



**AMP<sup>®</sup>**  
**KINGPIN**





## [PROBLEM STATEMENT] :

*Design a new colorway for the 509 Kingpin Goggle. This design would be featured in our 2020 product lineup. To support this design, create a t-shirt of similar design theme, as 509 often takes a central design and utilizes it on multiple categories of the product family. To round things out, come up with a full print ad concept that promotes the new goggle designed. Use resources provided for inspiration.*





## [CURRENT PRODUCT] :



**PINK**  
FIRE MIRROR/CLEAR TINT LENS



**HI-VIS TEAL**  
GREEN MIRROR/BRONZE TINT LENS



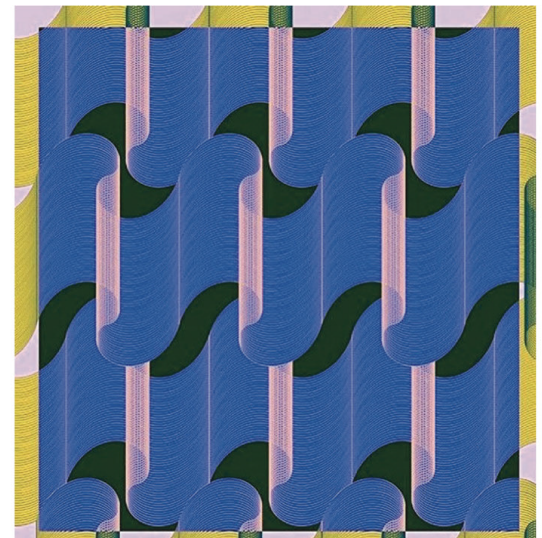
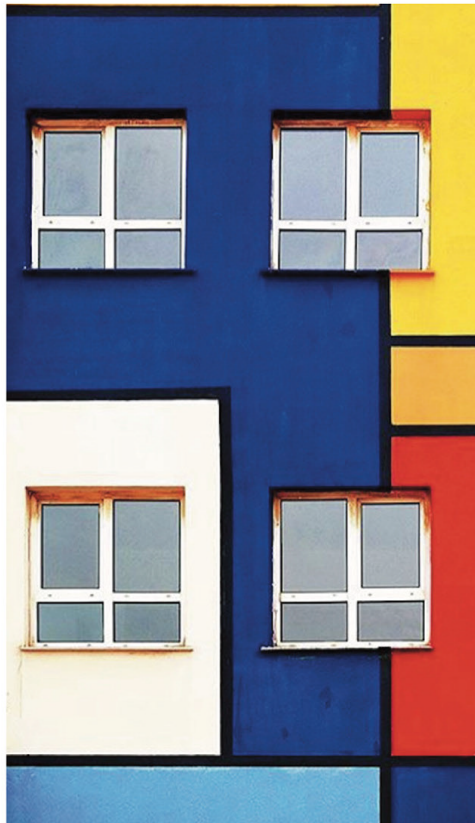
**PHOTOCHROMATIC**  
**CARBON FIBER**  
PHOTOCHROMATIC CLEAR TO DARK BLUE TINT LENS



**HI-VIS BLACK**  
YELLOW TINT LENS



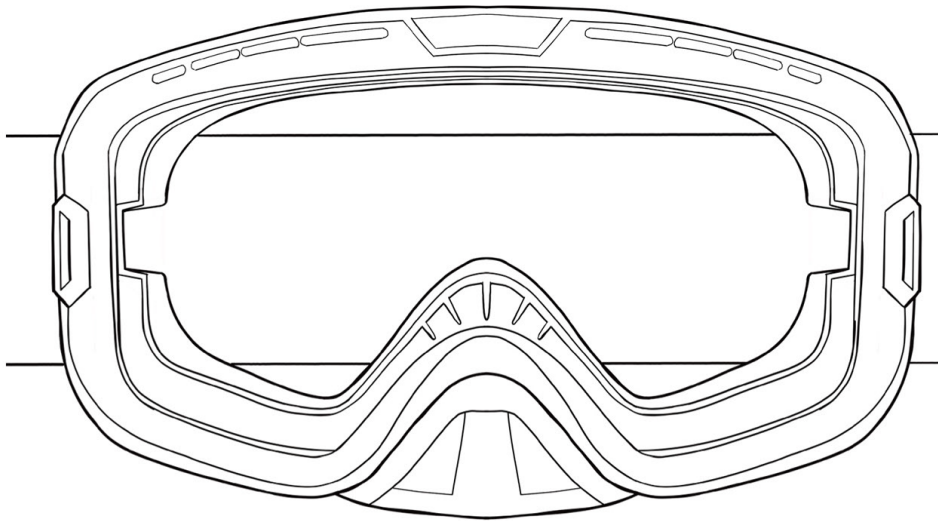
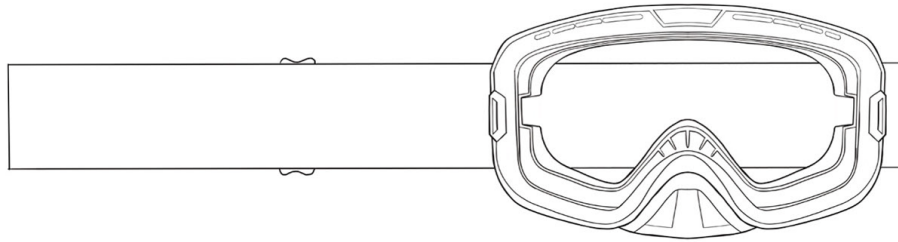
# [2020 FORCASTED TRENDS] :



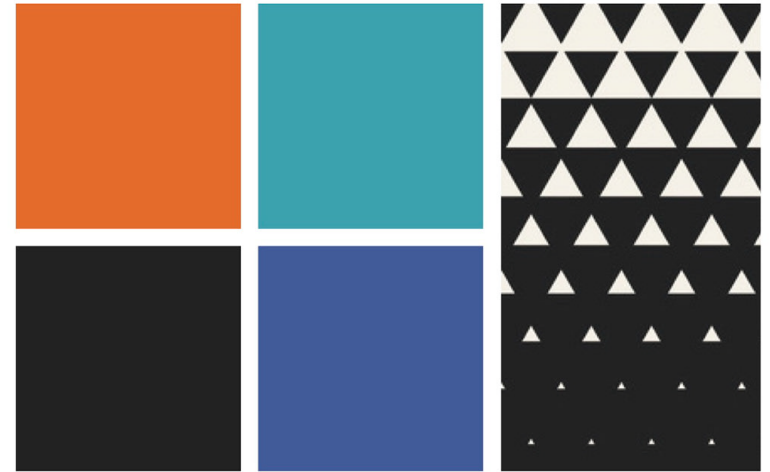
All 2020 forecasted trend information / photographs found on WGSN.com



# [2020 KINGPIN GOGGLES]



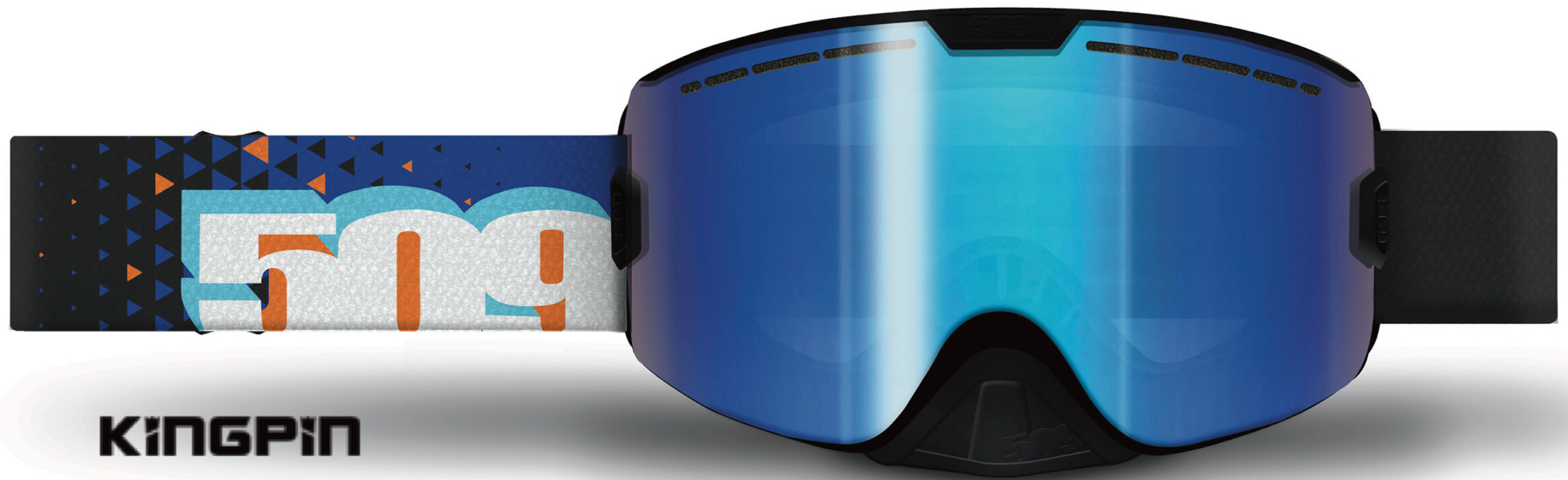
**509** KINGPIN



**509**



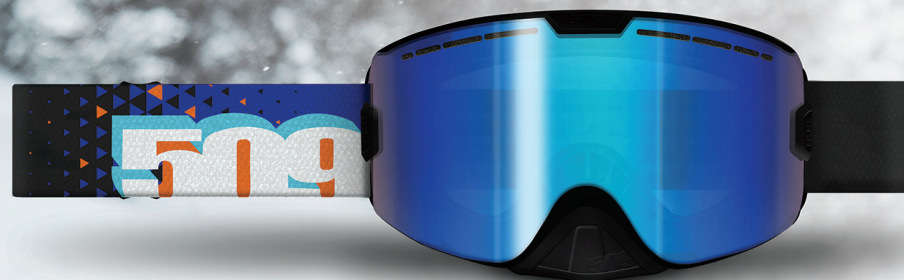
[2020 KINGPIN GOGGLES] ;







KINGPIN GOGGLE





**THANK YOU**

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