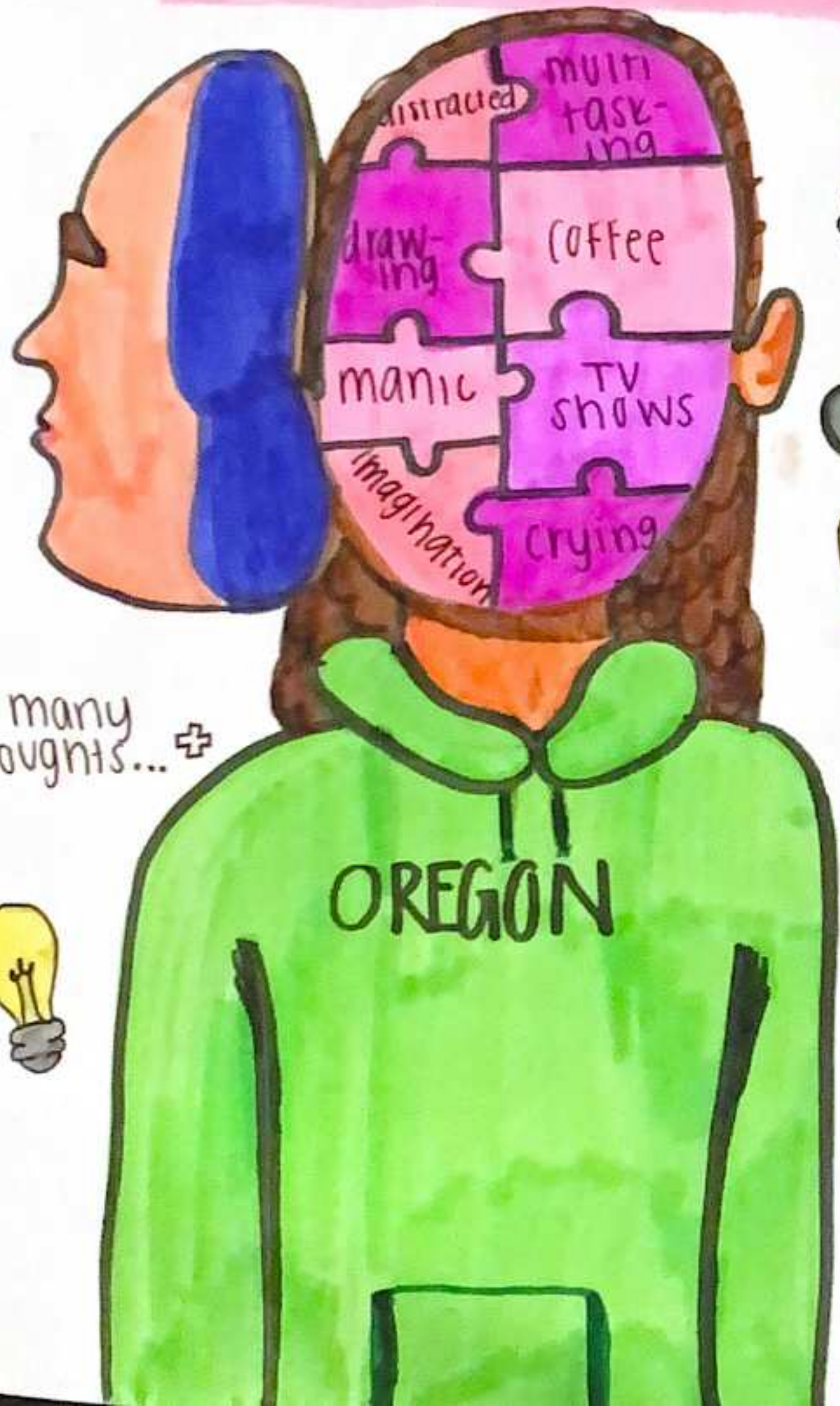


PROMPTS

1. my creative process
2. immigration story
3. 10 days of data
4. hometown water
5. "don't touch my hair"
6. social media presence
7. double consciousness
8. job descriptions
9. brand persona
10. ABC → Z collection
11. climate solutions
12. favorite memory
13. love letter
14. favorite bench
15. career manifesto
16. turtle story

by
Bobbie
Adelson

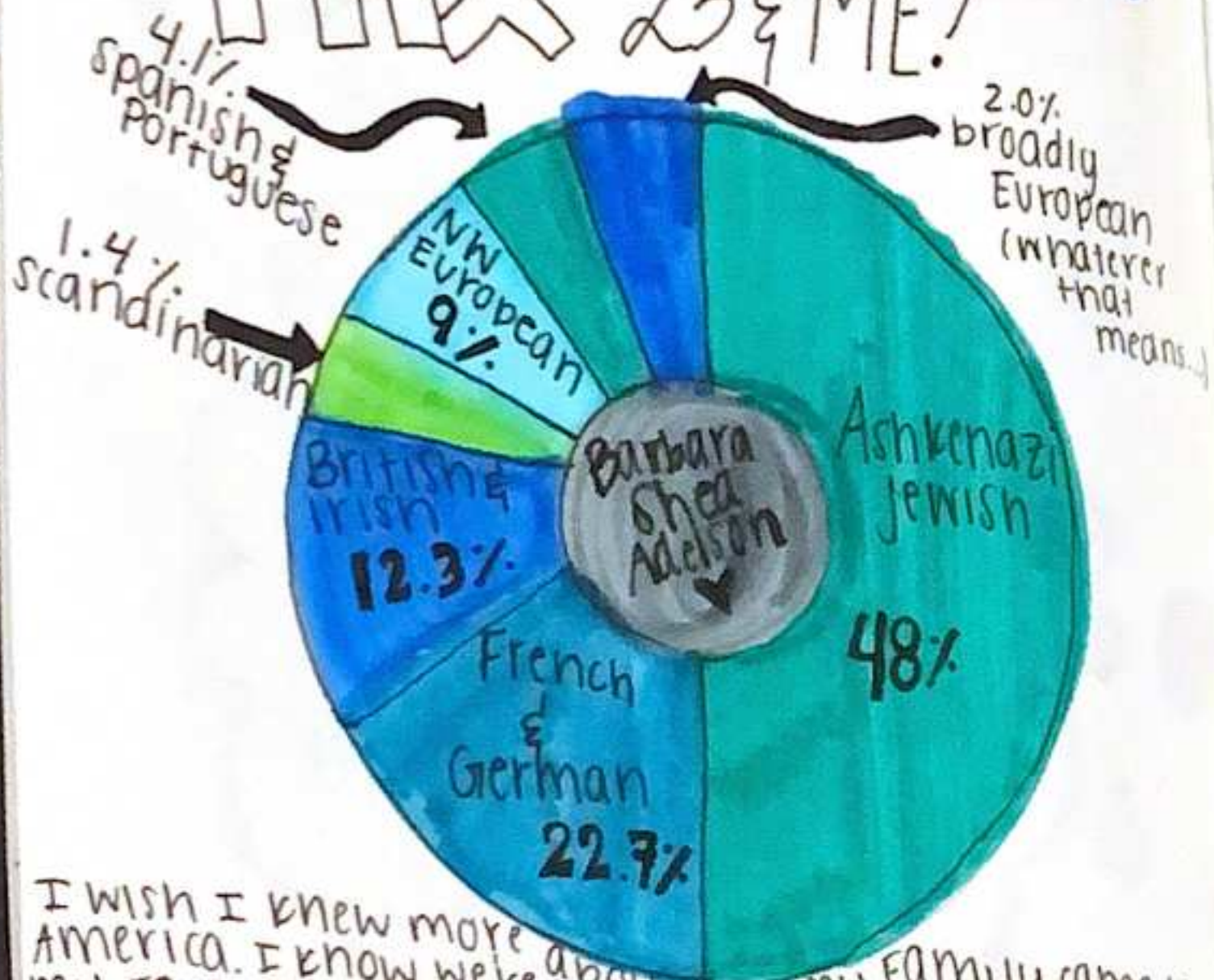
1. My creative process...



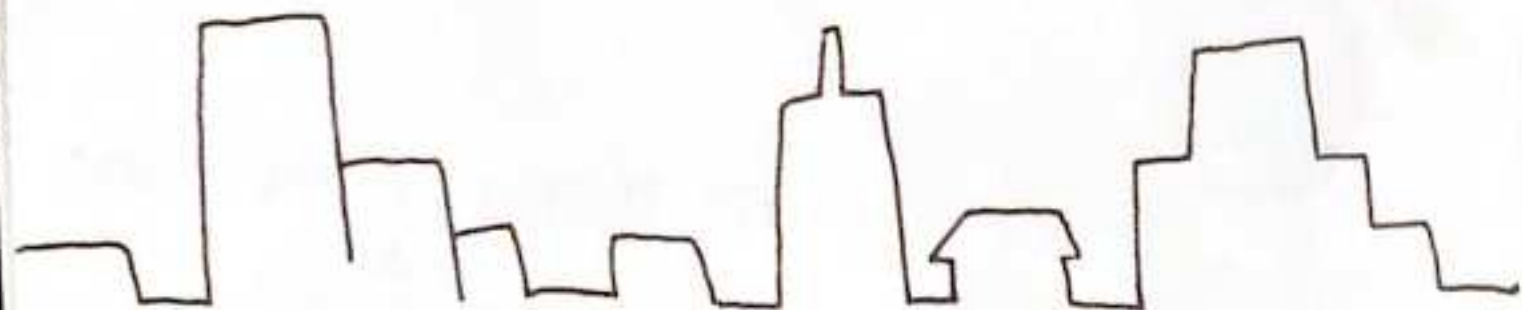
too many distractions = the idea

Migration story

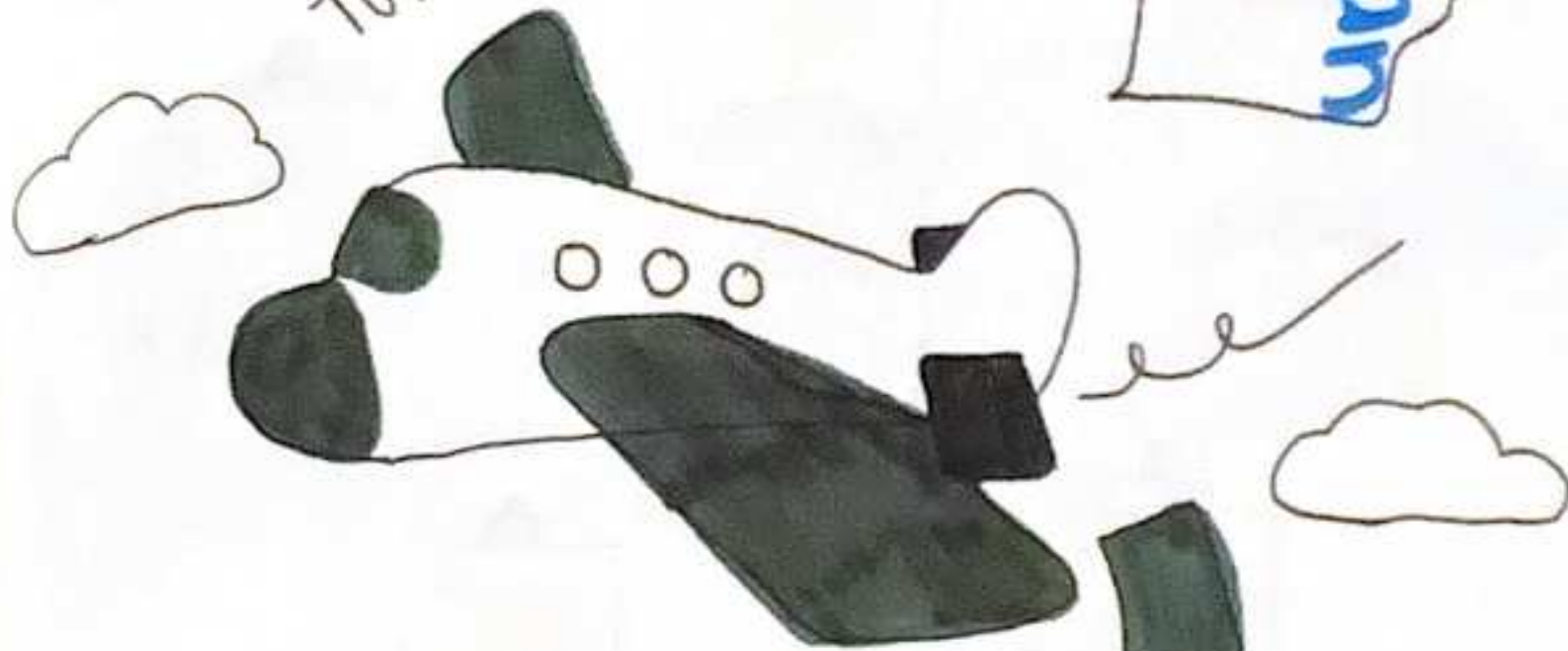
THX 23 & ME!



I wish I knew more about how my family came to America. I know we've been here for a while, most of my family has been in the Midwest for years until my parents moved to AZ. I think the coolest part of my history is my badass grandpa Jim, aka "Big Jim". He grew up in Chicago and was drafted into World War 2 when he was 18, serving as a teletyper. I'm so inspired and proud of my Jewish background, and having a grandpa who served in an important part of Jewish history, is something that I will always keep with me.



Dad Tom

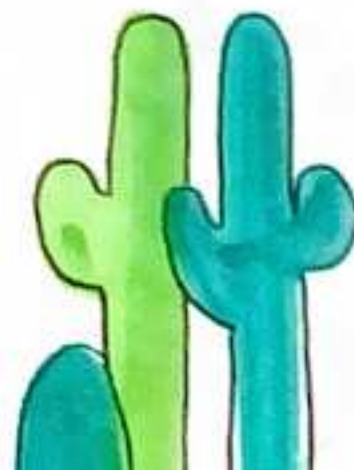


both my parents moved to Arizona from the Midwest. They both would end up going to the University of Arizona, and would eventually meet at a bar in Scottsdale.



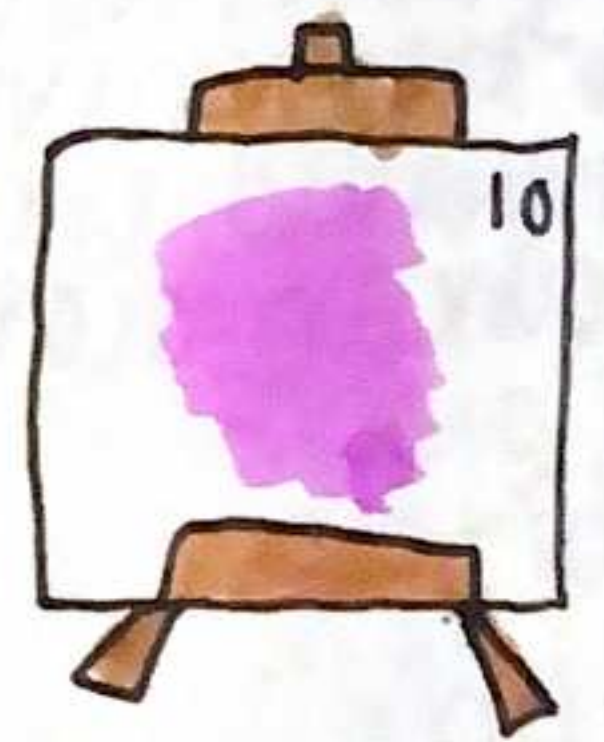
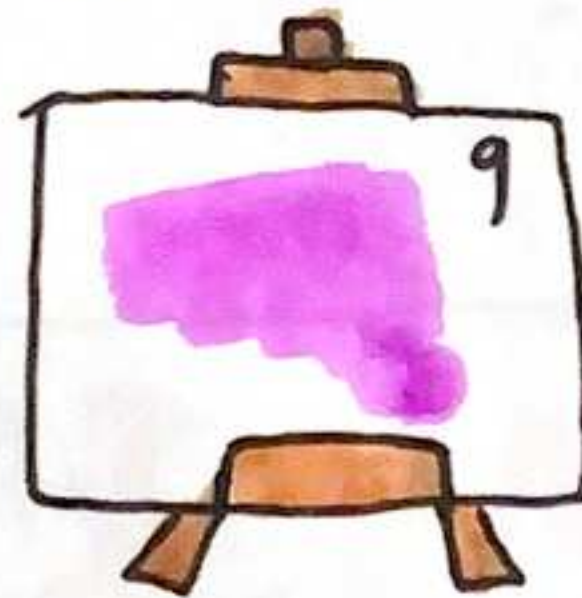
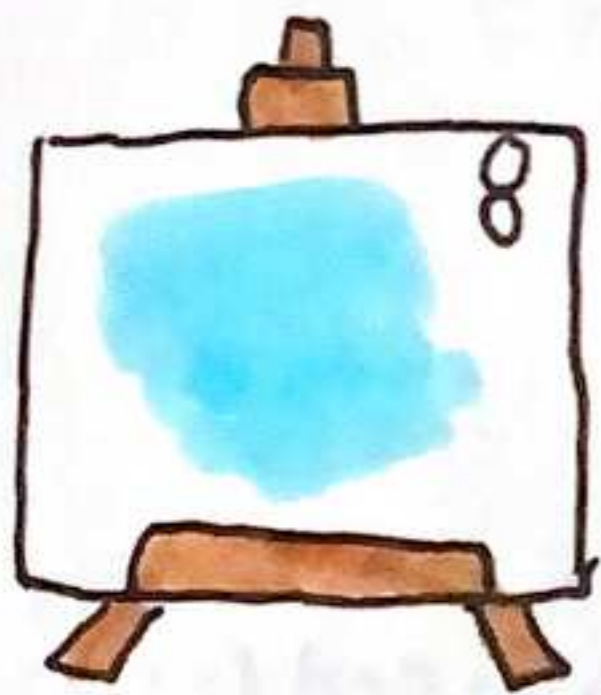
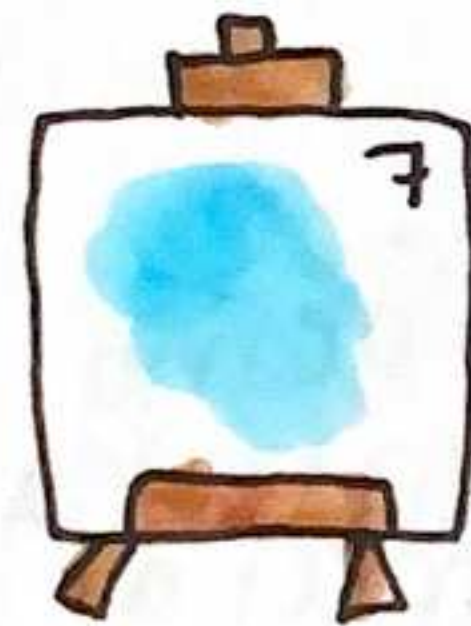
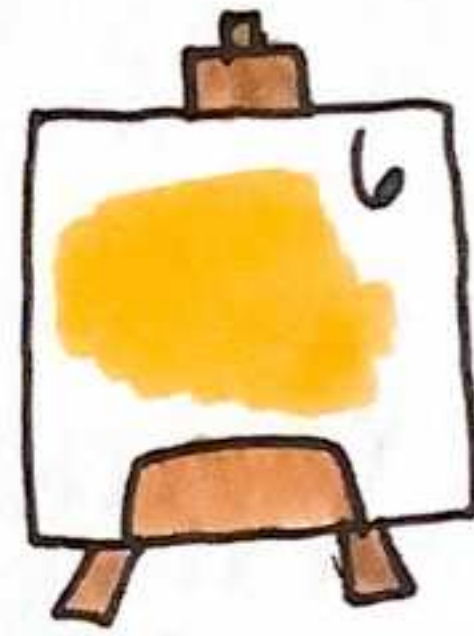
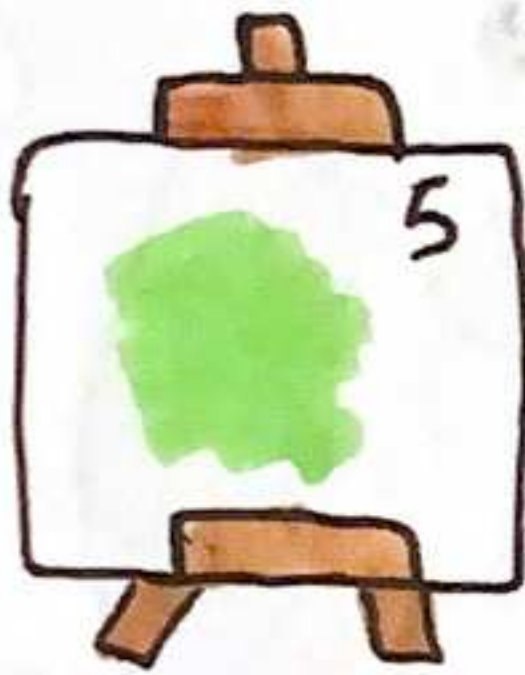
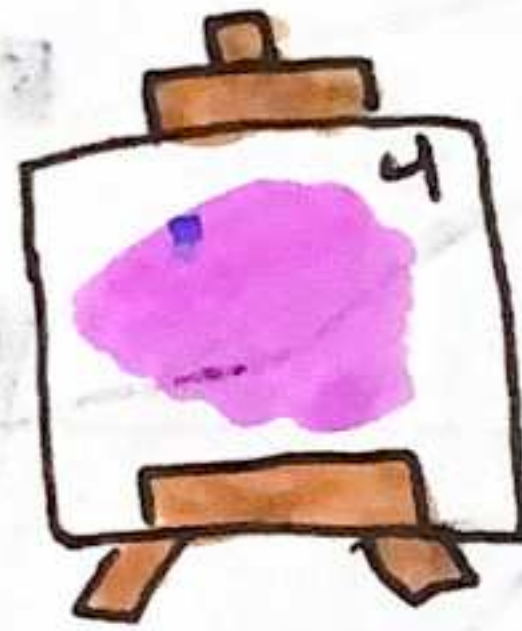
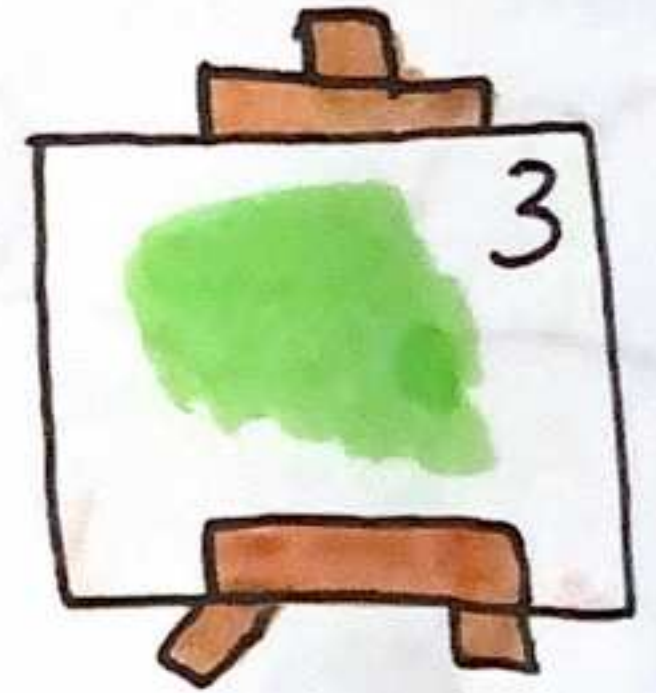
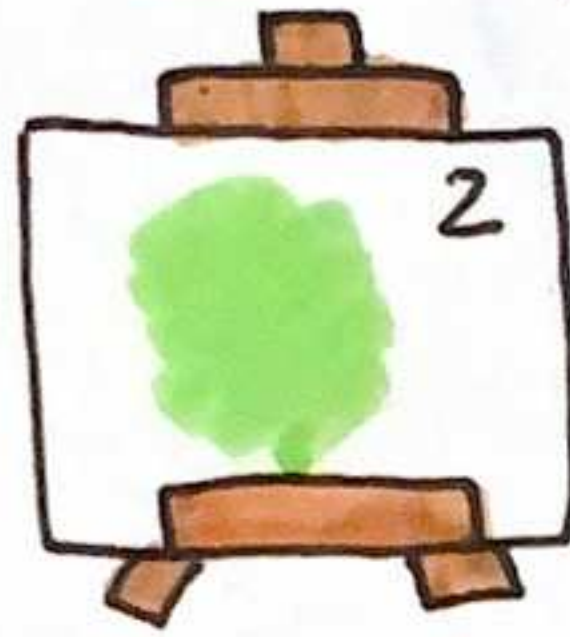
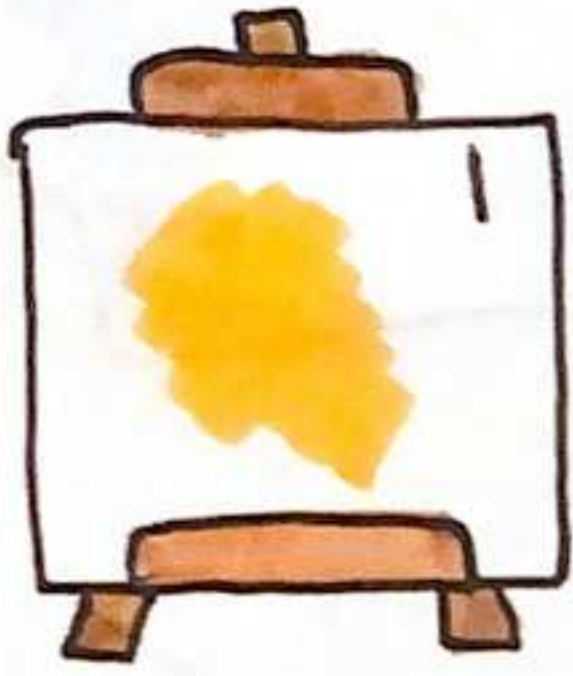
born & raised!

my neighborhood Arcadia used to be a HUGE citrus farm



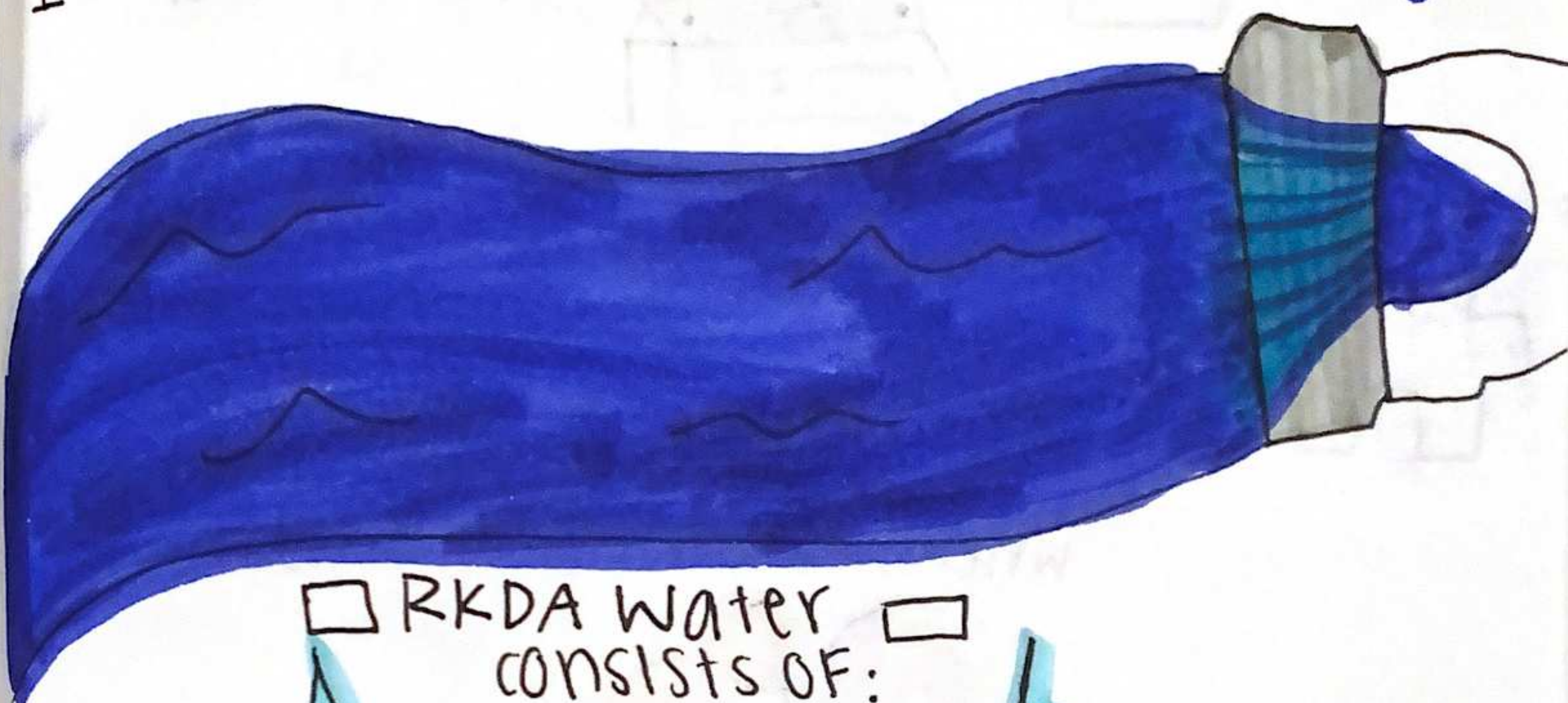
3. 10 Days of NOVEMBER MOODS (data)

... painted



4. WHAT IS IN THE **RKDA** WATER?

The closest body of water to me is a canal, the infamous Arcadia canal.
I think this canal affects the townies...



RKDA Water
CONSISTS OF:

30%
tennis
moms

15%
labradoodles

50%
golf
dads

5%
Scorpions

Arcadia is your typical suburban neighborhood. definitely need some different water...

5. Don't Touch MY Hair!!!

#1

Not having a plan!

ugh! this is the worst. a huge anxiety trigger for me.



#2

parties.

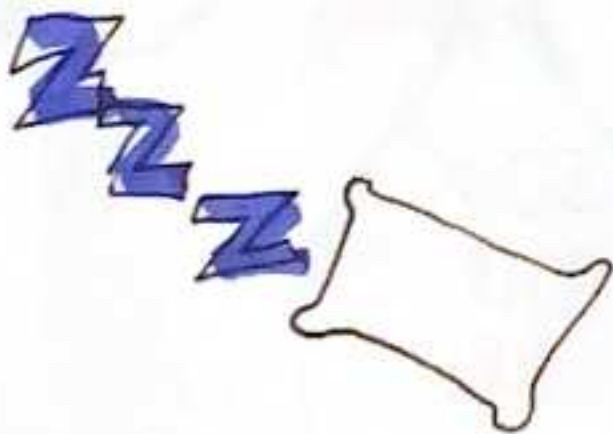
I love to go out with my friends. However, they stress me out too much. Especially, when I don't know anyone.



#3

not getting enough sleep & not having my baby blanket.

self explanatory + I have commitment issues.



NO explanation. just me I guess.

and other things that give me anxiety.

#4

touching my hair/face

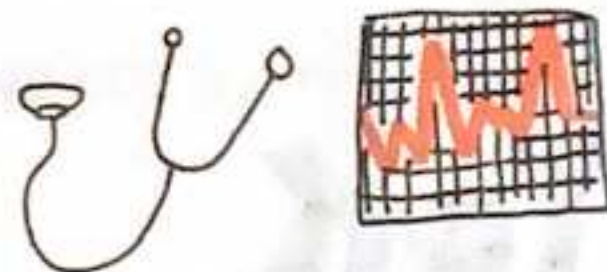
I get so nervous when people touch me. I'm not sure why. I think it's a self-esteem issue.



#5

sicknesses. AH!

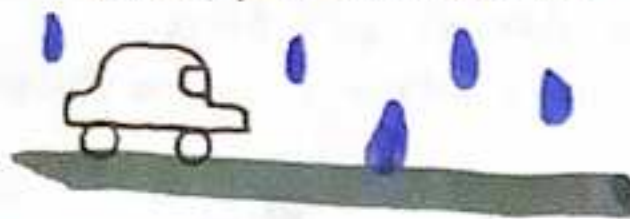
I'm a hypochondriac.



#6

driving in the rain.

I'm from Arizona - not common



#7

Public Speaking

actually the worst one. another confidence issue.



6. Social Media Presence



Instagram

→ 2.7k followers

→ 209 posts

🕒 24 mins. a day

my fav. app. this is where I showcase myself the most & my fashion.



Snapchat

snapscore → 270,744

→ 390 viewers

🕒 1 hr. per day

I love snapchat. my private story is my own TV show.



TikTok

→ 904 followers

→ 445.5k likes

🕒 2 hr. 2 min. per day

TikTok is so fun yet so scary. I went viral a couple times and I hated it.



facebook

→ 587 friends

🕒 12 mins. a day

I was honestly shocked seeing Facebook as one of my most used apps. I usually only use it for my sorority or if I need to buy a football ticket.

"num
ener
M
★

7. Double Consciousness



NOW reviewing: ~~Bobbie~~ **Bobbie Addison**



"the funny friend - comedic relief. an impactful person in my life."

Mehak D.
★ TOP CRITIC

"one of the funniest people I know. An empath and a great listener."

Ellien.
★ TOP CRITIC

"the shoulder to lean on when you need a light hearted friend."

Marissa H.
★ TOP CRITIC

"numerous, comical energetic"

Michael B.
★ TOP CRITIC

"cutest, funniest chick I know."

Dad
★ TOP CRITIC

"my baby girl! grown into such an amazing 21 yr old. kind, generous, hilarious. would do anything for anyone."

Mom
★ TOP CRITIC

8. JOB DESCRIPTIONS

Daily Dress Me.com
Hiring: remote intern
→ Spring '21
Requirements:
- Stellar communication skills
- an eye for style, familiarity with top brands and whats trending
- extremely organized
Bonus:
- Google sheets/Airtable
- Graphic design skills
- Quick learner
(Jan. - April)
Via Facebook

Bozzler Ranch
art room attendant
- working with kids
- people person
- organized
- clean

Chi Omega:
- marketing chair assistant
- social chair assistant
- new member educator

Crabtree and Evelyn
Hiring: remote social media intern
→ summer '21
- unpaid to help with college credit
- analytics
- posting and interacting with followers
- creating TikToks
- advertising projects for broader audiences

Have my own brand

Fashion Influencer

Celebrity Stylist

Dream Jobs

Fashion blogger

Public Relations for fashion brands

Work at New York, Milan, Paris Fashion Week

Movie/TV show wardrobe

9. BRAND

me as a brand would be →

Palette ~



colors I wear, colors that match my avra ~

- brand -

NAME: By Bobbie / simple, easy, just me!

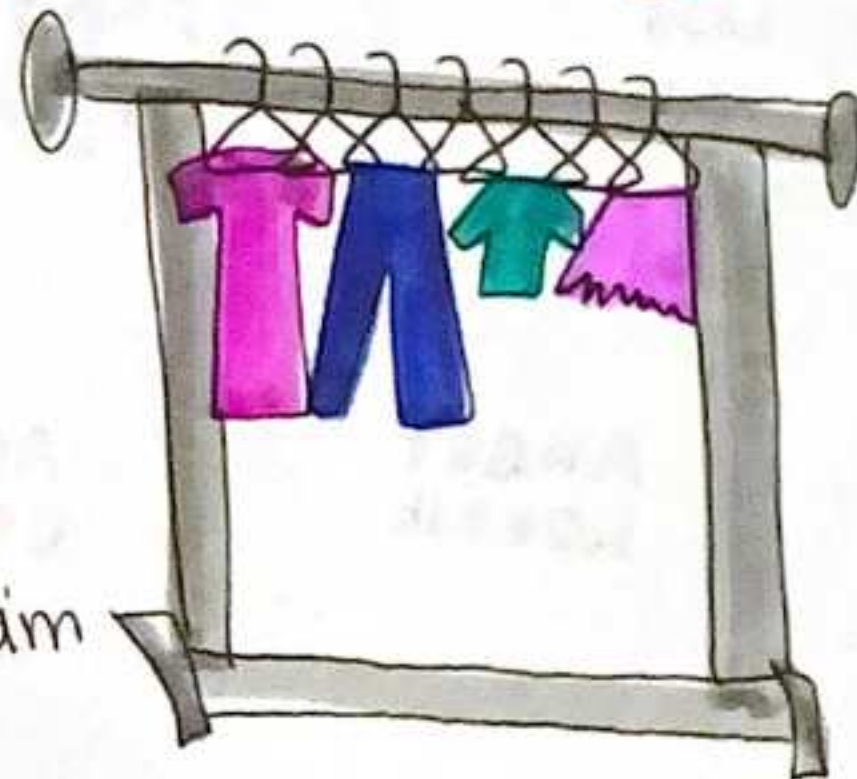
MUSIC 🎧

- 01 sad song - Gracey
- 02 the weekend - bb rising
- 03 Fake ID - Big & Rich
- 04 sexy villain - Remi Wolf
- 05 Everywhere - Peach Tree Rascals
- 06 cure - valley
- 07 forever - Chelsea Cutler
- 08 Go Girl - Miraa May, Raye
- 09 M.I.A - Forrest Nolan
- 10 Industry Baby - Lil Nas X
- 11 Drinkin Problem - Midland
- 12 Remember - Becky Hill

INSPIRATION

- Pinterest
- pop culture
- Fashion trends
- powerful women
- nature / animals
- paintings
- vintage / nostalgia
- dancing / music

persona ○○○○



using this to create my own clothing brand, a personal dream of mine.



10. ABC → Z collection;

my inspirations: friends, family, celebrities, icons, crushes - people who make me, ME!

A ANNA WINTOUR
Vogue editor in chief
fashion icon, powerful woman

B BRITNEY SPEARS
icon, survivor, popstar.

C CHRIS EVANS
king, advocate, celeb crush

D DUA LIPA
fashion icon, queen of pop.

E ILLIE NAONE
bestie, impact on my life, my therapist

F REDDIE MERCURY
ME!
inspiration, music icon. I love Queen.

G LADY AGA
inspiration, icon, advocate, vocal power house

H HARRY STYLES
icon in fashion, music, life, ally, advocate, my love.

I IRIS APFEL
design icon, MOMA exhibition

J JULIE ADELSON
my mom! my rock! a queen.

K KARL LAGERFELD
Chanel, Fendi, Chloe, Fashion icon/founder

L LUCY LIU
Charlie's Angels. Enough said.

M MARGOT ROBBIE
women crush 4ever. superstar. Stunning.

N NAOMI CAMPBELL
paved the way for black women in the fashion industry

O OLIVIA RODRIGO
helped me through hard times, Taylor Swift.

P PAUL RUDD
unproblematic sexy king, loved him since childhood

Q QUEEN
the band, one of the greatest bands of all time, songs are timeless.

R ROBERT DOWNEY JR.
my fav. Marvel man. love him 3000.

S TAYLOR SWIFT
icon, legend, greatest singer/songwriter of our time.

T TOM ADELSON
my dad! my hero! my bff. my #2 rock

U RUBY
my dad
that counts right? well yes my best friend

V VICTORIA BECKHAM
fashion mogul/icon, posh Spice.

W WILL FERRELL
crafted my humor at a young age. Elf/Blades of Glory/etc.

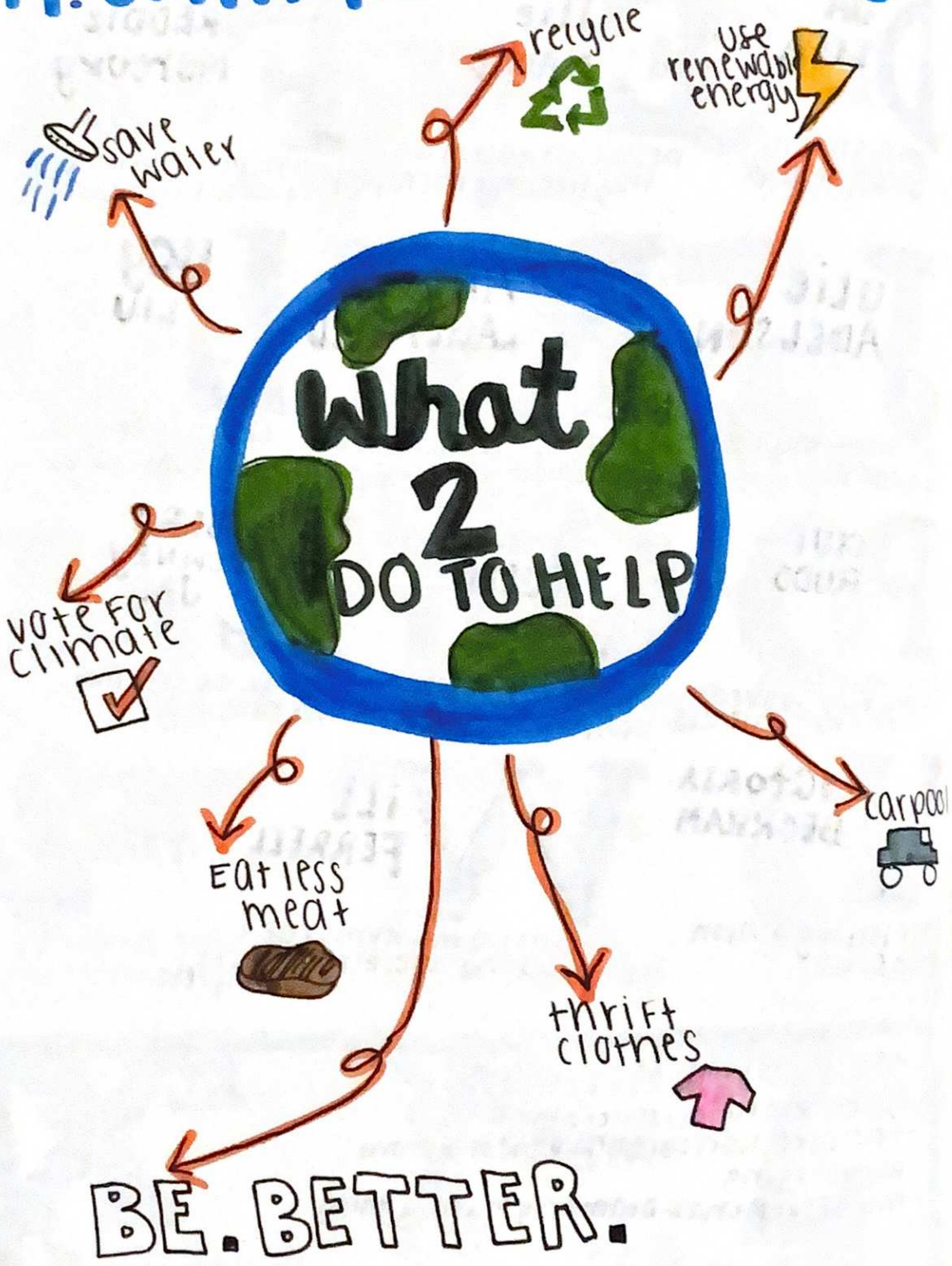
X LIL NAS X
my new found fav celeb. icon. advocate, changing the music industry

Y YVES SAINT LAURENT
the designer/brand, the looks are amazing, iconic fashion.

Z ZENDAYA
fashion icon & actress, I look up to her.

- HONORABLE MENTIONS:**
- Alex Morgan: soccer star
 - one Direction: greatest band of all time
 - RUPAUL: king
 - my BFFs: Mehak Dedmani & Marissa Hardy

11. climate solutions

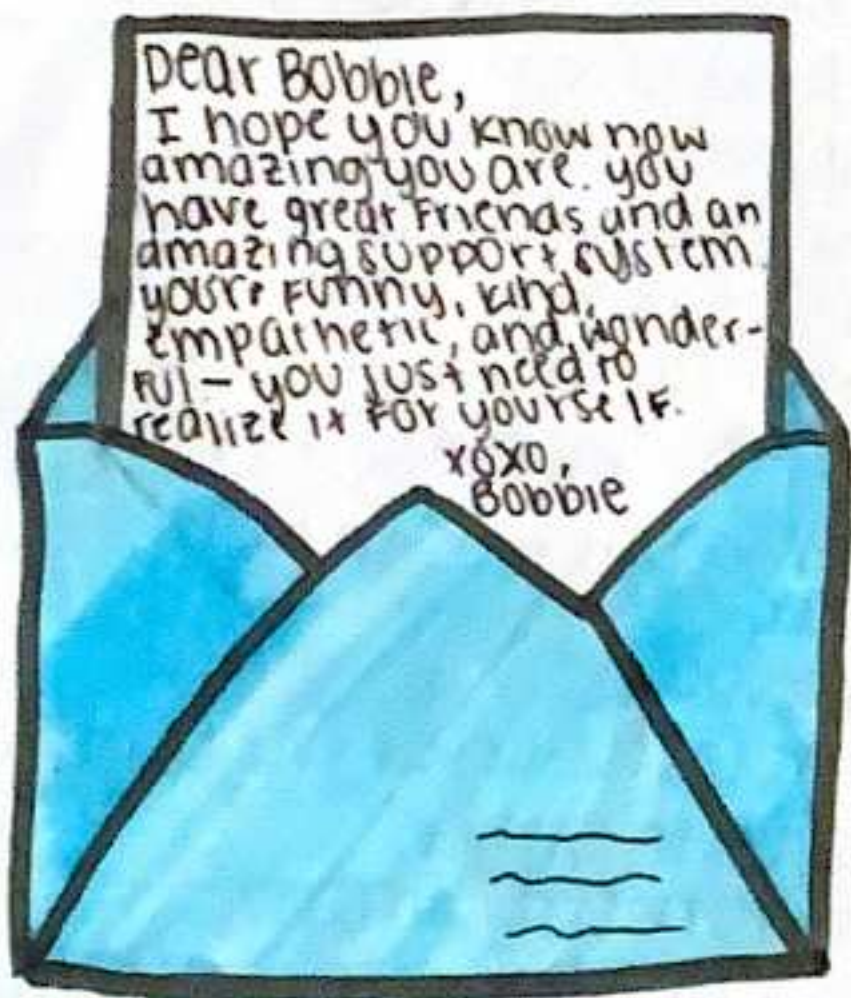
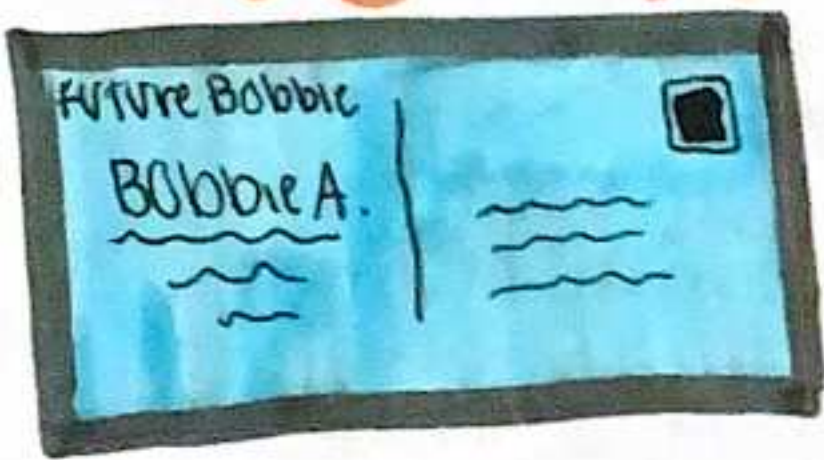


12. Family memories (lies.)

— a compiled list —

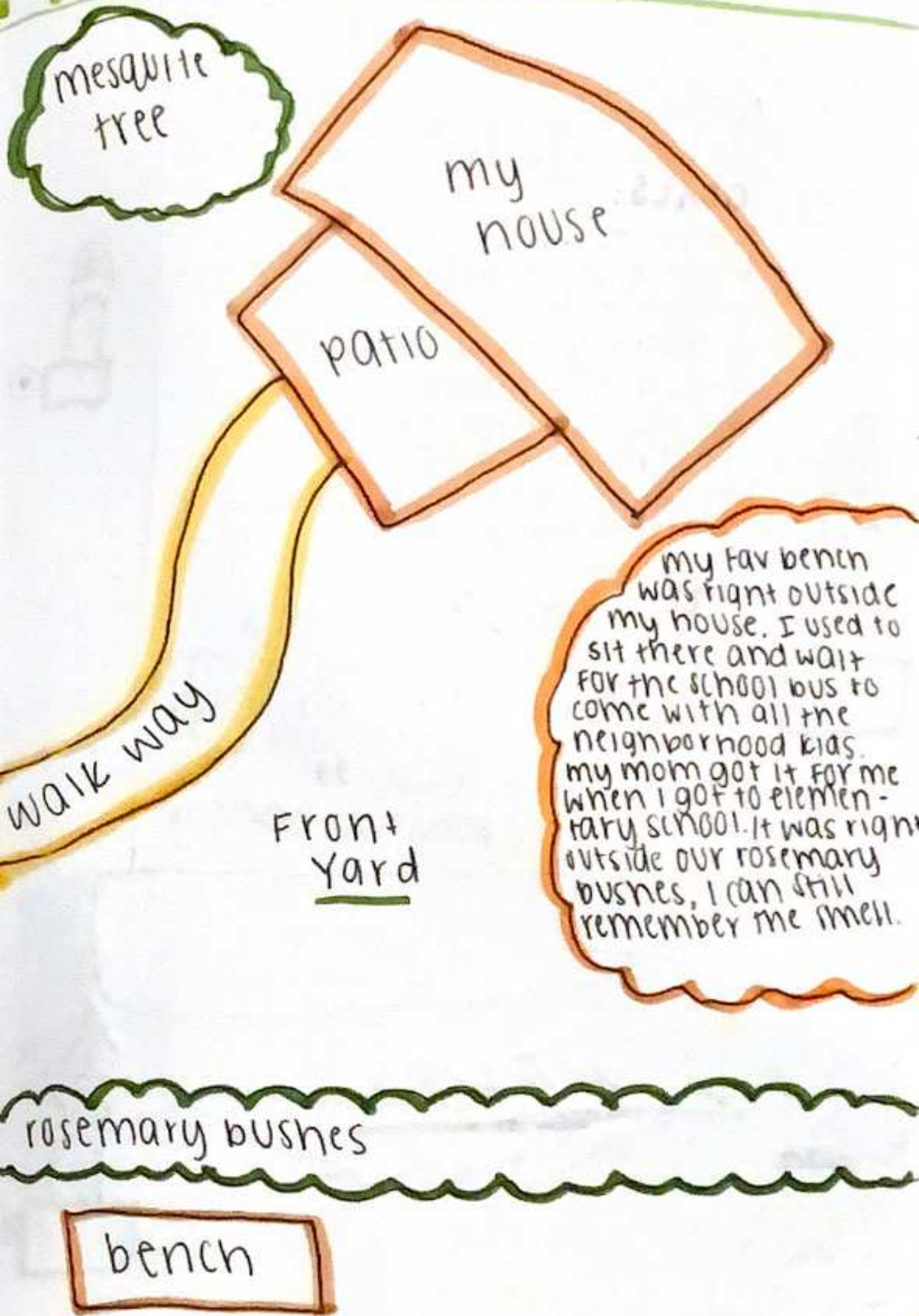
1. Bend trip with my friends.
2. Waking up to my new puppy, Ruby.
3. Seeing Avengers: End Game on the premiere.
4. Joining a sorority / bid day.
5. My mom surprising me on my 21st bday.
6. My brother getting engaged.
7. High school graduation.
8. Seeing the Swiss Alps.
9. Idaho trip with my friends.
10. My sister's wedding.
11. Singing in the car driving to Burgerville.
12. My first words: "mommy, daddy" (singing)
13. Only wearing my Minnie Mouse costume for a whole year.
14. First club soccer goal.
15. Seeing One Direction at the Cardinals Stadium
16. Meeting Justin Bieber.
17. Skiing in Park City, Utah.
18. Going to a Drag Queen show in San Francisco.
19. Being in the pit seeing Harry Styles.
20. Christmas Eve 2019.
21. Getting my sister's puppy.
22. Winning my last soccer tournament.
23. Driving alone, listening to music, watching the sunset.
24. Taking Ruby to get pup cups @ Starbucks.
25. Driving to Idaho from Oregon.

13. I Love Letter: TO MYSELF



address the letters,
to the holes in my
butterfly wings."
- Olivia Rodrigo,
'HOPE VR OK.'
→ great song.

4. Fav. bench



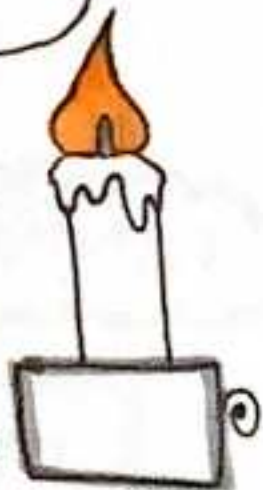
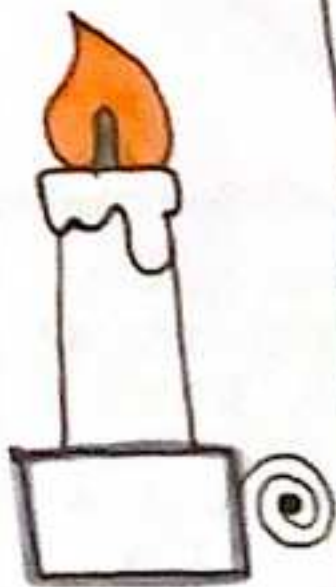
15. Career manifesto

I will be happy and successful
no matter what.

GOALS:

- move to NYC
- get a job in the fashion industry
- starting salary: 37k/yr
- gain social media following
- create anything and everything
- go to 1/3 fashion weeks
- live in Europe

“to have fun in my journey, learn from my mistakes, & always be filled with love & gratitude.”
- personal statement



16. TURTLE story...



- coming out -
- of my -
- shell -

(I also owned a
turtle when I
was 8)
(his name
was Bubba)

"I didn't truly come out
of my shell until my soph.
year of college. I was in bubble
in high school, and never was
truly myself. When I came to
college, my freshman year friends
were great, but there was something
missing. Everything changed when I
lived in my sorority house in the
midst of a pandemic, stuck with
basically the same people every day.
Here I met Ellie, Menak, & Marissa. They
are my true besties, helping me
feel comfortable in my self and
my expression - especially with
fashion. Now, I'm a different
person, or a different
turtle I guess."

