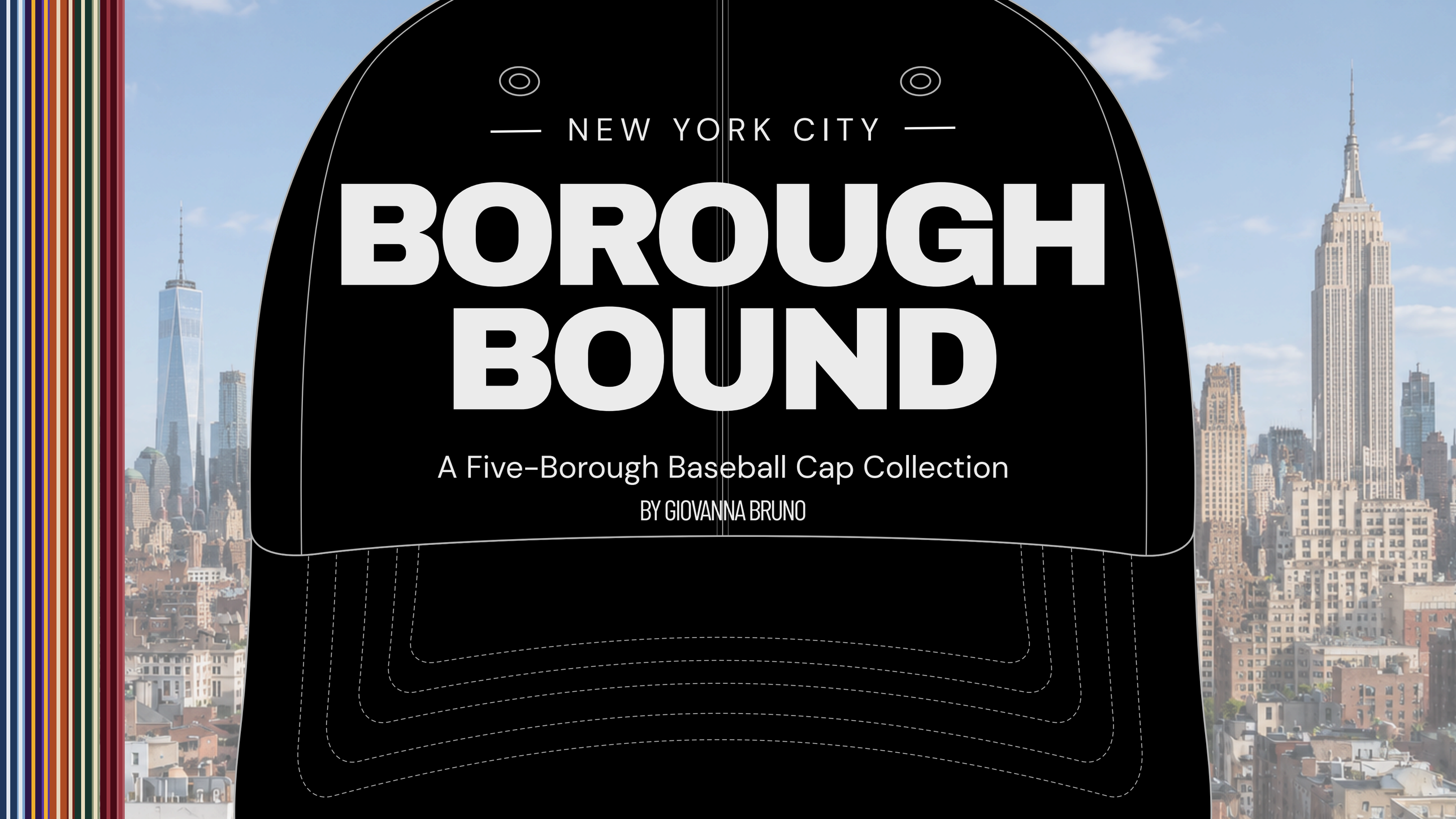

NEW YORK CITY
BOROUGH BOUND
A Five-Borough Baseball Cap Collection
BY GIOVANNA BRUNO

Agenda

01 Introduction

Project overview, purpose, and inspiration behind Borough Bound.

02 Mood Board & Visual Inspiration

Exploring the architecture, culture, and color palettes that inspired each borough's identity.

03 Design Concept & Development

The meaning behind the color palettes, consistent stripe pattern, and typography.

04 The Collection

Introducing the five baseball caps, each representing a different NYC borough.

05 Conclusion

Reflecting on how the collection celebrates individuality, community pride, and unity across New York City.

Introduction

New York City

A FIVE-BOROUGH BASEBALL CAP COLLECTION

New York City is made up of five distinct boroughs, each with its own history, culture, and identity. While they all contribute to the city's spirit, each borough has a unique sense of community and local pride.

Borough Bound is a five-piece baseball cap collection that celebrates the individuality of Manhattan, Brooklyn, Queens, the Bronx, and Staten Island. Each hat represents one of the five boroughs through a carefully selected color palette inspired by its architecture, environment, and cultural character, transforming these distinctive qualities into wearable designs.

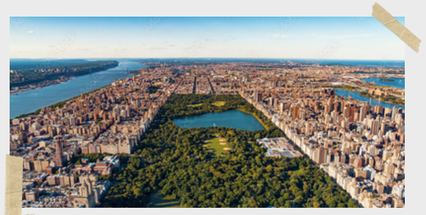
While each hat features its own unique colors, the vertical stripe pattern remains consistent throughout the collection. This shared design element symbolizes the unity of the five boroughs, representing how each community contributes its own identity to the larger spirit of New York City.

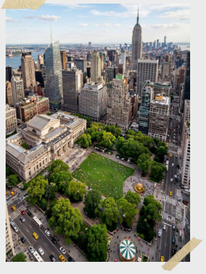
The collection aims to capture the pride, identity, and sense of belonging that New Yorkers feel toward their communities. By combining classic baseball cap styling with meaningful design elements, Borough Bound lets people represent their roots, celebrate their neighborhoods, and express their connection to the city they call home.

MOOD BOARD & VISUAL INSPIRATION

Manhattan

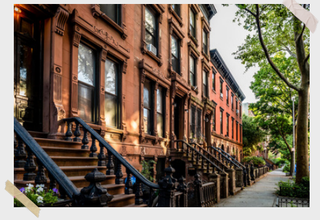




Brooklyn



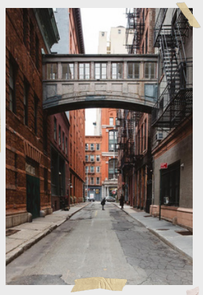
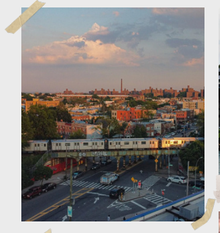





The Bronx









Queens



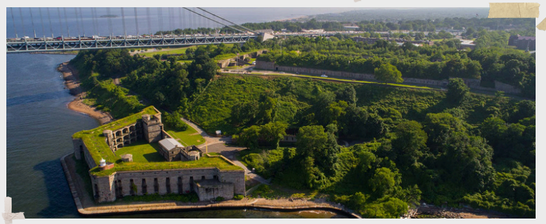
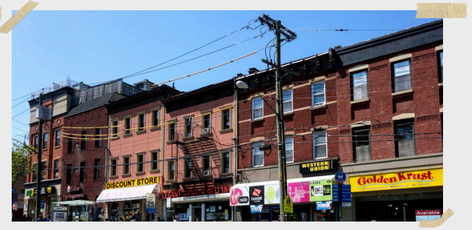






Staten Island

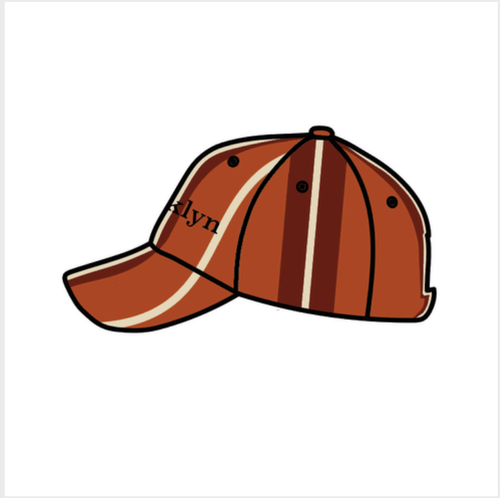










MANHATTAN

Architecture & sophistication

#e0dfe0 #1e3b5e #79a0cb

BROOKLYN

Brownstones & creativity

#e7d7be #ad4b23 #682118









QUEENS

Diversity & vibrancy

#f1b02d #2b174b #5336a8

STATEN ISLAND

Nature & tranquility

#e9debf #16362e #869071





THE BRONX

Culture & resilience

#96343f #480a15 #af5d65

ONE PATTERN. FIVE IDENTITIES

Each borough features a distinct color palette inspired by its unique character, while the consistent vertical stripe pattern symbolizes their shared connection as part of New York City.



Manhattan Brooklyn Queens Staten Island The Bronx



#e0dfe0 #1e3b5e #79a0cb

* MANHATTAN

Inspired by Manhattan's iconic skyline and metropolitan atmosphere, this baseball cap reflects the borough's timeless elegance and modern sophistication. Its color palette features Navy Blue, Slate Blue, and Silver, inspired by Manhattan's distinctive architecture.

Deep navy represents the borough's prestige and classic character, while slate blue reflects the glass facades of its modern skyscrapers. Silver symbolizes the steel structures and architectural details that define its skyline.

Together, the cool-toned palette, vertical stripes, and embroidered lettering create a refined, contemporary design that captures Manhattan's architectural elegance and urban energy.



#e7d7be #ad4b23 #682118

* BROOKLYN

Inspired by Brooklyn's vibrant neighborhoods, historic brownstones, and creative culture, this baseball cap reflects the borough's artistic personality and distinctive urban character. Its color palette features Warm Cream, Burnt Sienna, and Deep Rust, inspired by Brooklyn's architectural heritage.

Burnt Sienna represents the warm brick facades of Brooklyn's iconic brownstones, while Deep Rust reflects its industrial history and historic buildings. Warm cream provides a softer contrast, inspired by the limestone accents and decorative details found throughout its neighborhoods.

Together, the earthy palette, bold vertical stripes, and black embroidered lettering create a warm, vintage-inspired design that celebrates Brooklyn's historic charm, artistic expression, and urban energy.



#f1b02d #2b174b #5336a8

* QUEENS

Inspired by Queens' rich cultural diversity, vibrant neighborhoods, and dynamic atmosphere, this baseball cap reflects the borough's bold personality and multicultural identity. Its color palette features Golden Yellow, Deep Purple, and Royal Purple, inspired by Queens' lively spirit and cultural richness.

Deep purple represents the borough's strong sense of community, while royal purple reflects its creativity, individuality, and diverse influences. Golden yellow adds warmth and energy, symbolizing the vibrant neighborhoods and cultures that shape Queens' identity.

Together, the bold palette, contrasting vertical stripes, and white embroidered lettering create a playful yet polished design that celebrates Queens' cultural diversity, creative expression, and urban energy.



#e9debf #16362e #869071

* STATEN ISLAND

Inspired by Staten Island's lush landscapes, peaceful neighborhoods, and natural surroundings, this baseball cap reflects the borough's relaxed atmosphere and connection to nature. Its color palette features Warm Cream, Deep Forest Green, and Muted Sage Green, inspired by Staten Island's parks, wooded areas, and suburban character.

Deep forest green represents the borough's abundant greenery, while muted sage green reflects its tranquil parks and residential neighborhoods. Warm cream provides a soft, earthy contrast, inspired by Staten Island's natural scenery and understated architectural charm.

Together, the nature-inspired palette, balanced vertical stripes, and white embroidered lettering create a timeless, understated design that celebrates Staten Island's natural beauty, peaceful atmosphere, and unique identity within New York City.



#96343f #480a15 #af5d65

* THE BRONX

Inspired by the Bronx's rich cultural heritage, vibrant street culture, and influential role in music and art, this baseball cap reflects the borough's bold personality and resilient spirit. Its color palette features Muted Wine Rose, Deep Burgundy, and Dusty Mauve Rose, drawing inspiration from the Bronx's cultural and creative identity.

Deep burgundy represents the borough's strength, resilience, and historic roots, while muted wine rose reflects its passion, cultural pride, and energetic atmosphere. Dusty mauve rose adds a softer contrast, symbolizing the Bronx's artistic expression and evolving creative landscape.

Together, the rich, warm-toned palette, contrasting vertical stripes, and white embroidered lettering create a bold, vintage-inspired design that celebrates the Bronx's cultural influence, artistic legacy, and urban identity.

Conclusion

A FIVE-BOROUGH BASEBALL CAP COLLECTION

Borough Bound celebrates the individuality, culture, and community pride of New York City's five boroughs. Through carefully selected color palettes, each baseball cap reflects its borough's distinct character, while the consistent vertical stripe pattern symbolizes their shared identity and unity.

More than a collection of baseball caps, Borough Bound represents belonging, local pride, and the connection New Yorkers have to the communities they call home. Together, the five designs celebrate the diversity that makes New York City one.









