

# SOPHIE- JEAN

& CO. // TURN IT UP



## MAKE SOME NOISE.

Ten concepts. Five lines.  
Teal. Cocoa. A bit of chaos.

Nails / bracelets / anklets / necklaces /  
tees

AI-generated design visualizations. Not manufacturing  
specifications or products available to order.

# A LITTLE UNSUPERVISED.

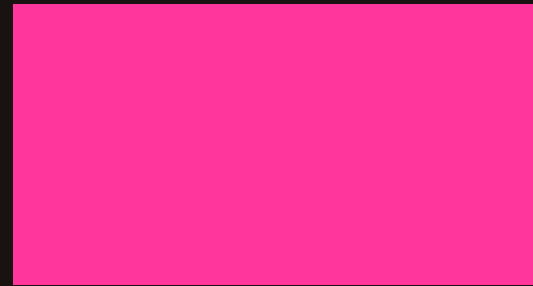
Doodles on your sneakers. Too many bracelets. Laughing at the wrong time. Sophie-Jean takes the messy, funny side of early-2000s mall-punk and makes it wearable now.



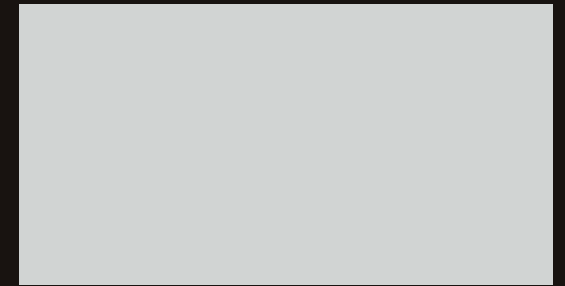
ELECTRIC TEAL  
#00CEBD



AFTER-HOURS COCOA  
#321D18



FEEDBACK PINK  
#FF369C



XEROX SILVER  
#D1D4D3

## COLOR

Chocolate and near-black carry the page. Electric teal leads. Pink interrupts. Cool silver keeps the products readable. Chrome belongs in the hardware.

## VOICE

Short, funny, a little deadpan. "Back when I feel like it." "Scuffed shoes encouraged." Keep it friendly. Leave out the brand-speak.

NO DRESS CODE. NO PERFECT OUTFIT REQUIRED.

# SOPHIE-JEAN

## TYPE

Heavy, slanted, uppercase wordmark. Condensed display headings. Monospace labels. Plain readable body copy. System fonts on the site; no font-service calls.

## PRODUCTS

Studs, eyelets, dice, chunky clasps, jagged stars, chocolate cords, checker details, teal leopard and scribbled gel lines. Funny, wearable, a little scuffed.

## LAYOUT

Stacked masthead, rectangular stickers, hard borders, offset labels, and tighter spacing. Let the page feel like a music zine with an actual usable catalog.

## IMAGES

Direct flash. Cool gray scuffed surfaces. Clear left/right pairings. Keep the product visible; the roughness should never hide the design.

MALL-PUNK / SKATE NOTEBOOK / BURNT-CD ENERGY



# NAILS

Scratch that.



LEFT

## Static Teal

Teal leopard. Chocolate swirls. Chrome attitude.

Asymmetric French tips, a chrome star and raised silver squiggles.

RIGHT

## Pink Noise

Checks, studs, and absolutely no inside voice.

Hot pink and cocoa with a teal slash and scribbled star.



# BRACELETS

Heavy rotation.



LEFT

## Chain Reaction

Studs on. Volume up.

Chocolate cuff with pyramid studs and teal lacing.

RIGHT

## Bad Connection

Still hanging on.

Chunky chain, oversized clasp, teal dice and a pink star.



# ANKLETS

Below the radar.



LEFT

## Ground Wire

A little hardware for your sneakers.

Double curb chain with a teal bead and lightning charm.

RIGHT

## Kickflip

Scuffed shoes encouraged.

Chocolate braided cord, silver chain, checker bead and a pink knot.



# NECKLACES

Wear the damage.



LEFT

## Heart.exe

Feelings: loading...

Jagged teal heart on a chocolate cord choker with silver eyelets.

RIGHT

## Star Crash

A star with a few sharp edges.

Layered silver-tone chains with a jagged star and pink enamel accent.



# TEES

Dress code: whatever.



LEFT

## OFFLINE

Back when I feel like it.

Washed chocolate oversized tee. Distressed teal print and pink marks.

RIGHT

## MAKE SOME NOISE

Your quiet era can wait.

Faded teal boxy tee. Black photocopy lettering and a jagged star.