

WHAT IS FLY?



FEEL LIKE YOURSELF

This year, we will continue our FLY legacy. Every year FLY stands for something new, this year FLY stands for "Feel Like Yourself"

WHY FEEL LIKE YOURSELF?

Feel Like Yourself is the perfect fit for FLY this year. Since FLY is a lifestyle brand, we want our customers to feel like themselves in every piece of attire, cosmetics, or any accessory they use. Everyone is unique and has their own style, and FLY aims to ensure everyone can feel like themselves and embrace who they are.



WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

BRITANY VARGAS

During fall, something that makes me feel like myself are hoodies because as the weather is getting colder, this cozy attire makes me feel warm and gives me comfort. I love that I can wear a hoodie with sweatpants or leggings and don't have to stress on what to wear. Hoodies make me feel like I'm wrapped in a soft blanket in this colder weather.



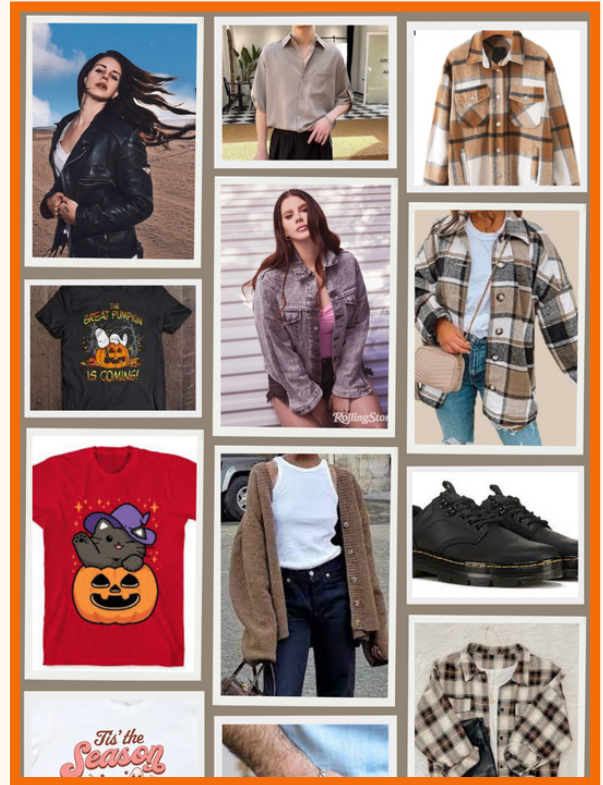
TORI HERNANDEZ

Fall is one of my favorite seasons. The weather is just right to bundle up, yet not too cold. My favorite accessory in the fall is my Carhart Vest. It's perfect for in between weather. You can use it to bundle up with a sweatshirt and it's keeps you nice and warm.

WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

JESUS ASPIROZ

Accessories that make me feel like myself are necklaces, rings, and earrings, clothes-wise. I love button-up shirts because it's mostly my style, but in the fall I love wearing leather jackets and flannels because it's fall-themed, but also since fall is Halloween. I like to wear those silly spooky shirts like there's a cute Snoopy shirt in a Halloween costume. All these items make me feel like myself but also help me join the fall spirit.



ADAMA BAH JALLOH

What makes me feel like myself is the hijab. The hijab gives me a sense of security and protection. It's been a part of me pretty much my whole life. I feel very beautiful in it. And that's the most important thing especially if you want an exclusive brand you want representation as well as everyone to feel like themselves. The hijab makes me feel like the star in the room and makes me feel a lot more confident because wearing the hijab means that I'm also representing Islam everytime I step out the house.



WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

MARELYN CAPULIN

The times that I feel like myself are when I do my makeup. I love to play around with colors and express myself through makeup. I get to take my time and focus on blending colors and making sure it comes out just how I like it. Now that we are in fall I get to use more dark colors. Now more than ever I have been wanting to express myself through makeup. Some say that makeup isn't a good thing because you're hiding yourself but that's far from the truth. I feel myself when I get to wear my makeup just how I like it, without caring what other people think.



NINA CHEN

Something that makes me feel like myself during fall is Sweaters. I love this type of outfit because it is a combination of Fall weather. It's not too cold and not too hot. Sweaters make me feel really comfortable as if I'm on my couch anywhere I go. I love the soft cotton texture and it goes well with any outfits. I can pair them with skirts when the weather is not cold or I can pair it with leggings when it's a little chilly outside.

WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

CHRISTINE DIAZ

An item that makes me feel like myself is my Fenty Gloss bomb in the shade Fenty Glow. My motivation to get up in the morning is being able to take my time and perfectly do my makeup, a therapeutic thing to me. Although I usually like a matte lip, when the air gets colder and crisper, I prefer to moisturize and use a gloss to top off my makeup. Not only will it keep my lips shiny, but it's the perfect fall shade and goes well with a brown lip liner. Fenty gloss was also my gateway product into makeup, which is an important part of me and my identity.



GRISEL FANA

Being yourself is an amazing thing. Me personally, when I'm in an environment with people I know, I'm myself. Also when I have my hair, nails and lashes done. Dressing up and going out makes me feel like myself. It's amazing when you don't have to pretend to be something you're not. I like being myself and expressing myself. FLY is helping everyone feel like themselves. If you don't feel like yourself and love yourself you'll never be proud of yourself.

WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?



HYBA FIGUEROA

When it comes to fashion, a number of things contribute to making me feel like myself. For me comfort is one of the most important things, especially during school hours, so I like to wear neutral (fall) colored plain sweatsuits. I like to accessorize the basic outfit with gold jewelry, sneakers and a tote bag. To complete the look I do my everyday simple makeup but with more brown tones for fall.

OCTAVIO VALERIO

What makes me feel good during fall is the weather. I like rain. Some people hate it but I like a little drizzle just seeing the rain. I sometimes hope it rains and the rain makes me laugh.



WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

DAJANIQUE BROWN

What makes me feel like myself, the thing that makes me feel like myself is my fur coat. It makes me feel warm and cozy and stylish. It's a navy blue lavish fur with black leather on the forearm thigh length. I would tend to wear some sneakers or furry boots to match the coat. My birthday is in the winter and I just love being a winter baby and then my coat and just dressing up in the winter tops it off. I like all the other seasons as well.



NASSIMA ACHIBA

What makes me feel like myself is when my makeup becomes matte in the fall and I don't sweat it off. I also love when I can layer my clothing, because it sparks creativity and an open mind. When it's time for Halloween, I truly enjoy seeing everyone becoming a union to make kids happy.

WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

STELLA MININO

Getting dressed up always makes me feel good about myself. It boosts my self esteem up. I get to embrace myself in the pieces I choose. These clothes aren't clothes I wear on a daily basis, so when I do wear them I feel better about myself. It motivates me to want to take pictures and post them. Hearing compliments about my outfit is like music to my ears. It makes me feel like I can look cute without having too much going on with my outfit. The weather is also perfect to have a nice couple of pieces on and not layers of clothes.



WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

VALERIA MOCHA-CASTRO

Growing up, I have always been connected to my Mexican heritage. One of the many cultural festivities that we celebrate during the Fall includes a very vulnerable celebration to many called Día De Los Muertos, which stands for Day Of The Dead in English. Celebrated on November 1st through November 2nd Día De Los Muertos is a day where we honor and remember our loved ones who have passed away. Through a small altar usually decorated with "Flor De Muerto" created by families, we place a picture of our deceased loved ones along with their favorite food or games, anything that they loved to do or eat during their lifetime. Others, visit their graves while also bringing an object or food that their loved ones enjoyed. It is said that on this day our deceased loved ones come to visit us wherever we are, which makes me happy knowing that my deceased grandfathers are still watching over us and my family and I will always remember him through our altar that we create every year on Día De Los Muertos.



WHAT MAKES YOU FEEL LIKE YOURSELF IN FALL?

SILVIA MARTINEZ

When the fall season begins, cardigans make me feel stylish and comfortable while feeling like myself at school and work. I like to accessorize them in different ways to give off different vibes. Cardigans are definitely a staple piece in my fall closet since they are easy to find. They can be found in retail stores or in a more affordable way such as thrifting.



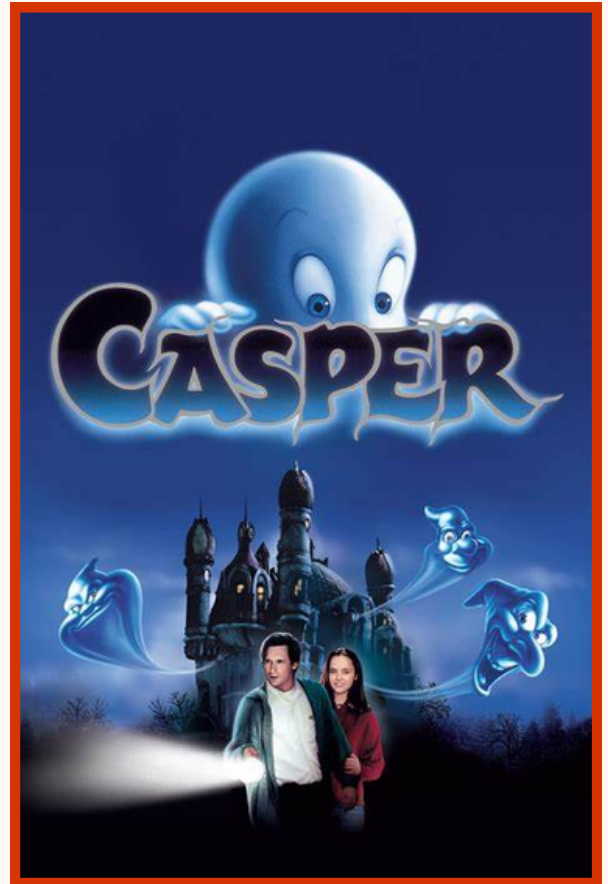
ELISE FROMHART

When asked, "What makes you feel like yourself?" The first thing that comes to mind is clothing. My answer stays the same for fall, as well as summer, spring and winter, though I especially love sweaters for the fall time. I've never been the biggest fan of fall because with the weather change, comes my mood change, though, an oversized sweater, cuffed around my wrists, hanging below my waist, keeping me cozy and cute makes me feel content with myself. My sweaters are like the warm hug that I secretly need on a chilly day. So when in doubt, I'll put on a warm sweater and feel like Elise again.

WHAT'S YOUR FAVORITE FALL MOVIE?

JADE OCHOA

Fall is such a lovely season. From colorful leaves falling to the most amazing movies, fall is the ultimate season for me. My favorite movie to watch during the fall is Casper. It's the fall movie to watch with your family and friends. Casper is released on various streaming platforms only when fall has officially begun and so often I associate it with fall. Nothing starts fall for me like Casper. The friendly ghost Casper has many 1990s-2000s kids entrapped in the Casper franchise.



DAYLA BELTRE

My favorite fall movie is Rocky Horror Picture Show. I chose this movie because not only is it a classic with Tim Curry but the soundtrack throughout this movie is amazing. This movie is a silly movie with a strong message of expressing yourself. This movie never fails to entertain.



WHAT'S YOUR FAVORITE FALL MOVIE?

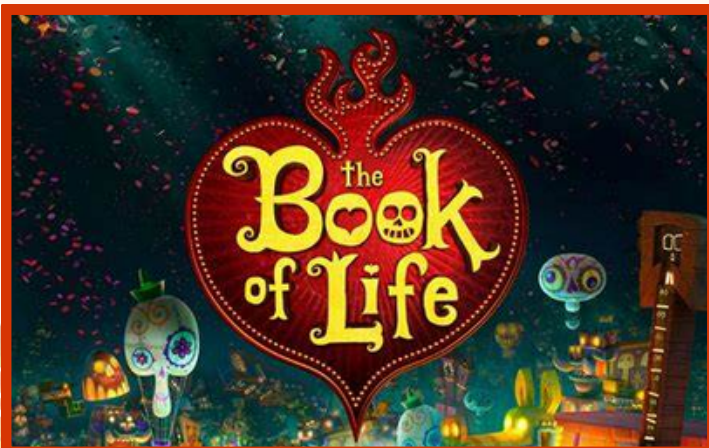
KAYLEEN ALTAMIRANO

My favorite fall movie is "stuck in love", everytime I say this I always have to follow up with "it's not what it sounds like I swear" due to it's very cheesy rom com name. The movie's setting in itself is around thanksgiving and thanksgiving traditions and one of my favorite traditions is to watch this movie once fall hits to get in the grateful spirit. The movie is a very heartwarming touching film because it doesn't shy away from the ugly and complicated and it has a touch of realism which is something I feel necessary for a movie to have in order to make it relatable and enjoyable to watch.



NADIA RAMOS

My fall favorite movie that makes me feel like fall has begun would be the Book Of Life/ El Libro De La Vida. A movie that has extremely beautiful scenes and great representation of Mexican culture but the music is the biggest factor for me.



WHAT'S YOUR FAVORITE FALL MOVIE?



ALANIE MENDEZ

My favorite fall movie of all time is definitely Halloweentown. I can vividly remember sitting on my bed and watching the full series (3 movies) over and over again. This movie was always my favorite because I really admired the familial connection all the characters had with each other. As someone who really cherishes family (and also loves Halloween) this movie was perfect for me as a kid. As I'm older, this movie is still amazing, not just because of its comforting nostalgia, but also because it has just the right amount of "Halloween" I can take as a huge scaredy cat!

SAVANAH GREYSTONE

My favorite fall movie would have to be Halloweentown because it reminds me of my childhood. Growing up around fall time, Disney Channel played all three Halloweentown movies as a marathon, and it made me happy because I could just relax and not worry about anything else. During this time of the year, Disney had a month of "Monstober." This was my favorite because I liked the feeling it gave me. The feeling of being a kid and enjoying the Halloween season. Halloweentown was a movie about family and love, which made me feel homey inside, so every year I like to rewatch it to bring me back to that place.

WHAT'S YOUR FAVORITE FALL MOVIE?

JESUS CRUZ DE LA LUZ

My favorite "Fall" theme movie would probably be Coco, although kiddish I love rewatching movies from my childhood even though I'm a horror genre type of guy. I like this movie because it's filled with love, music, and a beautiful story. It celebrates family and culture, and the power of following your dreams! I love the songs, the plot, and the movie in general- mainly because it celebrates "Días de los muertos" aka day of the dead and really focuses on the importance of remembering your loved ones both alive and who passed.



AMARA MCNAIR

My favorite fall movie is the Disney original, Twitches. It's about these twin sisters who discover each other and their magical powers on their 21st birthday. I really liked it because the actresses Tia and Tamera were the main characters, and I was obsessed with them from watching "Sister Sister" with my mom. Also, at the time, it was kind of scary because they were being watched by these shadows. Now that I'm older, though, I look at the special effects, and they're wack.



WHAT'S YOUR FAVORITE FALL MOVIE?

SARA SMITH

For some, fall embodies comfort, coziness, and warmth. For me, fall embodies spookiness, hence the newfound name "Spooky Season". October, in specific, ignites the flame that is the fall season. From the reruns of old scary movies to the new releases that have us shaking in our boots. The first movie(s) that comes to mind when I think of the genre of horror (especially in the fall) is the Scream franchise. Ironically, scream is thought of as a more old-timey slasher with less of the horror lure that horror movies of today's day and age give. My personal favorite is the original scream from 1996, because you can't beat the originals. The suspense of figuring out who the killer was had me on the edge of my seat and I feel like the 90's era movies and the quality of the acting in general at that time speaks to the fall season and the homely feel classic horror movies give me during the fall!



WHAT'S YOUR FAVORITE FALL MOVIE?



CIYANNI DAVIS

When the weather starts to become chilly and the leaves start to fall, that's when I know fall is here. When fall rolls around sitting in bed cuddled in a warm cozy blanket while watching my favorite childhood movie Coraline has let me know the season of fall has come. This movie embodies the warm vibe of fall while allowing for the viewer to feel like themselves while being in the comfort of their own home. Coraline fits perfectly into the month of October perfectly by demonstrating the warm and spooky Halloween vibe. Coraline is a movie that can be enjoyed by anyone and allows the Halloween vibe without actually watching a horror or thriller movie.

WHAT'S YOUR FAVORITE FALL MOVIE?



MAYAN RODRIGUEZ

My favorite fall movie is *The Nightmare Before Christmas*, I watch it every Halloween with my family. I've been watching it ever since I was little and I always loved the movie since I love the vibes of fall and Christmas and this movie combined the two together. The animation is so well done, the way it looks so smooth but still handmade gives a charming feel to the movie. I'll keep watching it every Halloween.

STEPHANIE GONZALEZ

The Nightmare Before Christmas, *Corpse Bride*. It has finally arrived that month of the year. You binge at home all day in bed with snacks and settle down. What a better way to spend Halloween than at home and watching movies that match the weather and the holiday. A Halloween marathon.



WHAT'S YOUR FAVORITE FALL MOVIE?

JOHANNA VICENTE

My favorite fall movie is the Nightmare Before Christmas. Considered as both a Halloween and a Christmas movie, the Nightmare Before Christmas is a very versatile movie that caters to my love of all things spooky and my love of Christmas. The creepy yet somewhat cheery feeling of this movie combined with the nostalgia of a thousand rewatches is sure to get me in the perfect fall Halloween-and-nostalgia-based mood. The perfect end of a chilly fall night is to stay at home with a warm blanket watching the Nightmare Before Christmas.



FLY LOGO IDEAS



Sourced from several of our departments, here are some FLY logo ideas we've been working on! Which is your favorite?