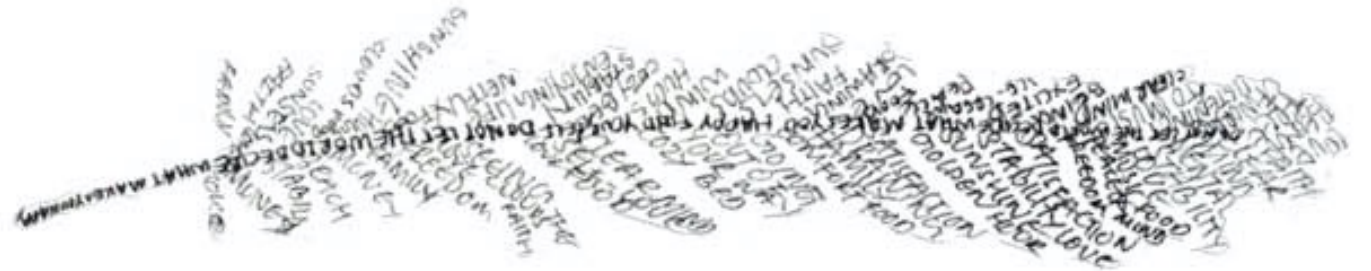


FALLEN



F E A T H E R S



PORTFOLIO

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CONCEPT  
DEVELOPMENT

01



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# CONCEPT DEVELOPMENT

## Euphoria

*is not a reflection of reality. It is an elevated mood of intense happiness & excitement that is not equivalent to the reality of a situation.*  
*Always temporary, never permanent.*

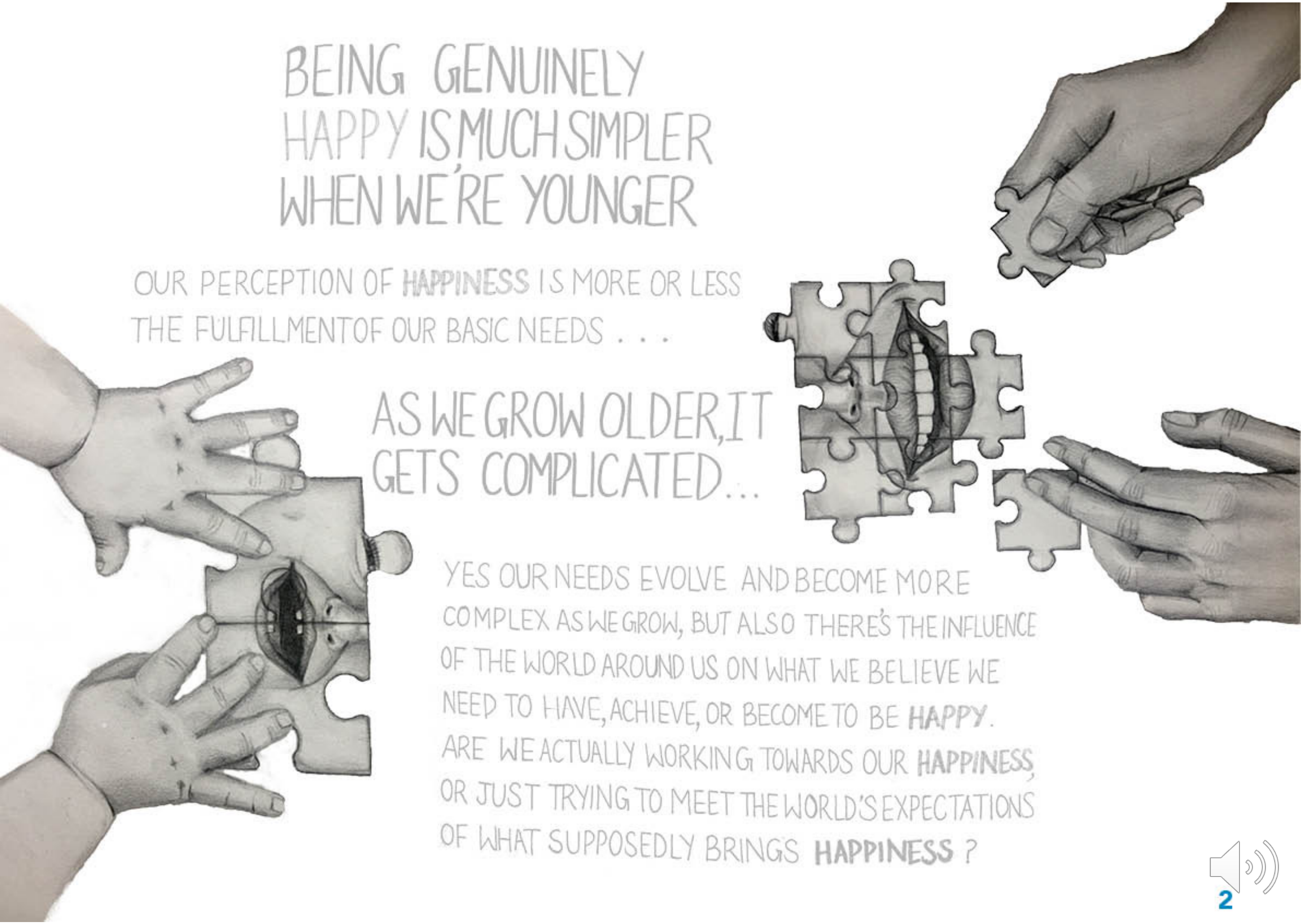


BEING GENUINELY  
HAPPY IS MUCH SIMPLER  
WHEN WE'RE YOUNGER

OUR PERCEPTION OF **HAPPINESS** IS MORE OR LESS  
THE FULFILLMENT OF OUR BASIC NEEDS . . . .

AS WE GROW OLDER, IT  
GETS COMPLICATED...

YES OUR NEEDS EVOLVE AND BECOME MORE  
COMPLEX AS WE GROW, BUT ALSO THERE'S THE INFLUENCE  
OF THE WORLD AROUND US ON WHAT WE BELIEVE WE  
NEED TO HAVE, ACHIEVE, OR BECOME TO BE **HAPPY**.  
ARE WE ACTUALLY WORKING TOWARDS OUR **HAPPINESS**,  
OR JUST TRYING TO MEET THE WORLD'S EXPECTATIONS  
OF WHAT SUPPOSEDLY BRINGS **HAPPINESS** ?



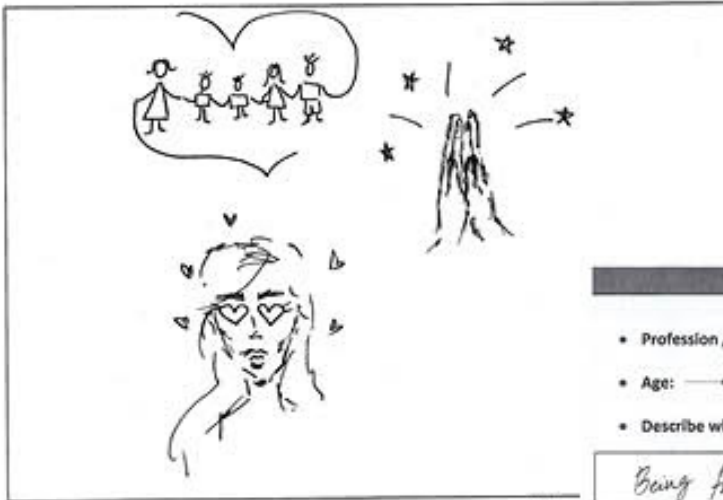
# What is happiness, really?

## PERCEPTION OF HAPPINESS

- Profession / field of study: Fashion
- Age: 21
- Describe what happiness is to you

Family, Faith & Self love

- Visualize it here!



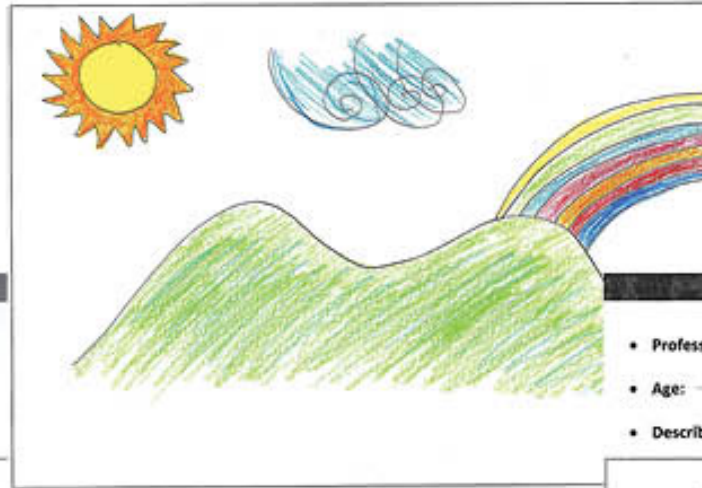
- Which color best communicates happiness to you? White

## PERCEPTION OF HAPPINESS

- Profession / field of study: Pharmacy
- Age: 22
- Describe what happiness is to you

Relaxing and de-stressing in a green-isolated place

- Visualize it here!



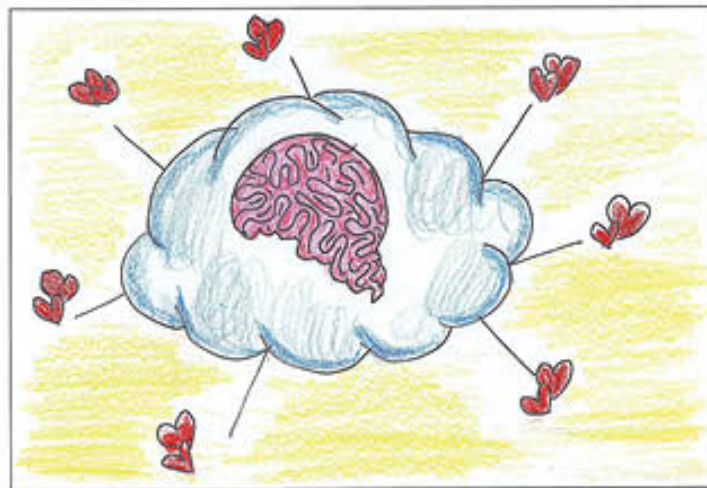
- Which color best communicates happiness to you? green

## PERCEPTION OF HAPPINESS

- Profession / field of study: Fashion Design
- Age: 20
- Describe what happiness is to you

Being free of worries, with people I love

- Visualize it here!



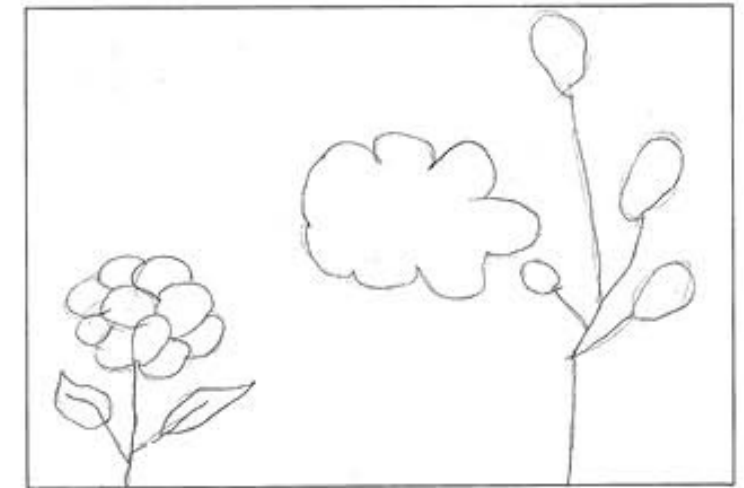
- Which color best communicates happiness to you? yellow

## PERCEPTION OF HAPPINESS

- Profession / field of study: Literature
- Age: 48
- Describe what happiness is to you

Safety of people I love

- Visualize it here!



- Which color best communicates happiness to you? green



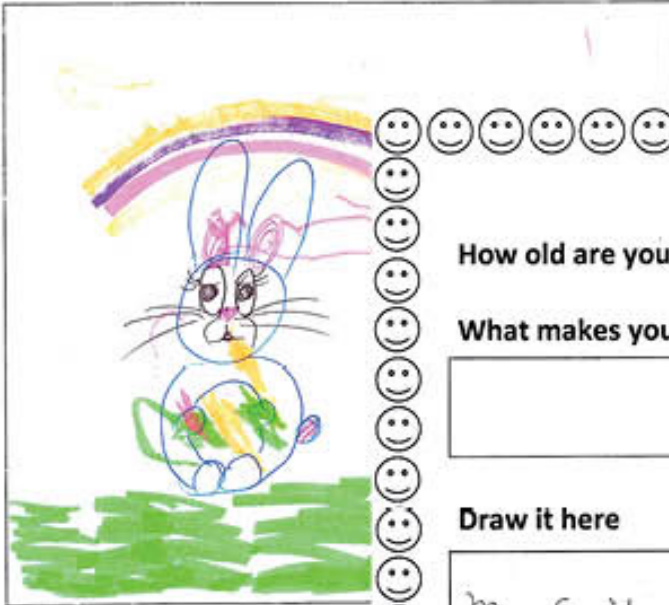
**Happiness**

How old are you? 3

What makes you very happy?

Yellow Green Chocolate  
Boring

Draw it here



Which color makes you feel

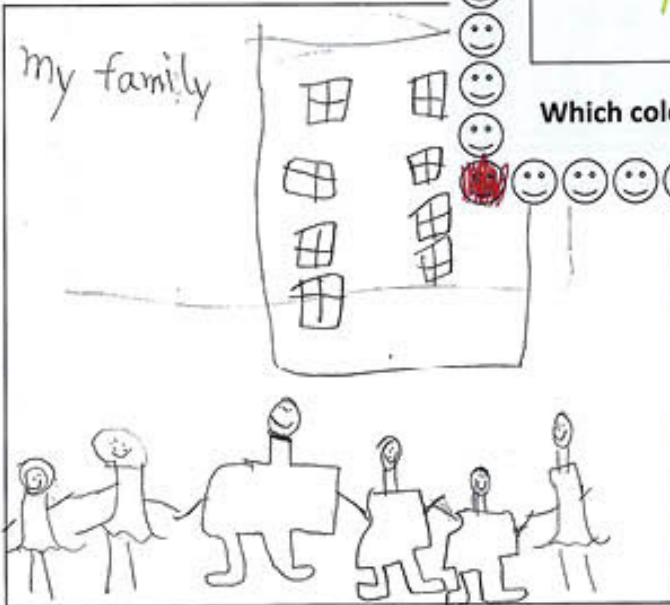
**Happiness**

How old are you? 6

What makes you very happy?

Love

Draw it here



Which color makes you feel happy? yellow

**Happiness**

How old are you? 5

What makes you very happy?

Cheeky (fluffy toy), Purple, Balloon, Blue  
Swings.

Draw it here



Which color makes you feel happy? Purple

**Happiness**

How old are you? 6

What makes you very happy?

Chipmunk toy, going out with my friends to  
the mall, Coloring

Draw it here



Which color makes you feel happy? rainbow



seeing the clouds, listening to music, clear mind going to the beach ☺.

Stablization and Satisfaction / Sunsets / peace of mind

Seeing people I love happy / smiling

BEING EXCITED, GOING OUT OF YOUR WAY, ENJOYING LIFE

Ice-cream - Drawing  
comfort food + cozy Bed + Cat + My Family + music + Being mentally stable

Netflix & food

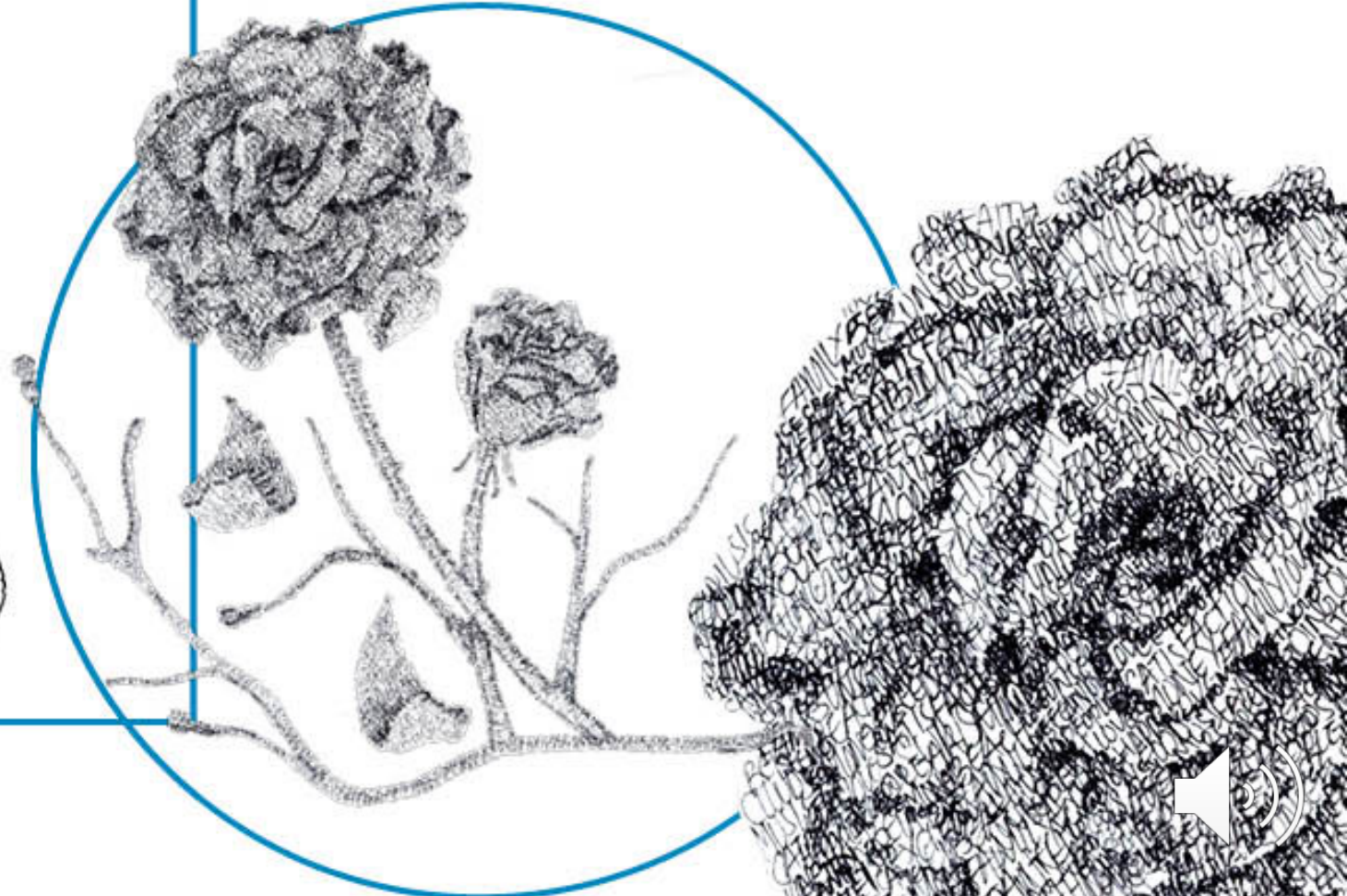
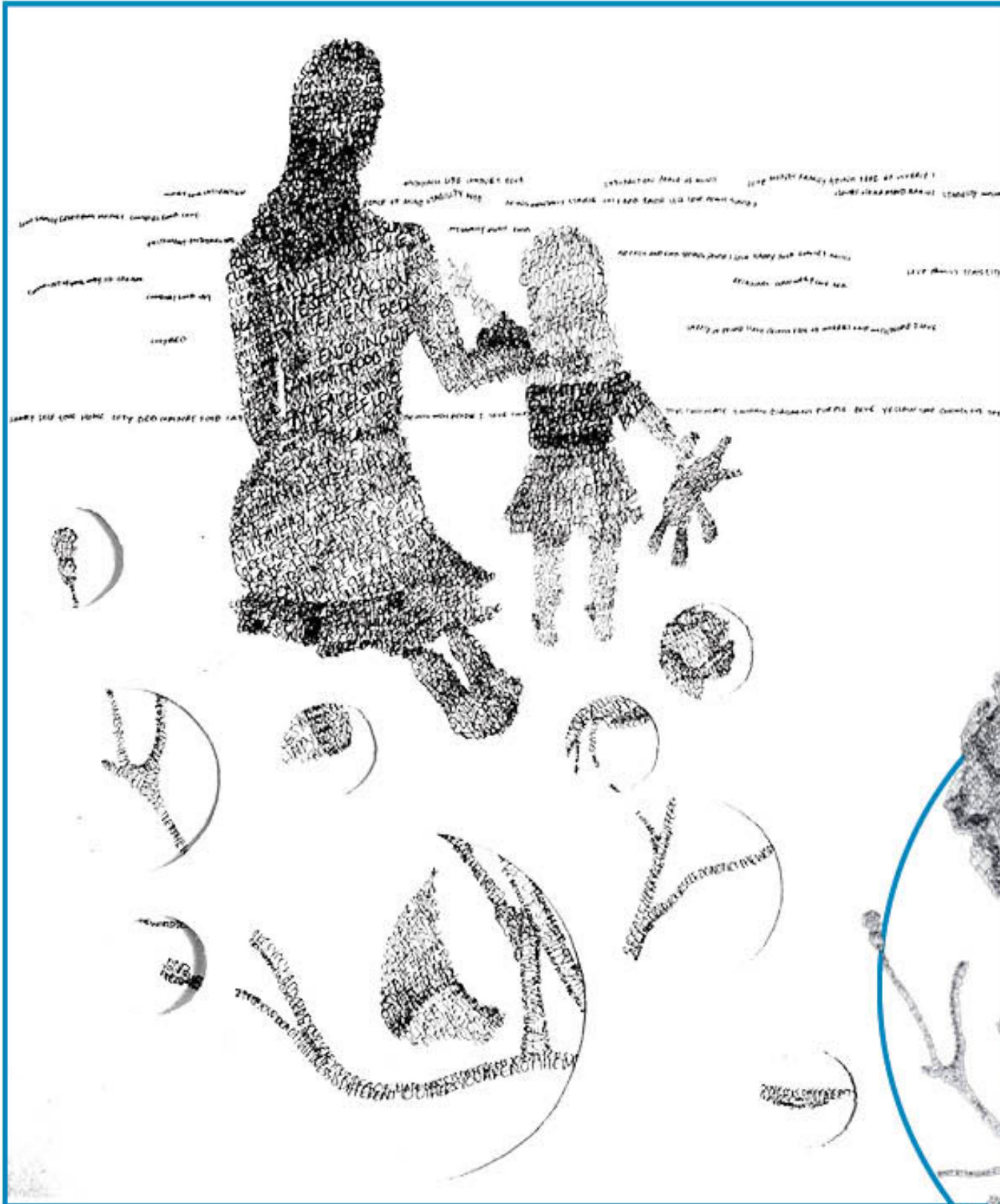
Food

Music

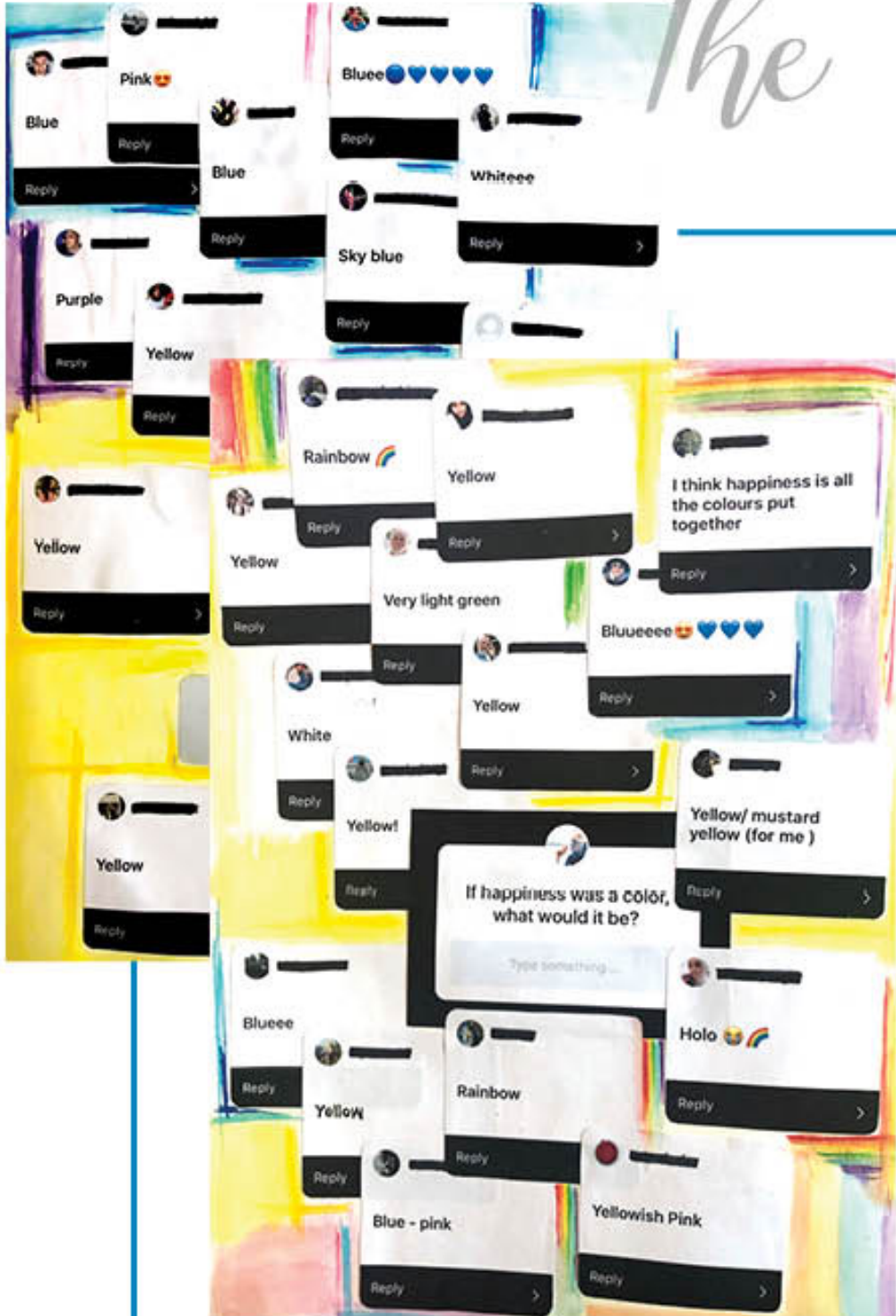
satisfaction / Money / Food / love / Family / Freedom

5 by the beach during sunset / or morning





# The color of happiness?



“Color awakens a corresponding physical sensation which undoubtedly works upon the soul”





"Blue is the typical heavenly color. The ultimate feeling it creates is one of rest."  
color MTT Press 2000



"White is a symbol of a world from which all color as a definite attribute has disappeared... This world is far above us for its harmony to touch our souls... a great silence. White therefore has the harmony of silence.. it is not a dead silence... a silence full of possibilities"  
color MTT Press 2000

Lüscher: The meanings attributed to blue are tranquility, kindness, love, & affection.

"Black is something burnt out, like ashes, motionless like the dead...  
The silence of black is the silence of death"



"Green is the most restful color that exists"

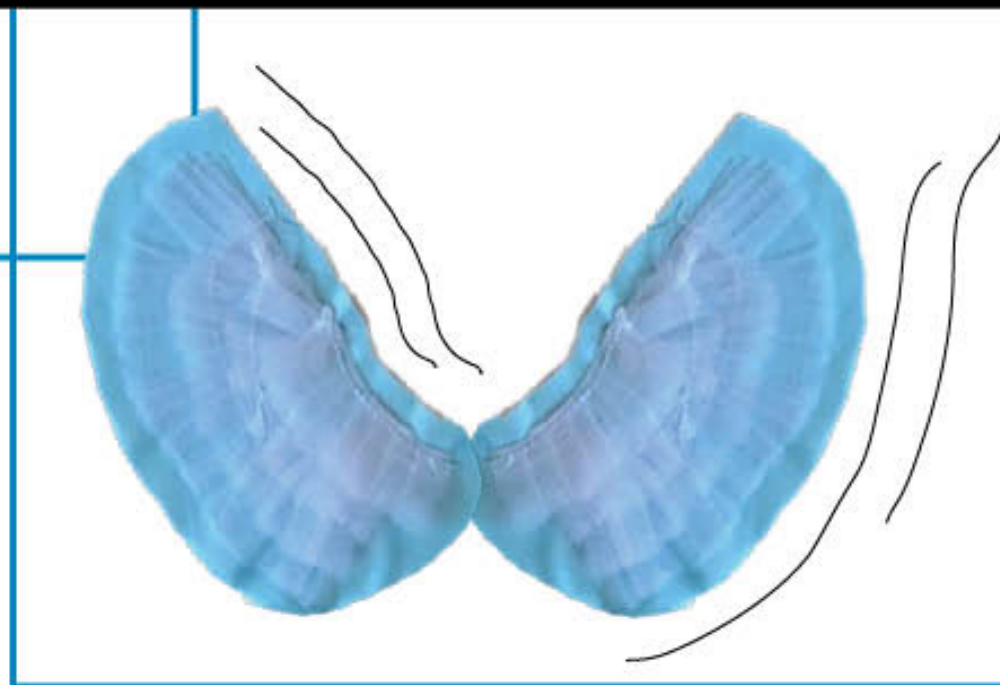



# Abstract Bluebird of happiness




*"The Rainbow is a pure childlike image"*  
*"Imagination does not engage with form but with color"*

*adults derive no support from color; for them color can subsist only within law-given circumstances. Their task is to provide a world order*





Bluebirds are an almost-  
universal symbol of happiness.

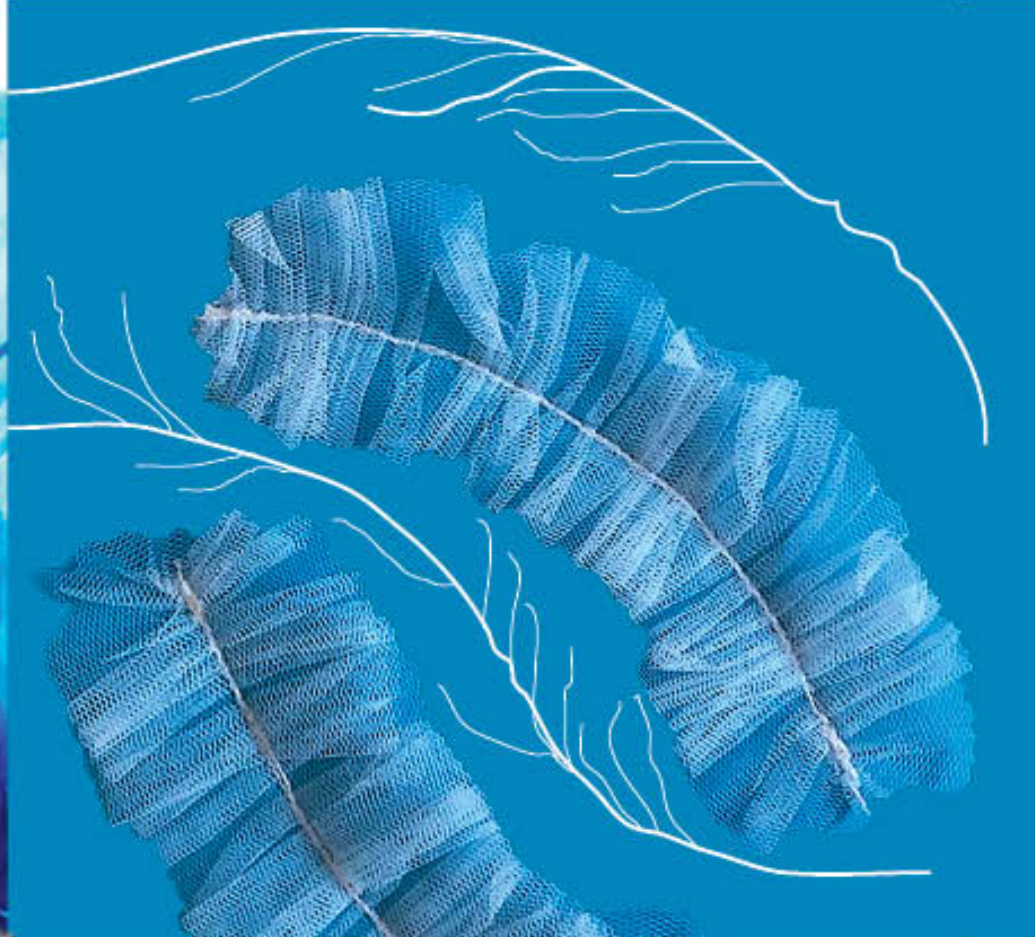


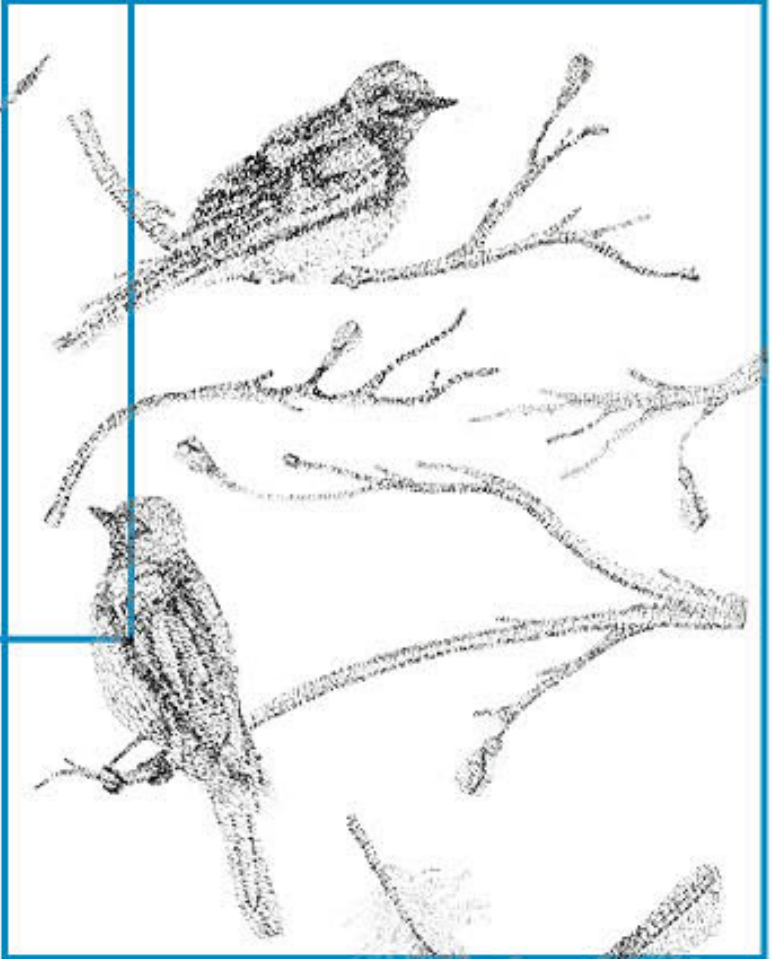
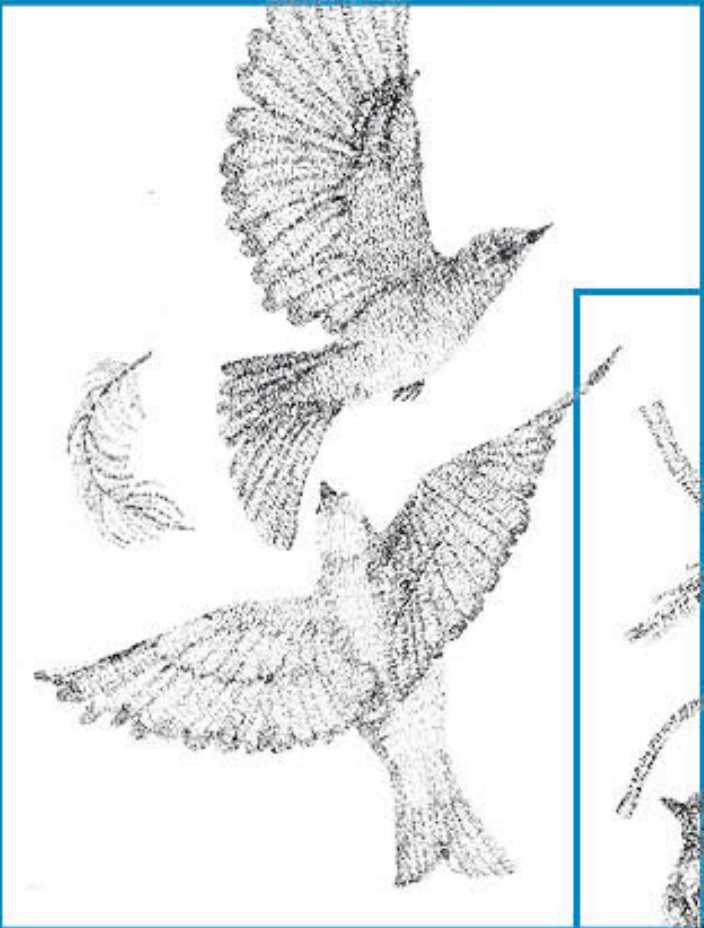
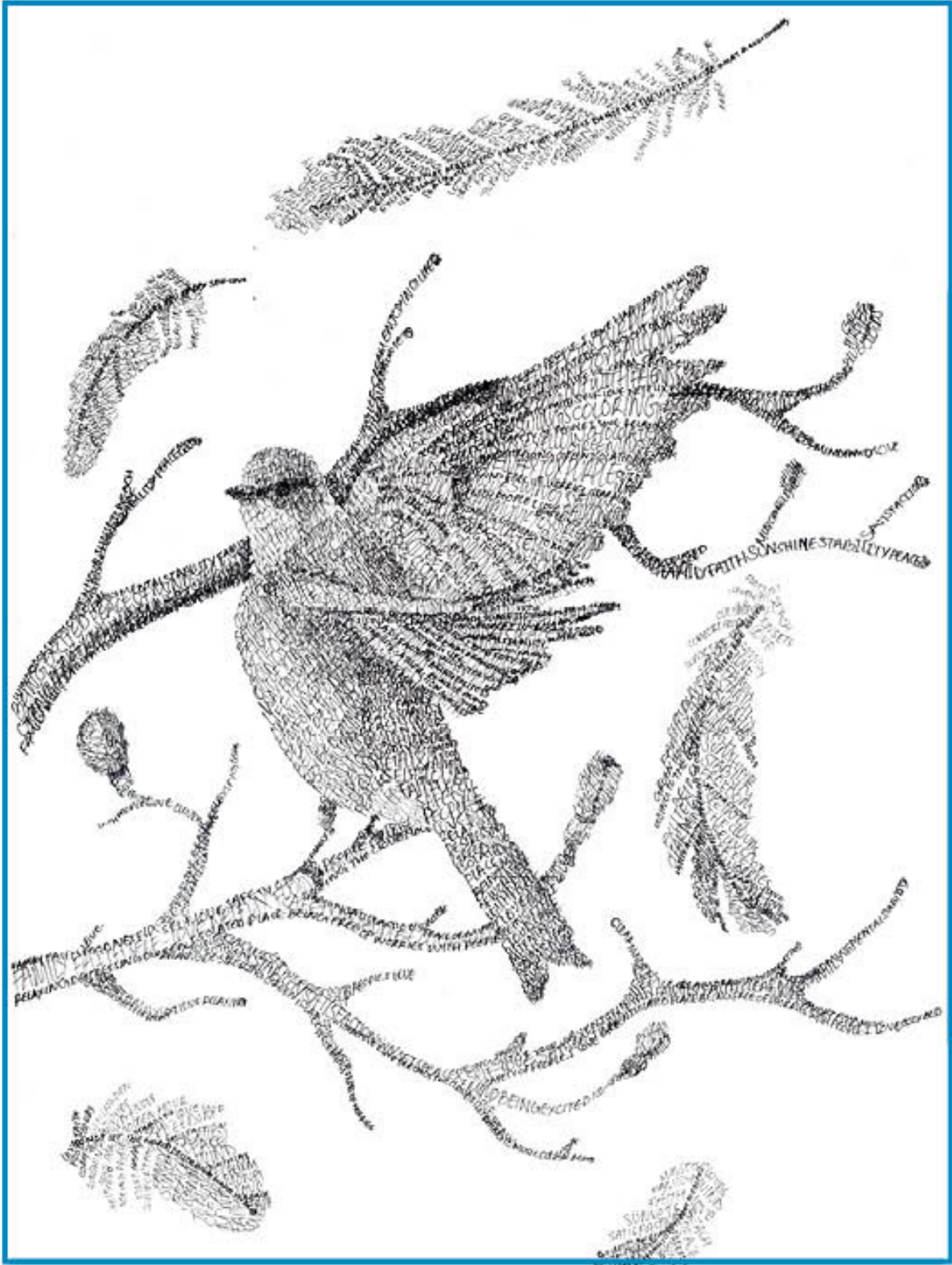
They are an omen of joy &  
well being in many cultures  
including those of Russia,  
France, China, & Native America



*A lightness of Spirit is  
the measure of happiness*





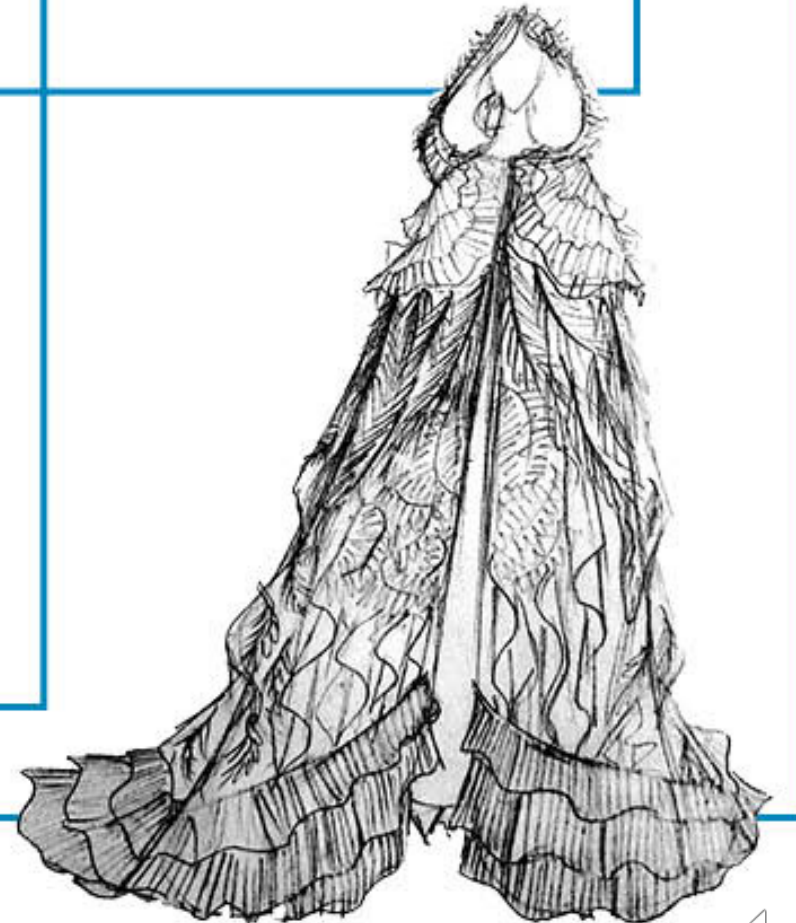




# ROUGH SKETCHES & FASHION RESEARCH















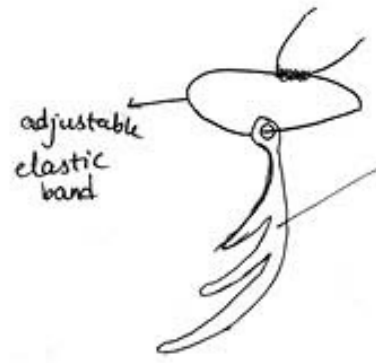
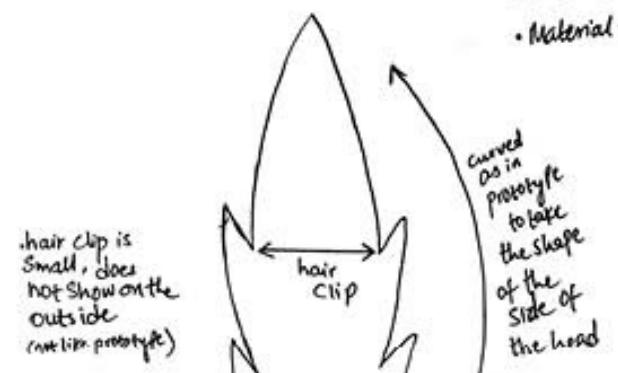




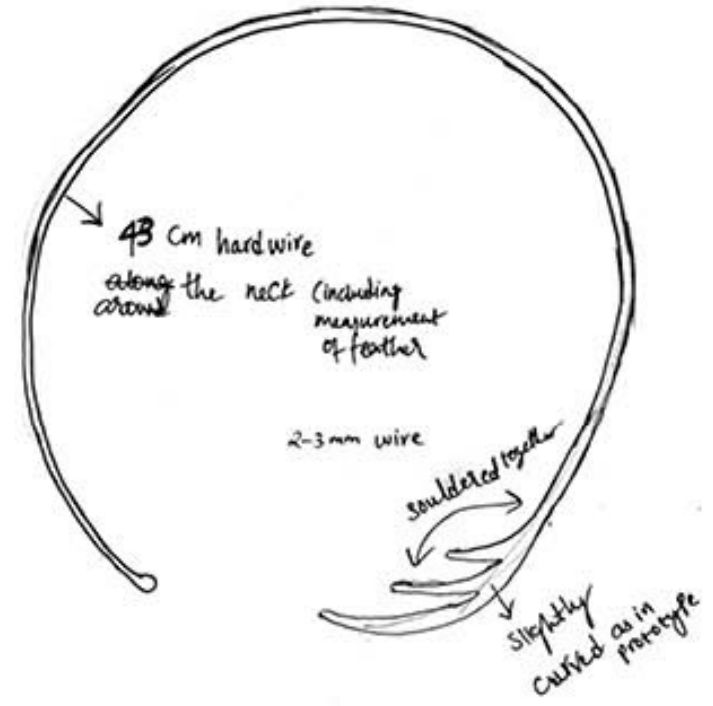
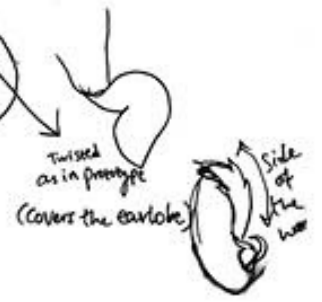
- Earrings
- Nickel plated (Silver color)
- Matte finishing
- Material: Brass



- Silver color (Nickel Plated)
- Matte finishing
- Material: Brass



- Bracelet
- Nickel plated (Silver color)
- Matte finishing
- Material: Brass



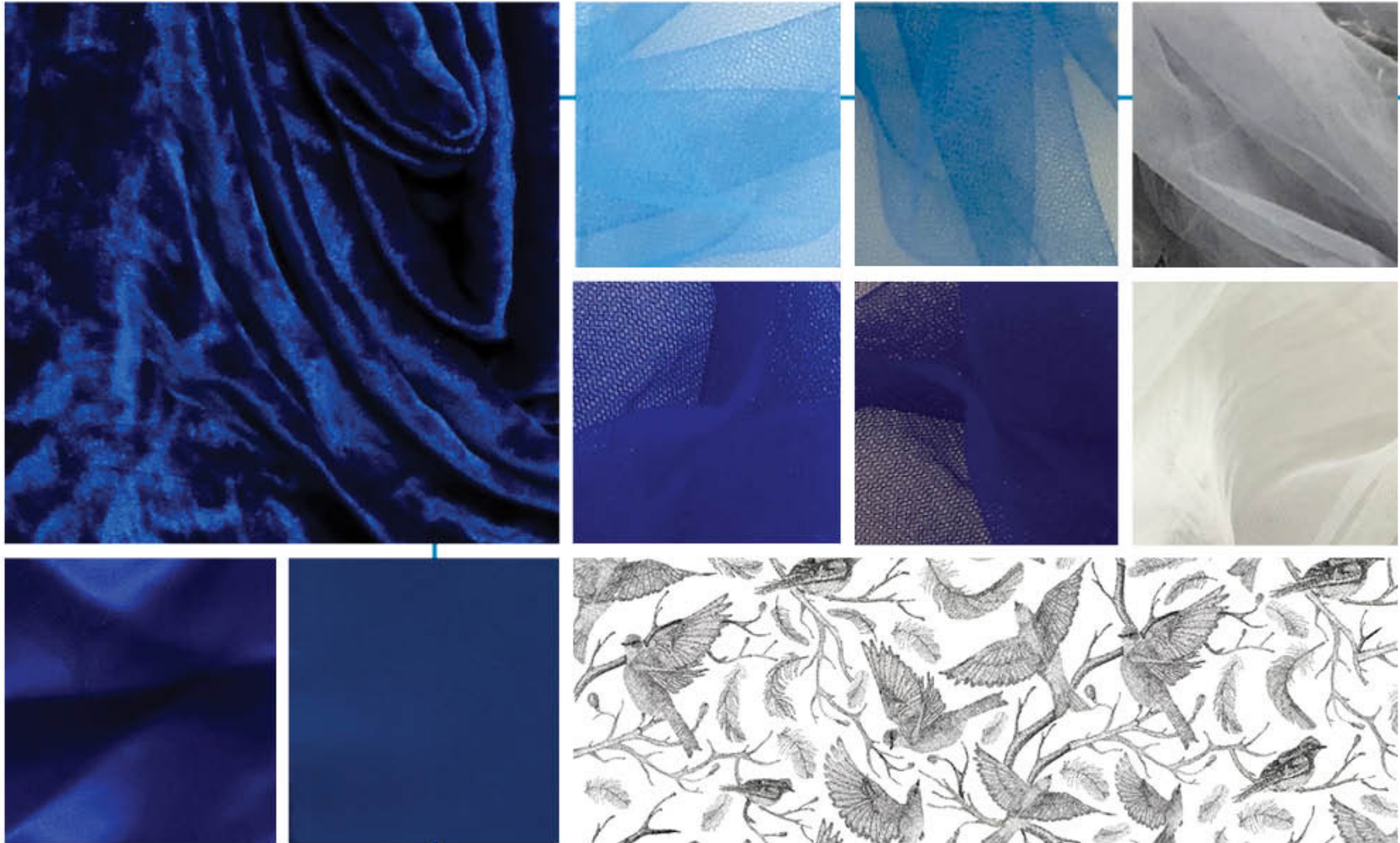
- Necklace
- Nickel plated (Silver color)
- Matte finishing
- Material: Brass



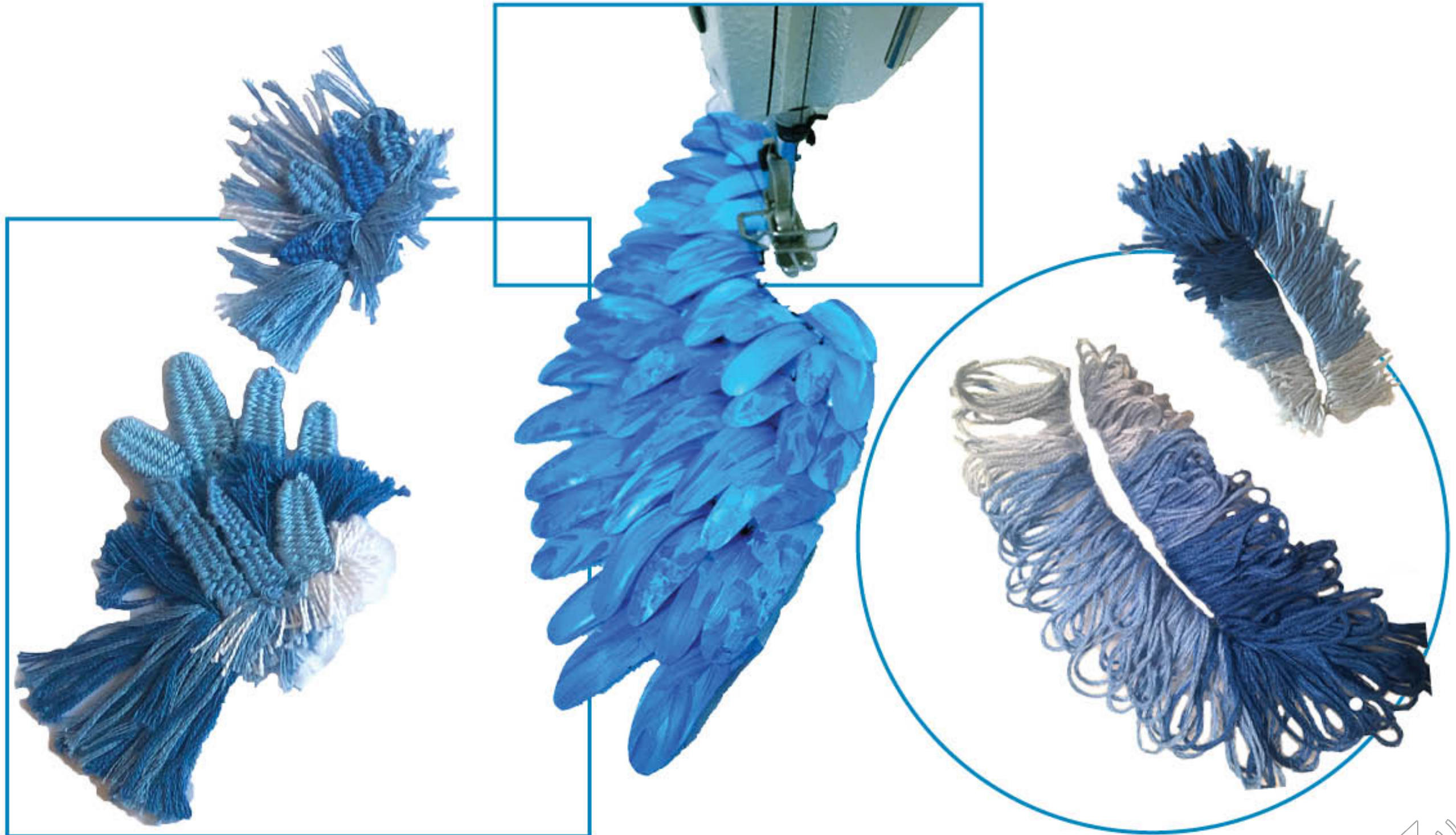
# MOOD BOARD



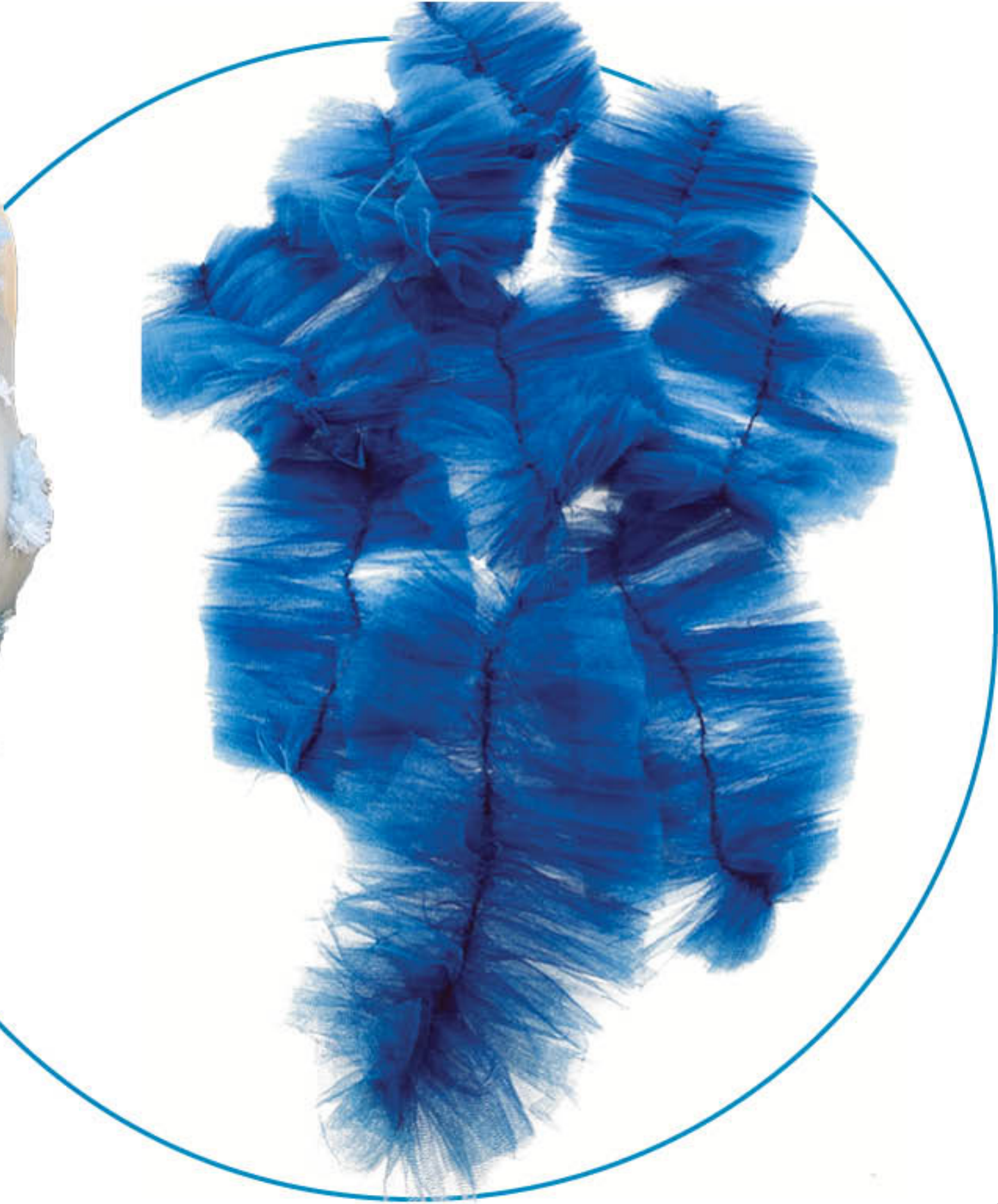
# FABRIC BOARD



# FABRIC MANIPULATION









# FASHION ILLUSTRATIONS

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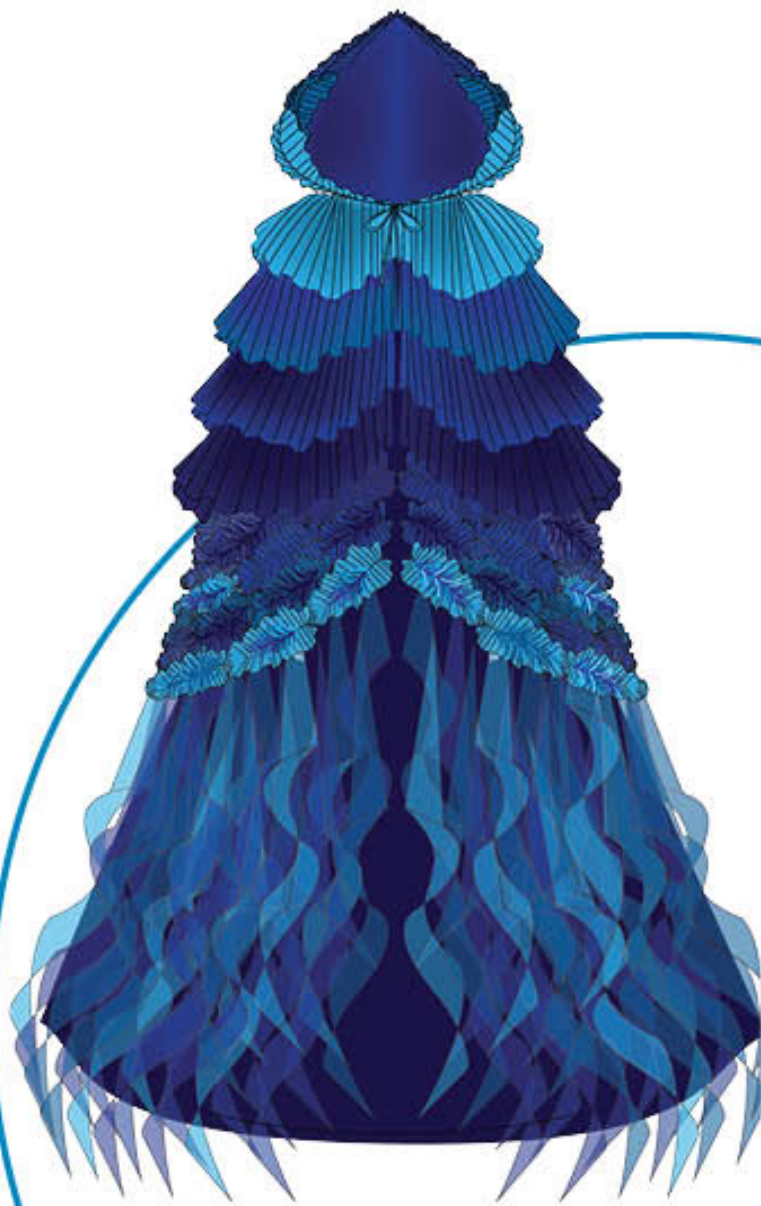
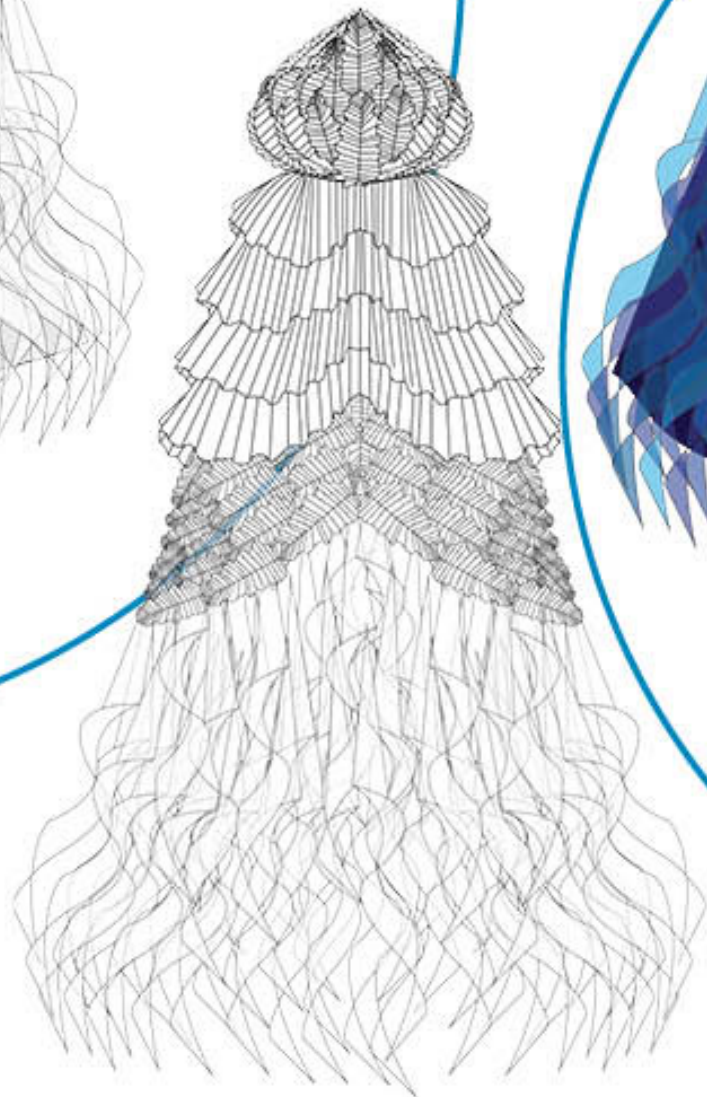
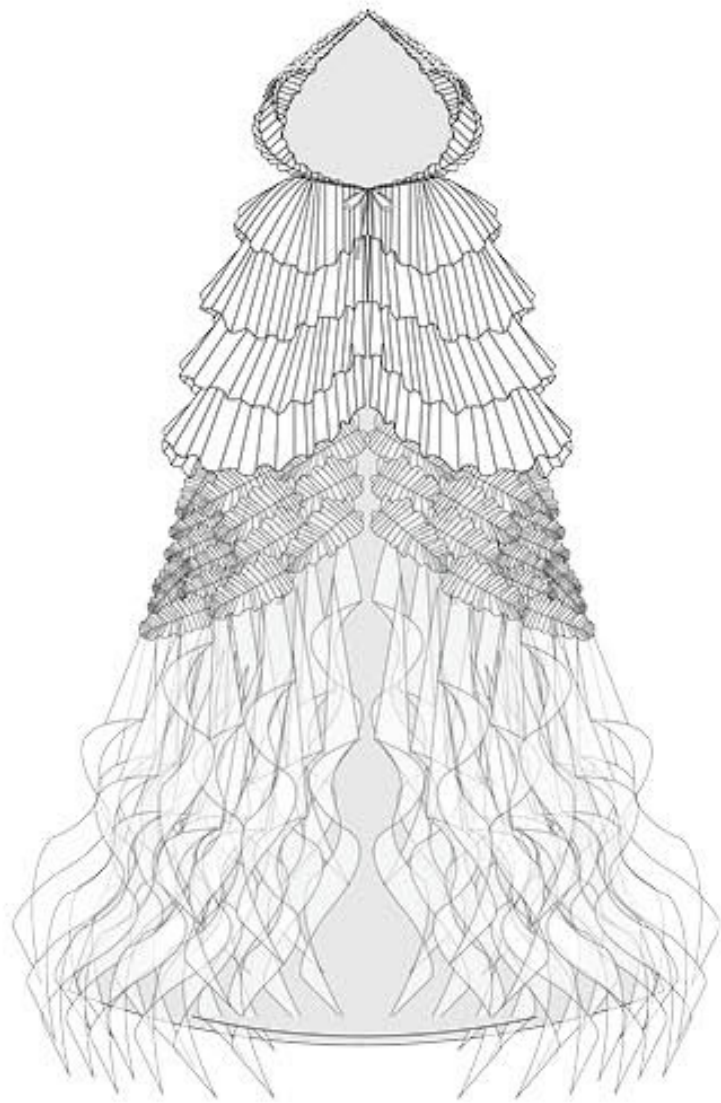


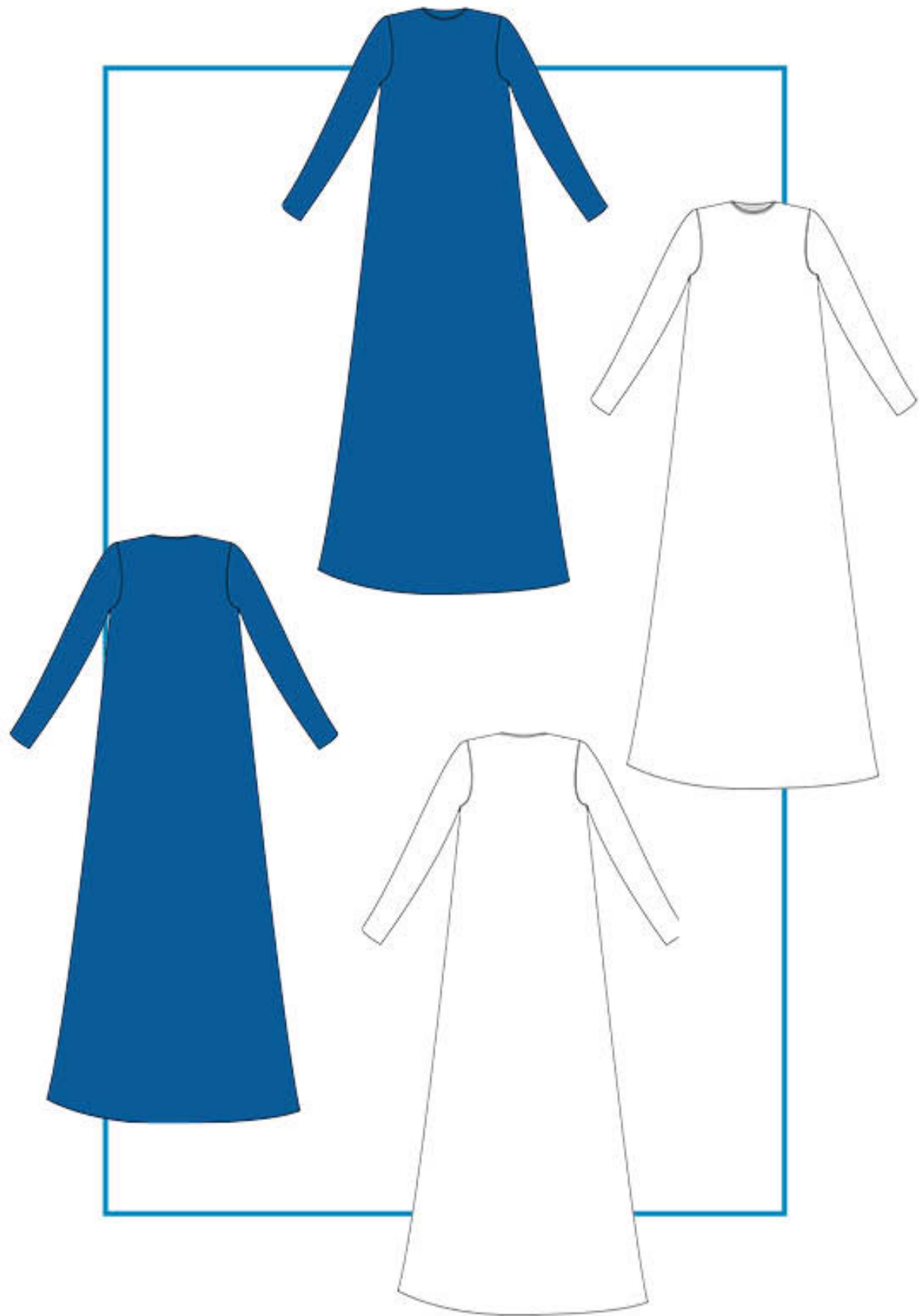
# FLAT DRAWINGS

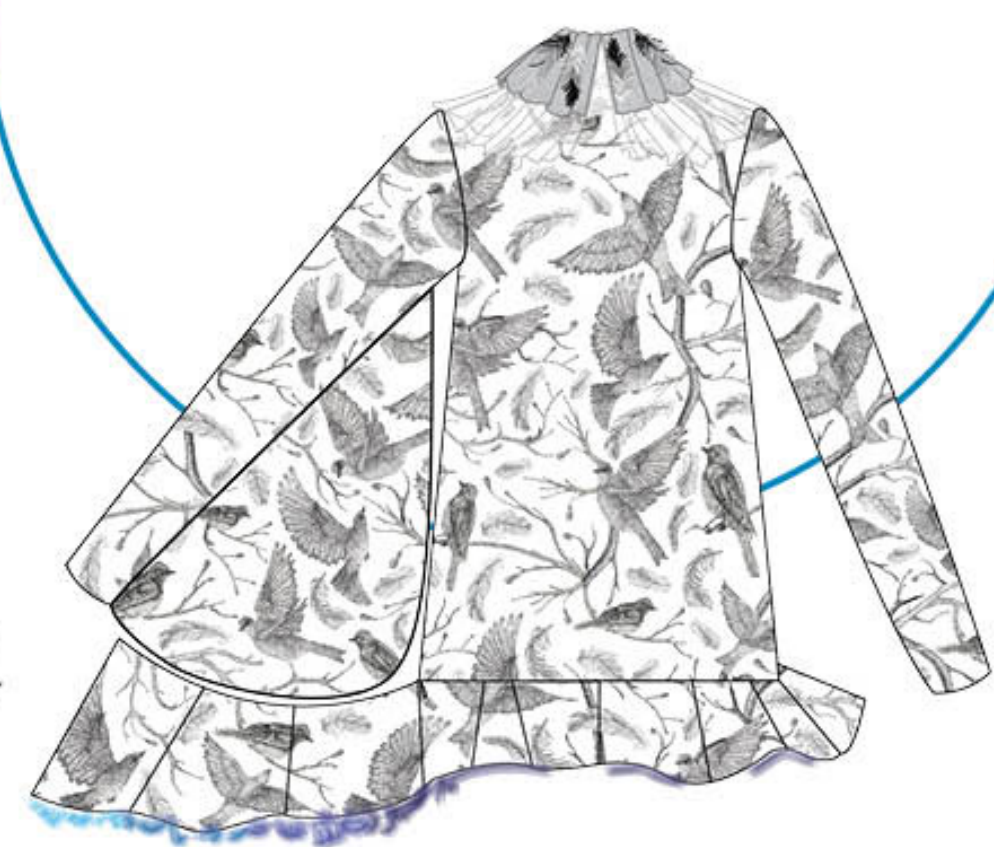
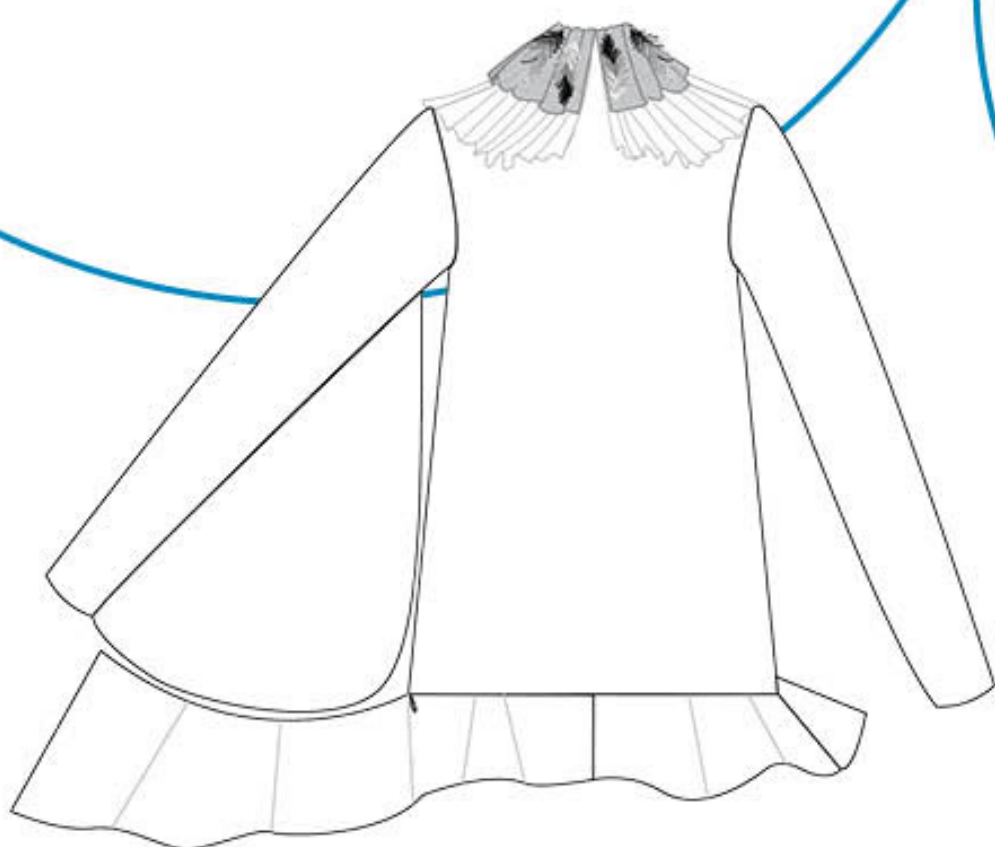
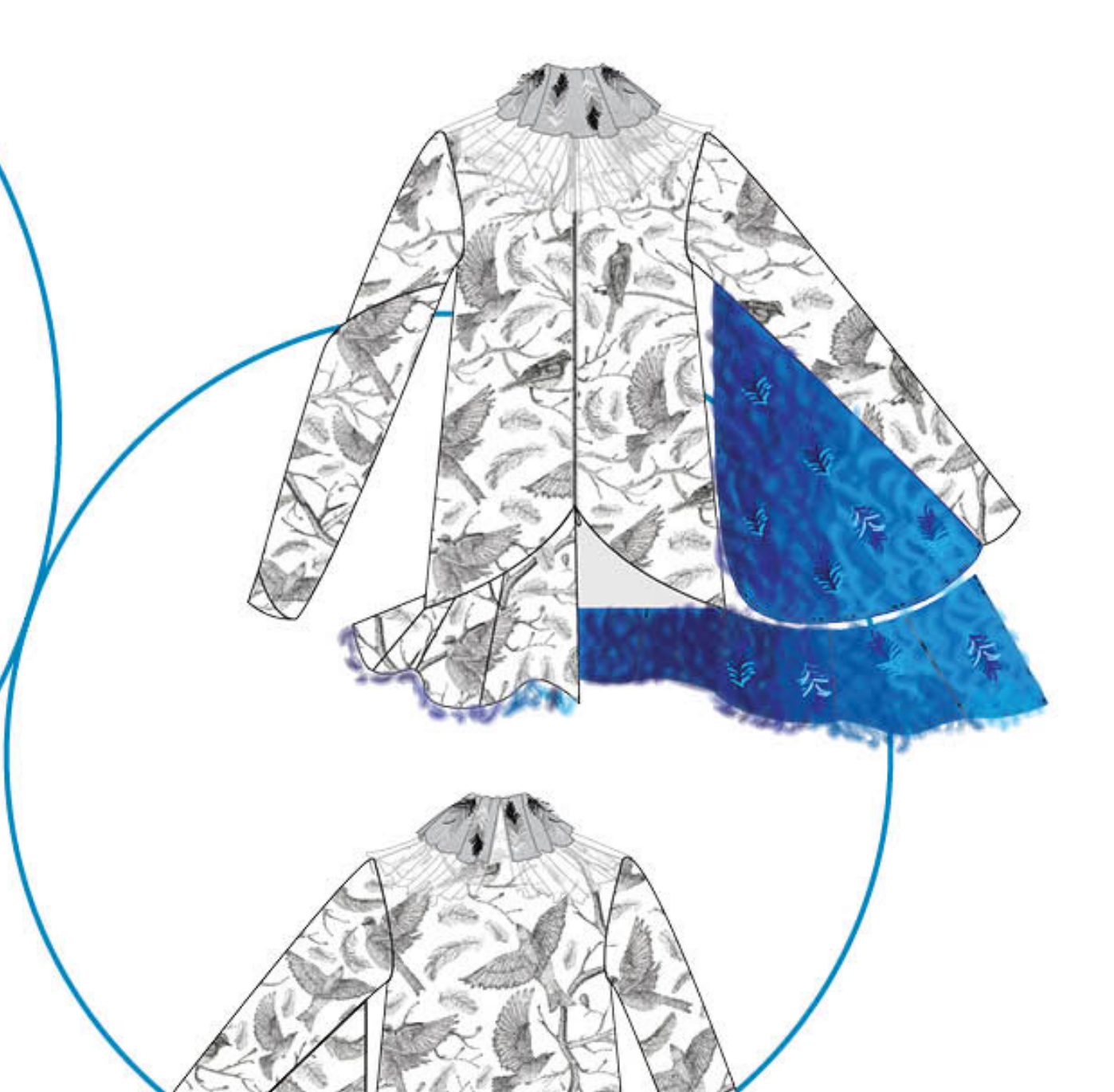
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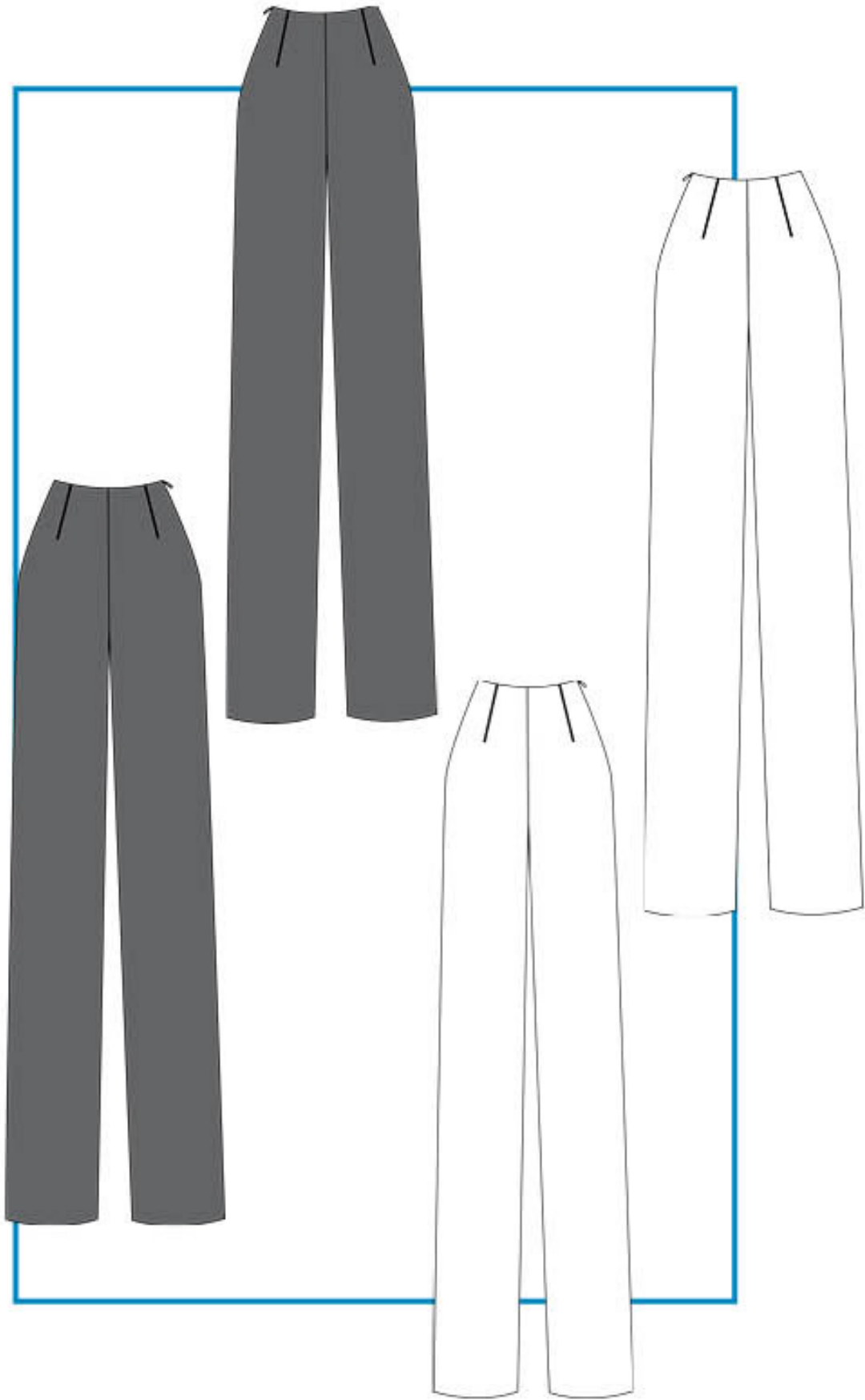




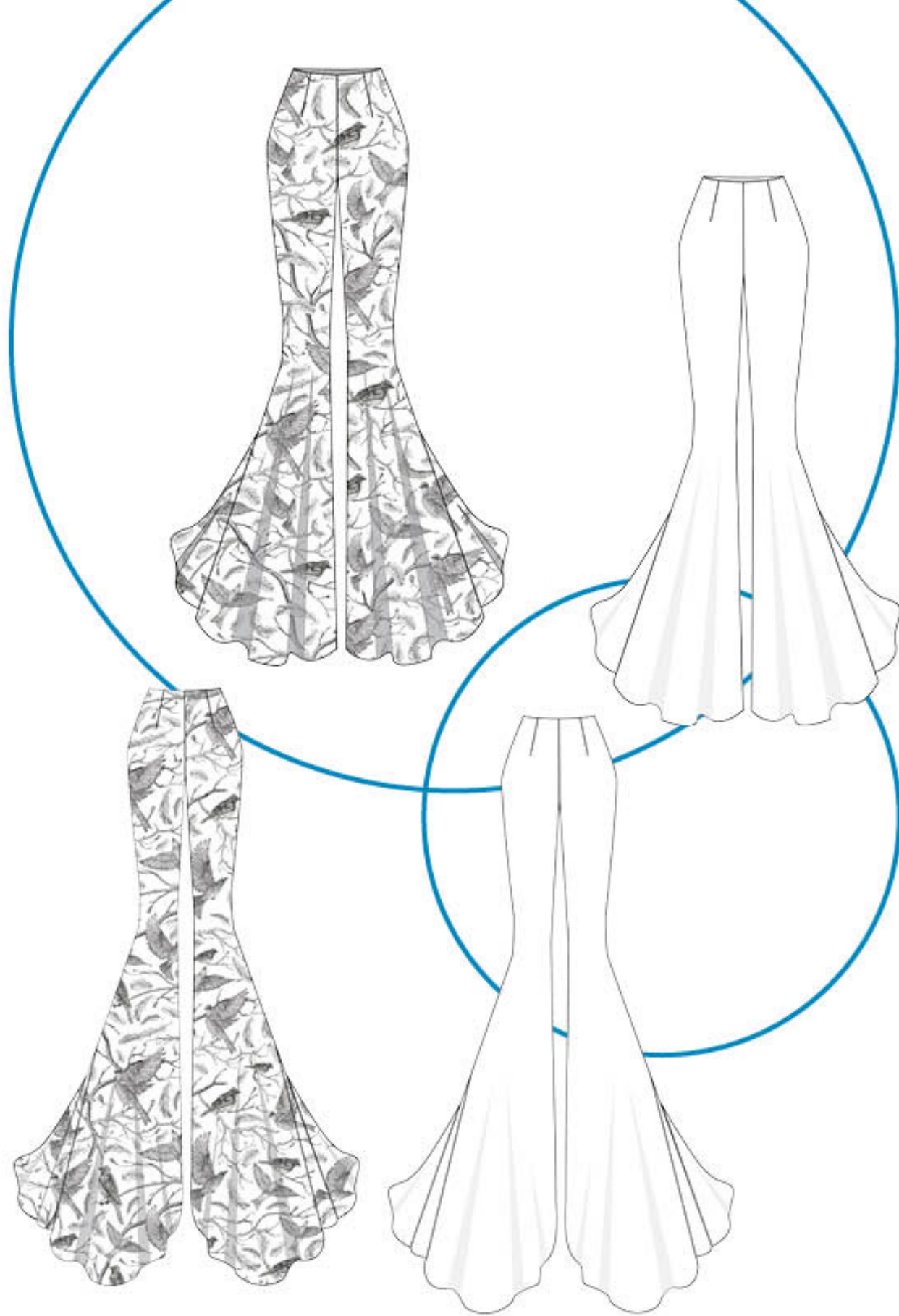


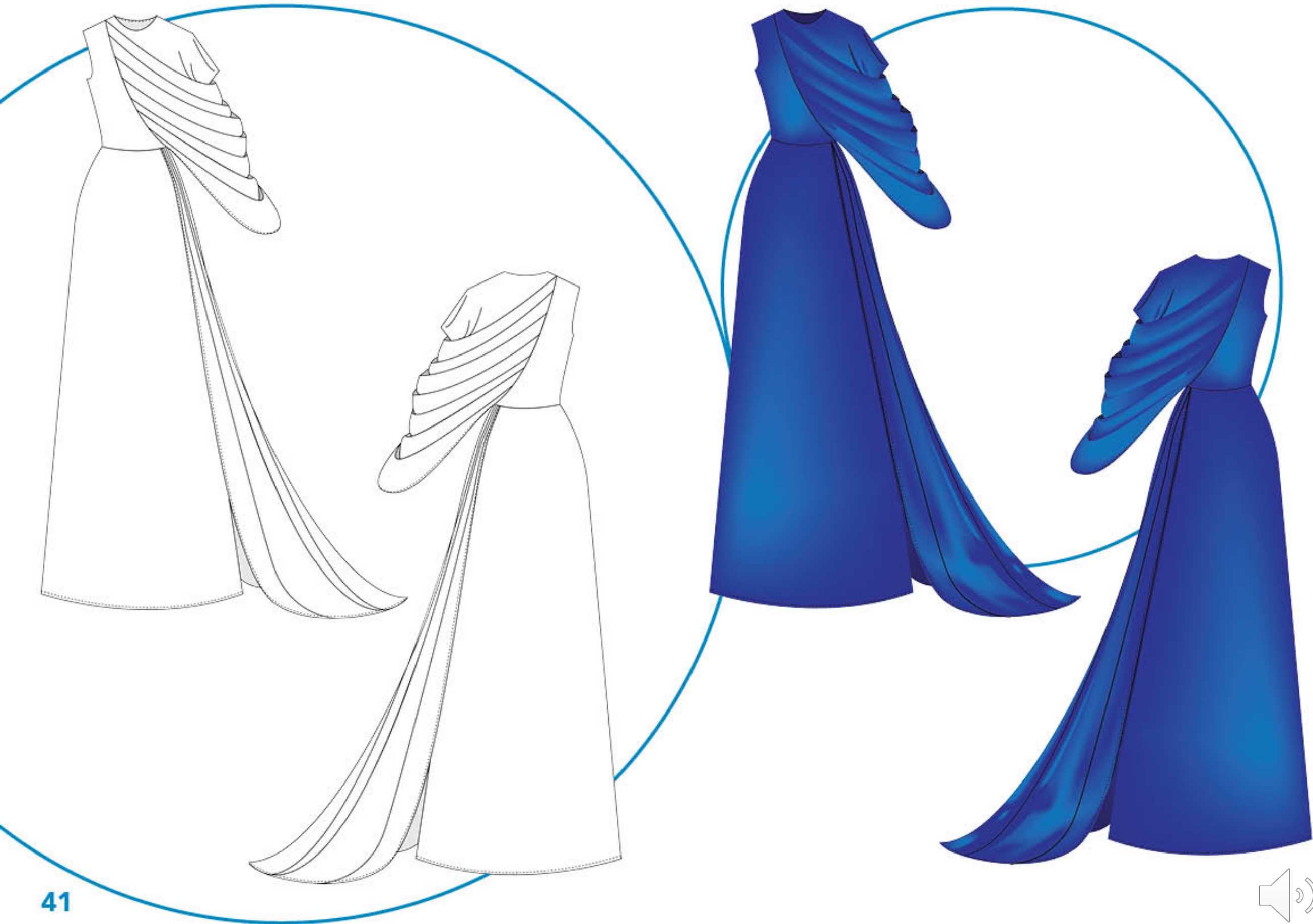














# PRODUCTION





















Cape:  
AED 4,687.11



Dress:  
AED 1,826.65

Cape:  
AED 16,478.53



Dress:  
AED 904.40





Jacket:  
AED 7,867.98

Pants:  
AED 694.66



Jacket Dress:  
AED 3,747.01

Dress:  
AED 2,048.29



Top:  
AED 1,646.66

Pants:  
AED 1,761.20



# CUSTOMER PROFILE

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The target customer of the brand is a bold young or middle aged woman living in the middle-east, and has an above average income. She is always in touch with her emotional side, and therefore shows interest in various forms of art and self expression, and leads a career-oriented life within the creative field.

The lifestyle of this woman matches her spontaneous personality. It is quite busy but allows for routine-breaking activities. She focuses on aspects of life that provide spiritual nurturing, often attends events within the design industry, constantly seeks more knowledge in different arts, and is interested in self-development. She has an active social life, loves to meet new people and share life experiences.

Her fashion style is very feminine, and she prefers wearing statement pieces that reflect her personality over trendy looks. Her preferred style often includes unique prints and bold colors in soft silhouettes and interesting volume .





SARA

32

DUBAI

ARTIST

SENSITIVE

SOCIABLE

SPIRITUAL

CURIOUS

FEMININE

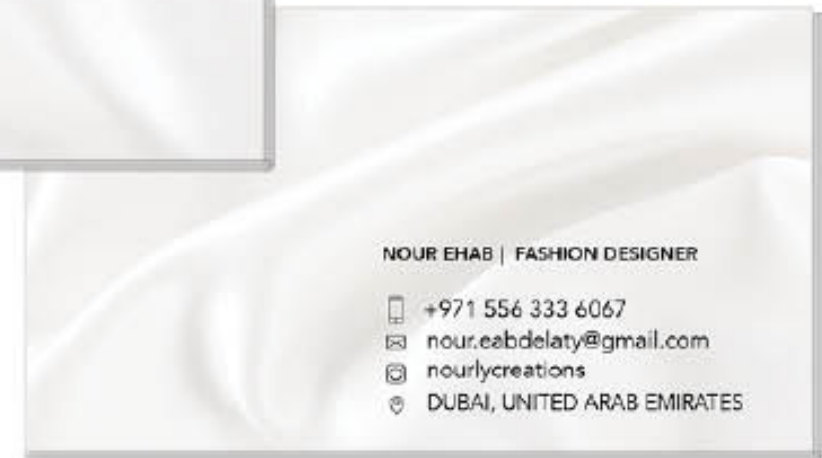
BOLD

ORIGINAL



# VISUAL DENTITY

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Vision: Creating fashion that holds sentimental value

Mission: The brand's mission is to weave stories that connect to the soul into elegant garments to offer feminine statement pieces that express something more profound than what appears on the surface, relating to core aspects of self-expression such as emotions, experiences, and culture.





