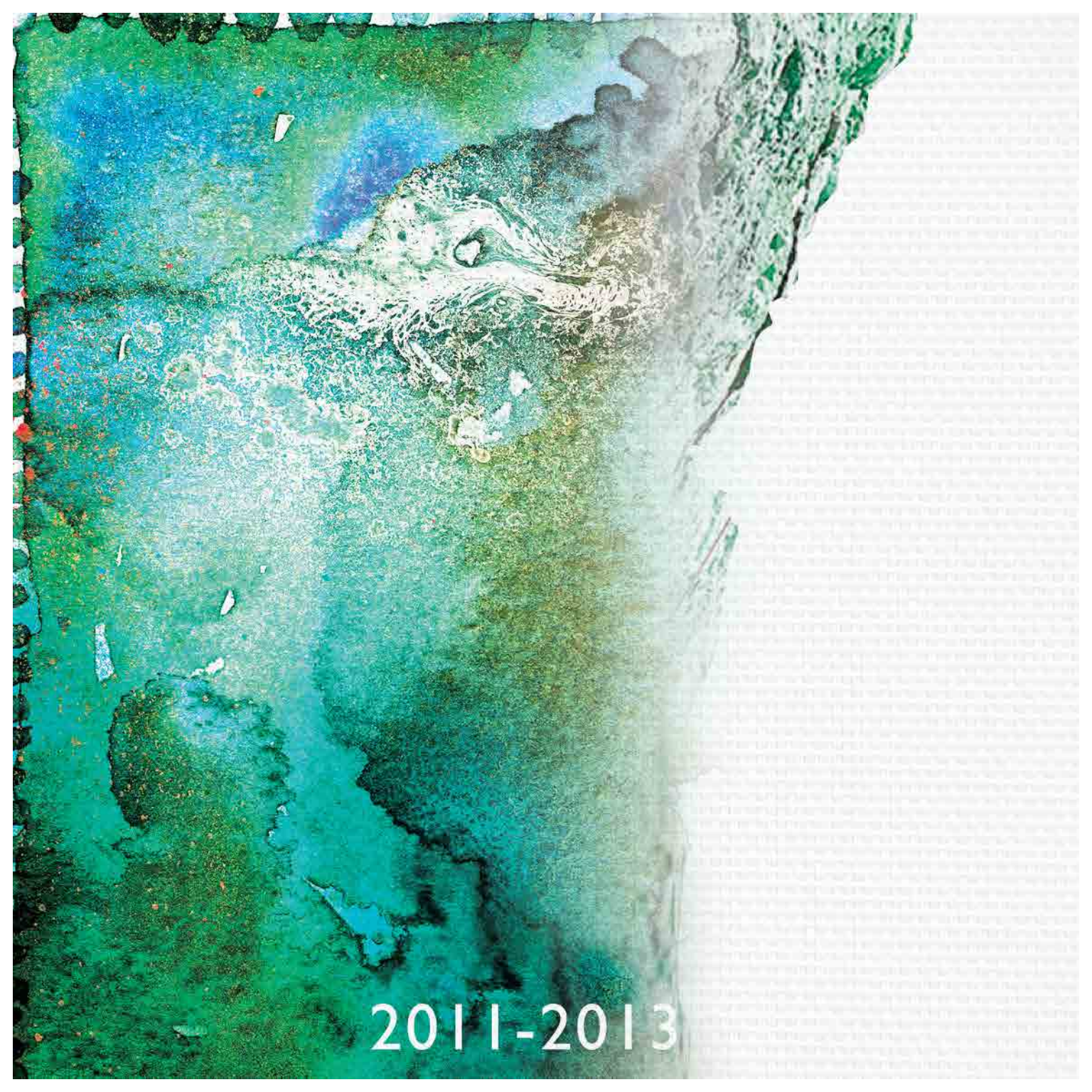
SEP 1 2965 C **NEW-DARKER**

SEP 2 381 C **APPROVED**

COLOR 3: CLOVERFIELD



OPTION 1



2011-2013