



JESSE O. PRINCE

PARSONS SCHOOL OF DESIGN
AAS FASHION MARKETING, SPRING 2020



Self-portrait for LinkedIn profile, 2020

A NEW BEGINNING.

I didn't start the AAS Fashion Marketing program with a concrete plan in mind. I just wanted to work in fashion, and I didn't want to be a designer *per se*, but I was inspired by the content I saw on some of my favorite blogs, and wanted to create similar things. With that in mind, content marketing and merchandising interested me most.

There is one common denominator throughout most of courses that I've taken in this program: the use of creativity. Its always been within me, and I've risen to each challenge,.

In this portfolio, I plan to show how I put my creative vision to good use.

SCREEN MAGIC.

The world has been forced to stop and smell the roses with COVID-19. Confined to my home, I decided to snapshot some of the work I made in my Screenprint Fashion class as well as some prints I did on my own prior to the class in my South Ozone Park backyard.

Each design is explained below:

1. Messy Jesse's Garbage Removal: A screenprint design I came up with when I was playing around with the Speedball screens and printing out of my former Bronx apartment. It's inspired by the ones you see construction workers and contractors wear.
2. Rip That Sh*t Up: Speaker of the House Nancy Pelosi made a bold statement earlier this year when she tore up "President" Trump's State Of The Union address a la Sinead O'Connor with the picture of the Pope. I was inspired by it enough to create this print for my screen printing class.
3. Wash Your Hands: Funny story behind this one. I knew the Printmaking Studio was going to shut down, so I wanted to create one last print. I spent the day looking for plain vintage shirts to print on, but couldn't find enough to do a production run, so I just made one the day before it was announced that the school would close for the semester.
4. (REDACTED): To redact something simply means to obscure or delete something for publication. In many reports by our government, details are often redacted to paint the doings of this current administration in a better light. But no matter how much lipstick you put on a pig, it's still a pig. I contemplated this idea for shirts and bought a bunch of old t shirts from the Goodwill down the street from campus to "redact" and pass off as new shirts.
5. PRINCIPE - It means "Prince" in several languages. When I took Spanish as an undergrad in Virginia, I had a professor who would lovingly call me Señor Principe at the end of each class. Years later, I thought it would be a cool name for a streetwear brand, and with the same speedball screens in my Bronx apartment, I printed the university arc on a vintage denim jacket.



3.



5.



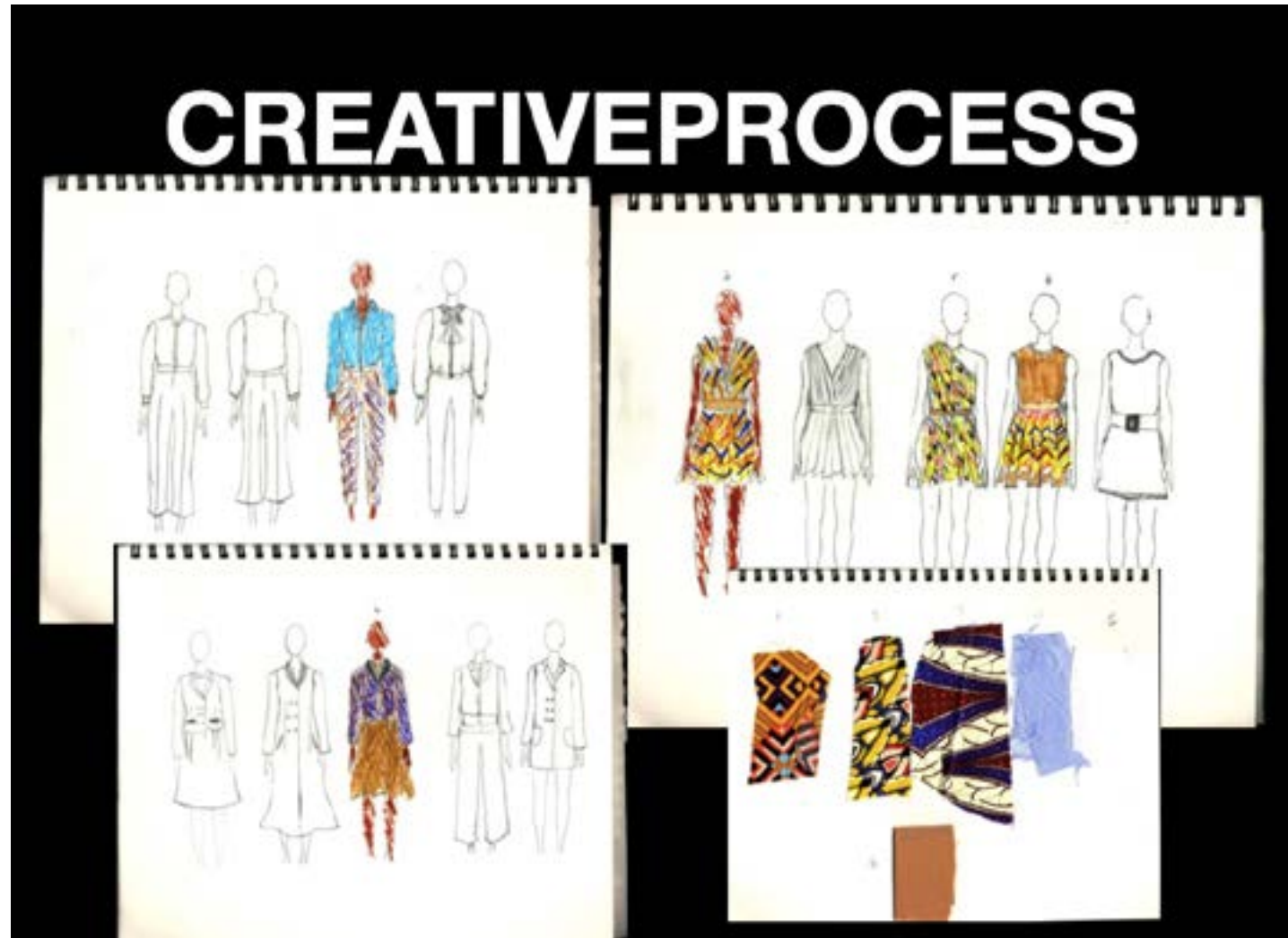
4.



(REDACTED)

RIP THAT SHIT UP

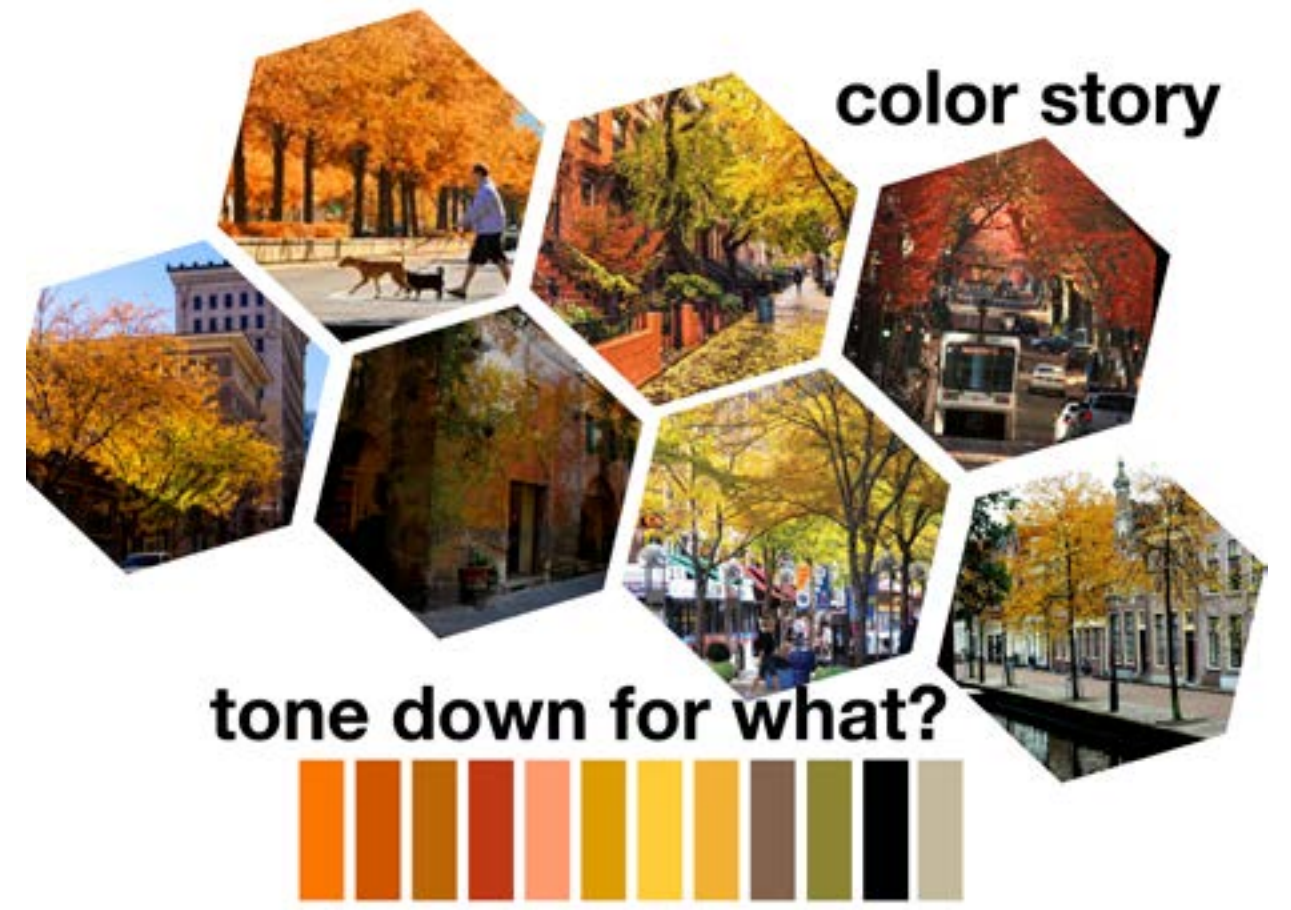




Clockwise from top: 1. presentation for Fashion Industry: Design, 2017; 2. Color Story from Fashion Digital: Intensive; 3. From an individual presentation for the Designing a Fashion Experience course

AND HERE COMES THE PITCH.

It's the way ideas get conveyed to decision makers, investors, colleagues, and everyone in between. It is a tool for collaboration, as well as the organization of thoughts. The pitch deck is tried and true, and serves as a vision board, color palette, scratch pad, and more. During my time at Parsons, most courses culminated in a pitch deck that involved hours of collaboration, critique, and constant revision.



the pandemic has stripped us of our ability to seek entertainment outside of our homes. but, many people have risen to the occasion to help us feel a little less stir-crazy.

DJ D Nice, well known by hip-hop lovers young and old has been hosting "Club Quarantine" for several nights, attracting thousands of viewers, including Michelle Obama and Presidential nominee, Joe Biden. Several other artists have followed suit, like Questlove and many local dj's.

Musicians have also taken to social media to hold concerts. H.E.R, John Legend, Erykah Badu, and Chris Martin of Coldplay, are some of the artists who have graced our computer screens with free (or low price) performances.

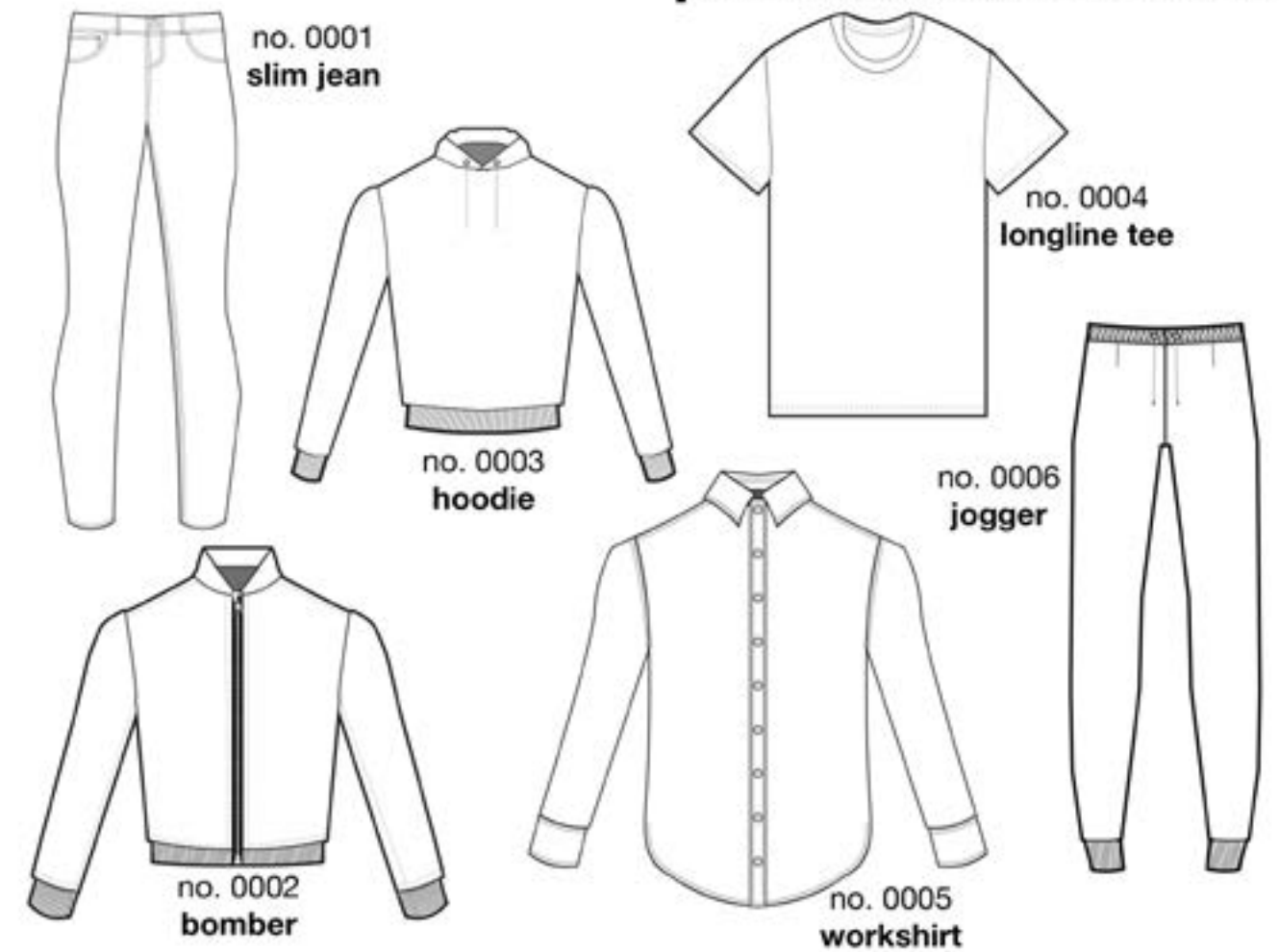
Cultural institutions like zoos, aquariums, national parks, amusement parks and museums have been offering virtual experiences consisting of videos, and guided digital tours.

Not only has ZOOM come in handy for videoconferencing for work and school, it has become a temporary replacement for happy hour. Bars, friend groups and workplaces alike are getting in on the digital fun.

For the children, and maybe some adults, we have Dolly Parton and LeVar Burton (known for Reading Rainbow), as well as a few other celebs reading bedtime stories live via social media.



princeXDESIGN aw18



FALL INTO STREETWEAR.

The Fashion Digital: Intensive course required us to complete a fashion line presentation complete with demographics and psychographics, inspirations, swatches, line drawings, and mock-ups of the pieces in the line. I was inspired by streetwear and brighter, more vibrant fall hues and cool fabric patterns.

BIO

Jesse Prince has always possessed an interest in storytelling and streetwear. For the past few years until COVID-19 forced us into quarantine, he worked as a customer experience specialist for a youth soccer program. With a desire to pivot into the fashion industry, he pursued further education through the Parsons School of Design in the AAS Fashion Marketing program. Previously, he earned a Bachelor of Arts in English from Norfolk State University in Virginia.

REACH OUT

- [click here](#) for my resume
- prinj346@newschool.edu
- check out my [instagram](#)