

So Charming! Doll Line Pitch

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Fall 2024

Pitch - New Fashion Doll Line *So Charming!*

Dolls based around *birthstones*

4 starting dolls in beginning line, the core cast of characters - eventually there would be one doll for every month of the year. Released in three waves

Each doll comes with a necklace and charm centered around their month's gemstone, along with other accessories.

Final Deliverables:

- 4 Concept sketch batches
- 4 Final box art
- 3 Items each, including doll charm for necklace
- Proposed toy set for all four dolls



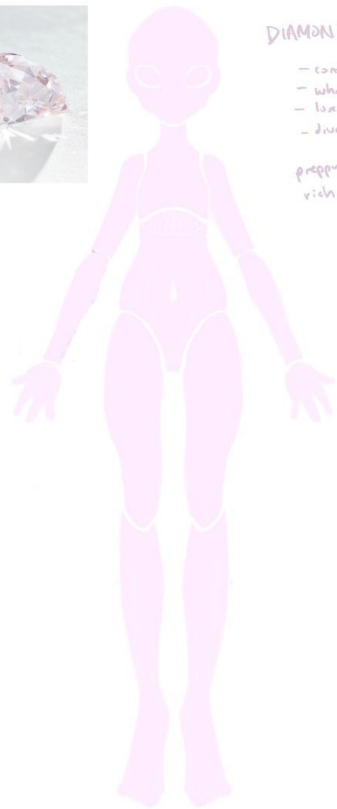


Moodboard

Preppy, but fun
Sweet & Charming
Iridescent, crystal,
pearlescent



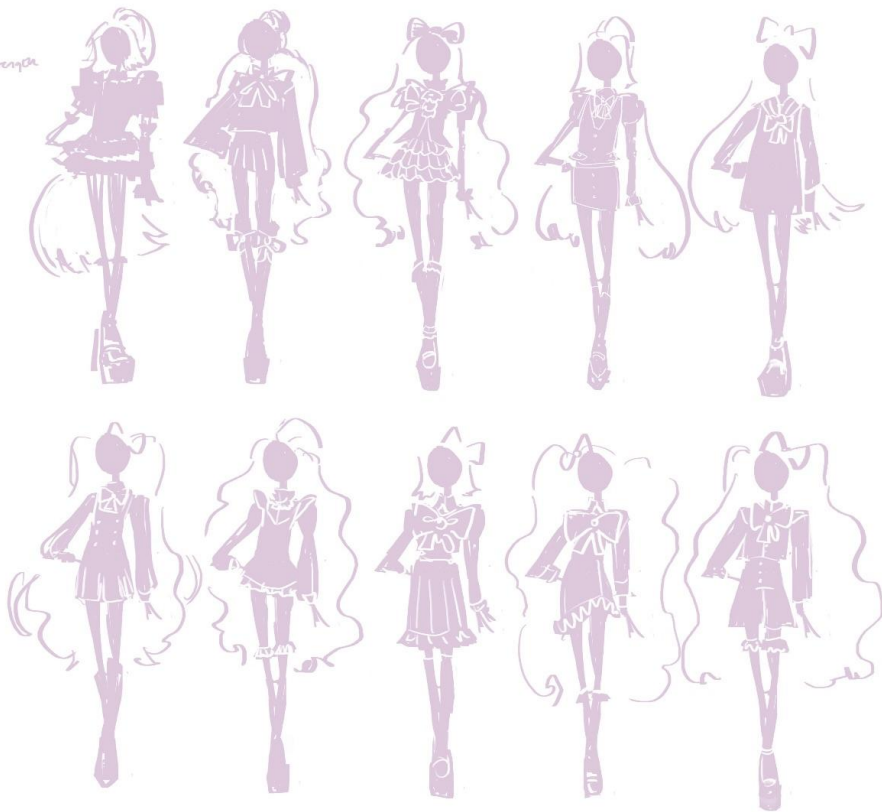
Thumbnails + Ideation: Diamond



DIAMOND - APRIL

- confident/courage/stronger
- white color rep
- loses her friends
- diva tendencies

preppy, playful,
rich + academic

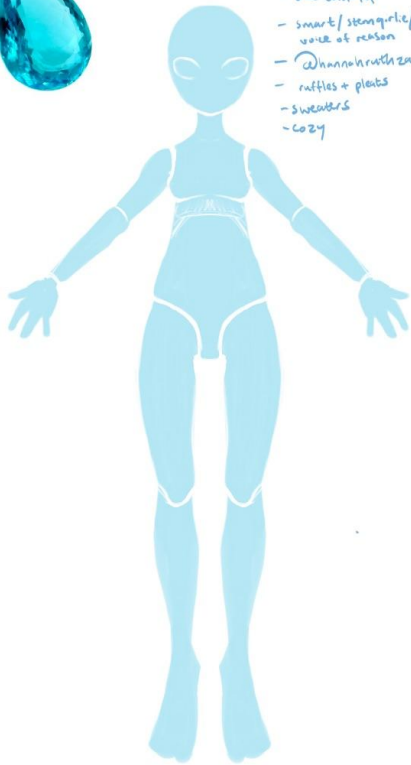


Thumbnails + Ideation: Zircon



ZIRCON - DECEMBER

- blue color rep
- smart/steampunk/ bequading
work of reason
- @hannahrueth under on pinterest
- ruffles + pleats
- sweaters
- cozy

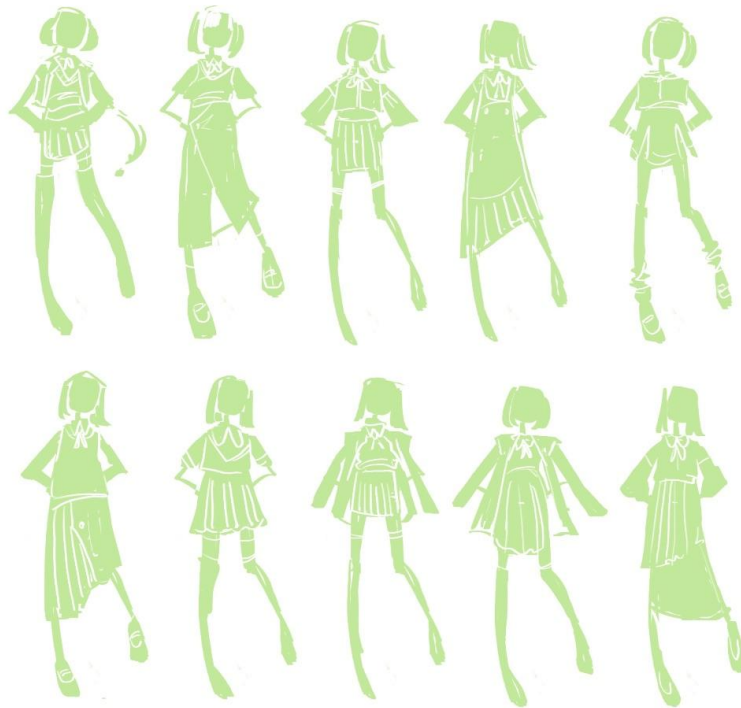
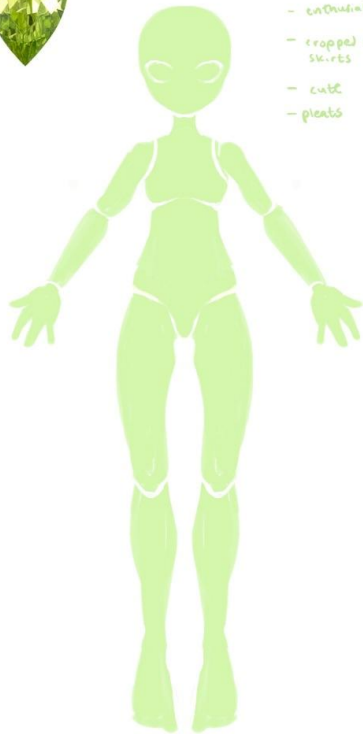


Thumbnails + Ideation: Peridot



AUGUST- PERIDOT

- lime green color pop
- energy, life, vigor
- enthusiastic & optimistic
- cropped shirts/high waisted skirts
- cute
- pleats



Thumbnails + Ideation: Tourmaline



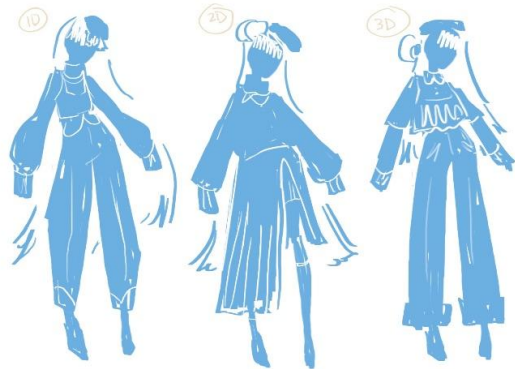
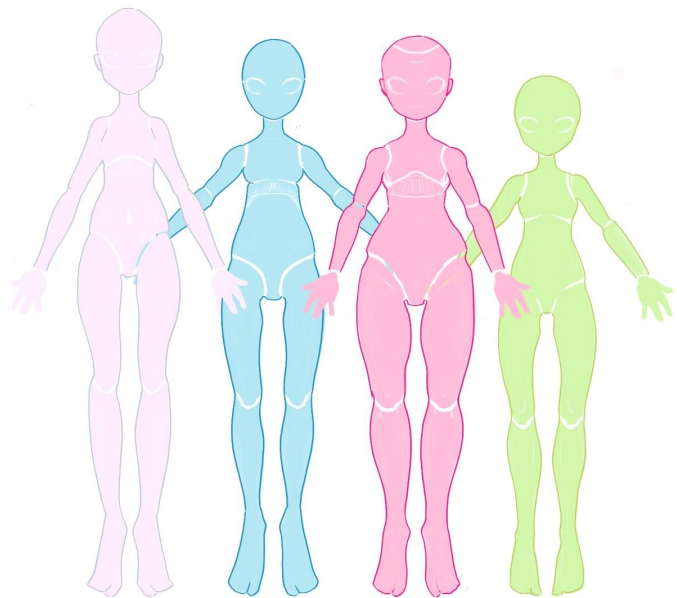
OCTOBER - PINK TOURMALINE

- pink color rep
- heal broken hearts, mend friendships
- romantic & sweet
- scallop necklines & trim
- legwarmers

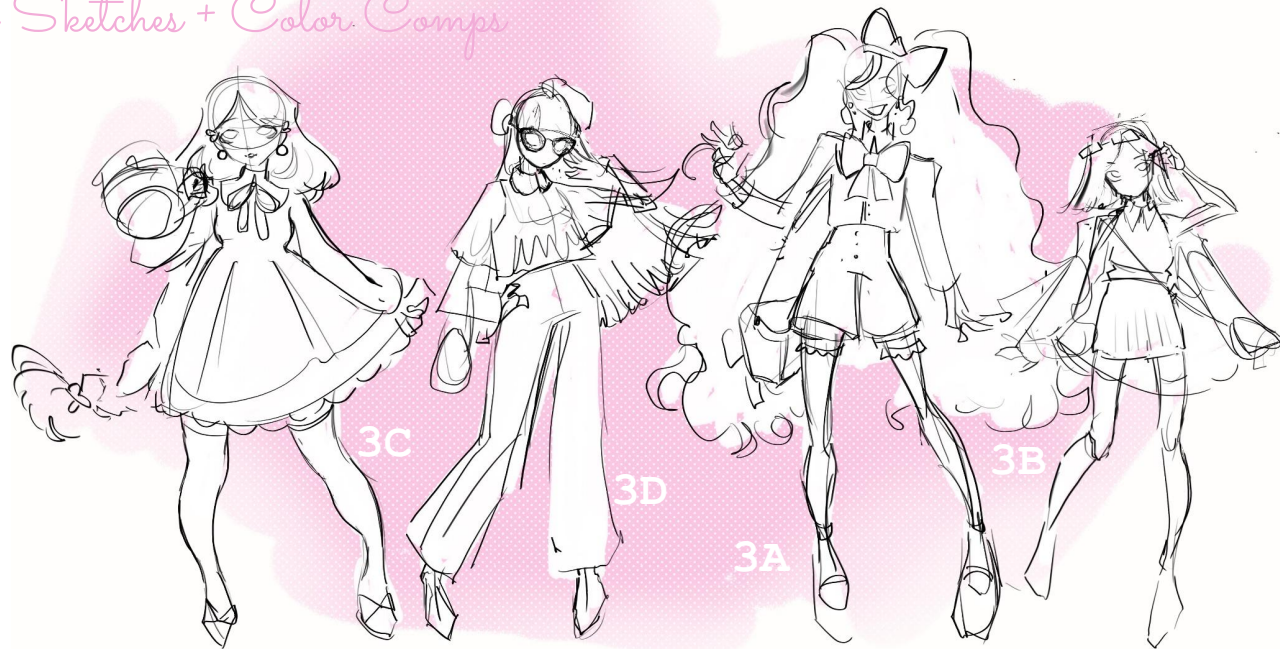
this is fitted so body can be articulated around chest/stomach



Body Sculpts & Prioritized Designs



Preliminary Sketches + Color Comps





Dior Diamond



- ❖ Loves their friends SO MUCH
- ❖ Bold and confident
- ❖ Can be a bit of a diva
- ❖ Gives great advice



Zariah Zircon



❖ Great with computers

❖ Voice of reason

❖ Can be blunt but means well

❖ Willing to help anyone anytime





Tallulah Tourmaline



- ◆ Artist friend
- ◆ Literal sweetheart
- ◆ A bit of a romantic
- ◆ Loves anything cute

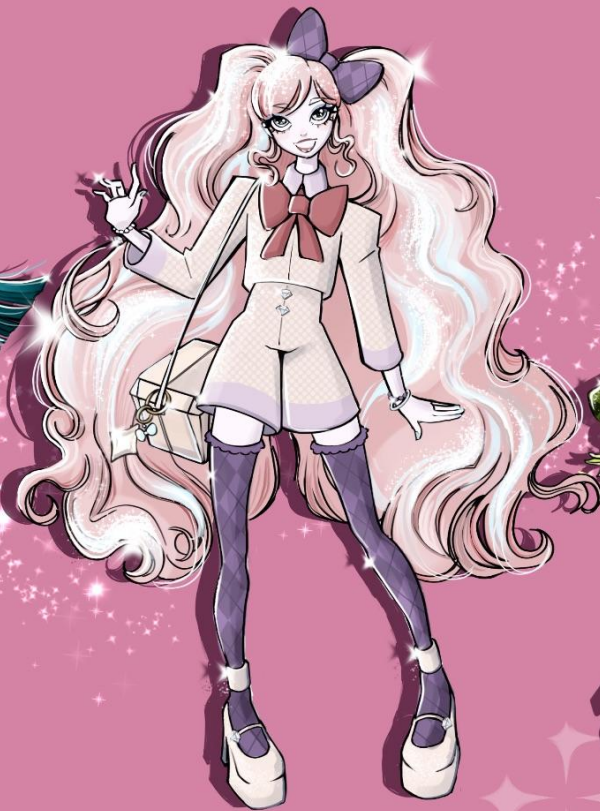
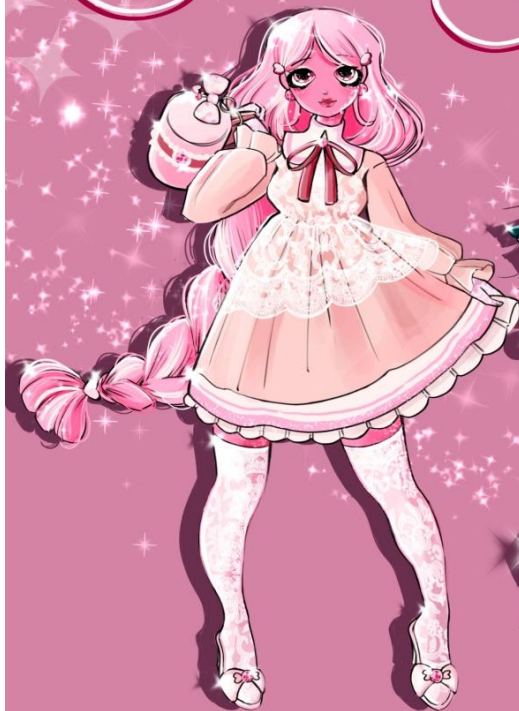


Paris Peridot



- ◆ Peppy to a fault
- ◆ Everyone's biggest supporter
- ◆ Super involved at school
- ◆ Excited all the time

So Charming!



So Charming!

Study Sesh Set



Text WIPS

So Charming!



Dion
Diamond

Zariah
Zircon

Paris
Peridot

Tallulah
Tourmaline



Thank You!



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