

POLO GROUNDS 1923

5982-2

# Timeless Classics



INNINGS	1	2	3	4	5	6	7	8	9
AMERICAN		L	O	U	R	D	E	S	
NATIONAL		C	A	R	V	A	J	A	L



## **THE COLLECTION**

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**“Timeless Classics” is a collection inspired by the past time sport of baseball. Being one of the oldest sports played in America, silhouettes and patterns from this popular sport are heavily seen through out the collection to fit the modern woman in a tailored and elegant way. Influences from vintage styles from both men and women teams can also be seen in the designs. In this new take, you will see a version of Athleisure wear like you’ve never seen before.**





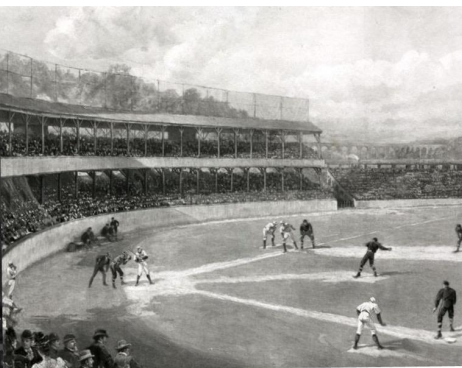
# History of Baseball

The history of baseball can be broken down into various aspects: by era, by locale, by organizational-type, game evolution, as well as by political and cultural influence. The game evolved from older bat-and-ball games already being played in England by the mid-18th century. This game was brought by immigrants to North America, where the modern version developed. By the late 19th century, baseball was widely recognized as the national sport of the United States. Baseball is popular in North America and parts of Central and South America, the Caribbean, and East Asia, particularly in Japan, South Korea, and Taiwan.

## Women In Baseball

The history of women playing the game of baseball dates back to at least the 1860s, when Vassar College in Poughkeepsie, N.Y. fielded a team. Some 80 years later, arguably the first formal women's professional baseball league, the All-American Girls Professional Baseball League, first took the field. The AAGPBL, which began play in 1943 and lasted a dozen years and gave more than 500 women an opportunity that had never existed before. Popularized by the 1992 feature film *A League of Their Own* ("There's no crying in baseball!"), the so-called "lipstick league" was the brainchild of Chicago Cubs owner Philip K. Wrigley as a way to keep the ballparks busy during World War II if manpower shortages threatened big league baseball.





# Baseball





# Moodboard



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## CUSTOMER Information POS

HEIGHT: 5'4 WEIGHT: 120 BATS: R THROWS: R  
BORN: Female CITY: Miami, FL  
FAVORITE TEAM: Miami Marlins

### 2024 Lifestyle

The customer targeted for this collection is a young woman Between the ages of 18 & 25. Not only is she an active college student studying during the day, in the evening she transforms herself into an avid baseball fan attending games, supporting her partner's career in sports and grabbing a bite after a big win. She is enjoying her youth while being in a committed relationship and living life to the fullest. She also is very organized and devoted to her own career as she attends school regularly having big goals for herself. Her active lifestyle means she's always moving and putting her responsibilities first as well as taking care of herself. Finally her personal clothing style is comfortable, sporty and tight but at night isn't afraid to go all out in fashion.



THE  
CUSTOMER

& THEIR LIFESTYLE

2024

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POS



## Color story & Swatches



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