

B Y M A R I A E N V R E T A

F W / 2 0 2 3 - 2 0 2 4



U N D E R T H E S H E L L

F A S H I O N P O R T F O L I O

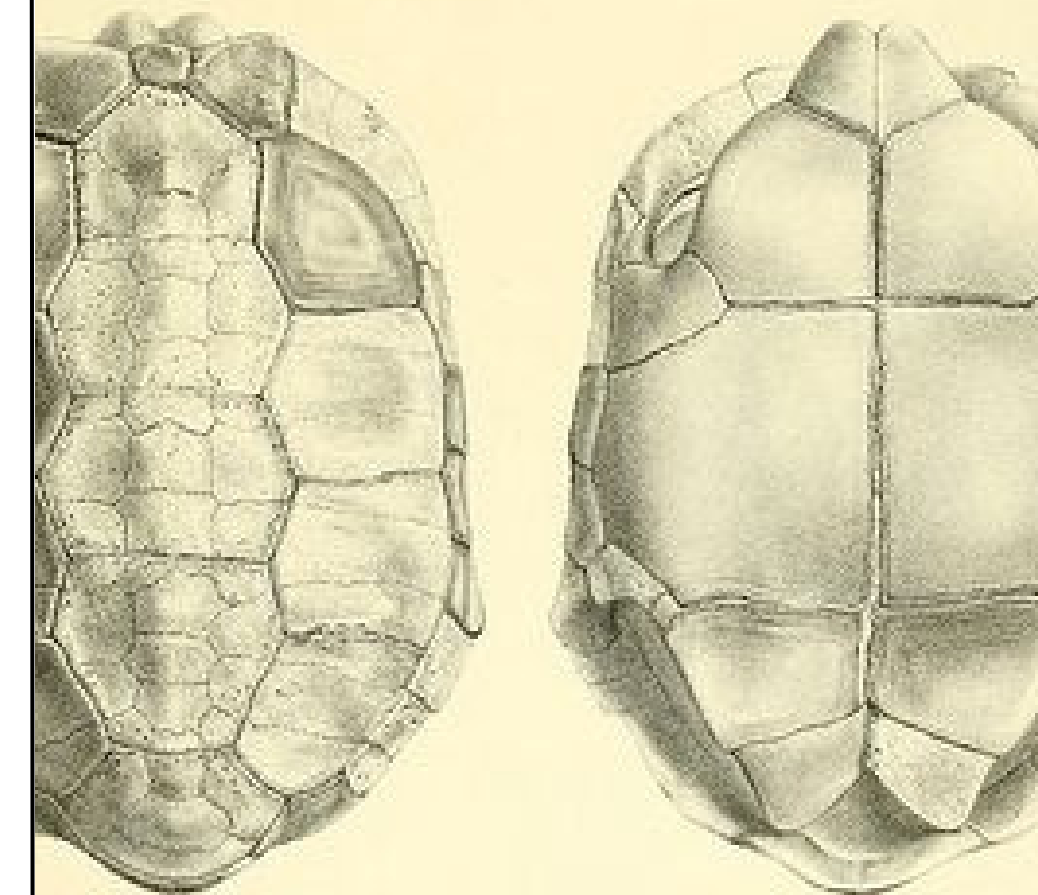
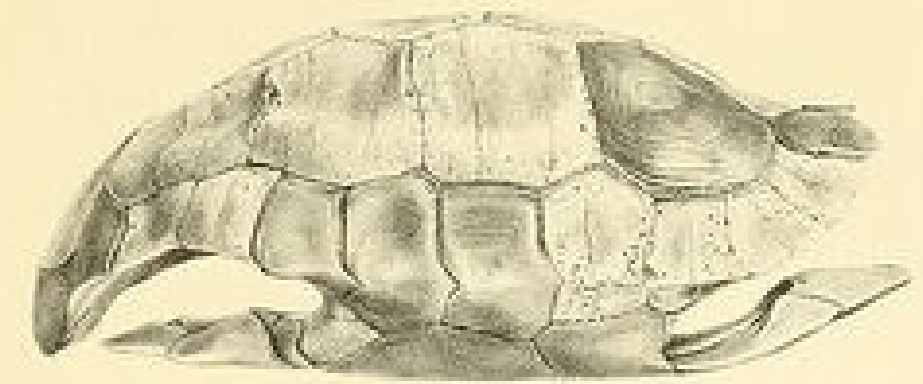
PORTFOLIO CONTENTS

1	BRIEF	PRINTS	6
2	MOODBOARD	OUTFITS	1
3	5 H'S W'S	TECHNICAL SKETCHES	2
4	SWOT ANALYSIS	LINE UP	3
5	COLOURS-FABRICS-TEXTURES	REFERENCES	4

INSPIRATION BRIEF

"Under the Shell" is a transformative Fall/Winter 2023-2024 fashion collection that dares to explore the profound connection between humanity, nature, and the consequences of the COVID-19 pandemic. Inspired by the allure of shell forms and their metaphorical significance, this collection embodies the journey of emerging from the protective shells we've built and embracing the world with renewed courage and resilience. In the wake of the pandemic, humanity found solace within the confines of self-imposed shells, seeking safety and comfort behind closed doors. The "Under the Shell" collection acknowledges this pivotal moment in history, where our fears and uncertainties pushed us to create imaginary barriers. However, it also serves as a poignant reminder of the human spirit's longing to break free, to reconnect with nature, and to flourish once again.

Drawing inspiration from the intricate beauty found in natural forms, this collection celebrates the delicate contours and timeless elegance of shell shapes. These futuristic silhouettes, crafted with meticulous precision, encapsulate the transformative power of embracing our vulnerabilities and stepping out of our comfort zones. Sustainability lies at the heart of "Under the Shell." The collection is designed with a conscious commitment to using eco-friendly fabrics, such as ethically sourced organic cotton, recycled materials, and plant-based textiles. By making responsible choices, this collection becomes a symbol of our collective responsibility to protect and preserve the environment.



MANOURA PUBCA

Prints and textures featured in the collection reflect the awe-inspiring wonders of nature. Delicate imprints of seashells, abstract interpretations of shell-carrying animals, and the fluidity of ocean waves grace the garments, weaving a narrative of interconnectedness and harmony. These prints, combined with a palette inspired by nature's serenity, evoke a sense of calm, grounding wearers in their journey of self-discovery and reconnection. Couture craftsmanship takes center stage, with garments adorned in intricate details that pay homage to the artisans of yesteryears. Exquisite embroidery and sculptural elements enhance each piece, adding depth and personality to the collection. These couture techniques symbolize the resilience and artistry of humanity, reminding us that beauty can emerge even from the darkest of times.

"Under the Shell" encourages wearers to shed their fears, embrace vulnerability, and step out into the world with newfound strength and determination. Each garment serves as a symbolic armor, empowering individuals to face the unknown, break free from their self-imposed shells, and reclaim their place in the tapestry of life.

This collection invites us to celebrate the interconnectedness of all beings and the transformative power of nature's beauty. It is a testament to the human spirit's resilience and capacity for growth, reminding us that emerging from our shells is a necessary step towards healing and rekindling our bond with the world.

Welcome to a collection that honors our journey through the pandemic and invites us to embark on a new chapter—one where we shed our fears and embrace the vibrancy of life. Step into "Under the Shell" and let it guide you towards a future where courage, sustainability, and connection with nature intertwine, leaving behind the remnants of a sheltered past and embracing the boundless possibilities that await us.



5 H's and W's



Welcome to the "Under the Shell" fashion portfolio! My goal with this portfolio is to showcase my latest collection and demonstrate my unique approach to fashion design. My target audience is fashion-conscious consumers seeking high-quality, sustainable, and innovative clothing.

The objectives of this portfolio are to:

- Showcase the range of garments and styles in my collection
- Highlight my focus on sustainability and ethics in fashion
- Demonstrate my commitment to using innovative materials and designs
- Communicate my brand values and personality

Overall, this portfolio aims to position me as a leader in a sustainable and innovative fashion, while also showcasing my creativity and expertise in design. I hope you enjoy browsing my collection!

SWOT ANALYSIS

STRENGTHS

1. Unique Concept: The collection's combination of shell forms, couture craftsmanship, nature-inspired prints, and sustainable fabrics creates a distinctive and compelling concept.
2. Creative Design: The exploration of futuristic garment shapes and intricate detailing showcases creativity and innovation, setting the collection apart from others.
3. Environmental Consciousness: The use of sustainable fabrics and eco-friendly practices reflects a growing consumer demand for ethical fashion, enhancing the collection's appeal.
4. Relevance to Current Times: The collection's narrative around emerging from the COVID-19 pandemic and reconnecting with nature resonates with the current global context, allowing for strong emotional connections with customers.

WEEKNESSES

1. Niche Appeal: The collection's avant-garde and concept-driven nature may limit its mass market appeal, potentially targeting a specific audience with a unique taste for high fashion.
2. Production Costs: The intricate craftsmanship and sustainable fabric choices may lead to higher production costs, which could affect pricing and accessibility for some consumers.
3. Limited Seasonal Relevance: The nature-inspired theme and emphasis on protection shells may limit the collection's relevance beyond the Fall/Winter season, potentially limiting its lifespan.

SWOT ANALYSIS

OPPORTUNITIES

- 1. Sustainability Trend: The increasing demand for sustainable fashion presents an opportunity for the collection to capitalize on consumers' growing interest in eco-friendly choices.
- 2. Collaborations: Collaborating with sustainable brands or influencers could expand the collection's reach, helping to attract new audiences and increase brand awareness.
- 3. Runway and Media Exposure: Showcasing the collection at prominent fashion events and garnering media attention could generate buzz and interest, leading to potential partnerships or collaborations.

THREATS

- 1. Competitive Landscape: The fashion industry is highly competitive, with numerous established and emerging brands vying for attention. Staying relevant and standing out in the market may pose a challenge.
- 2. Economic Factors: Economic downturns or fluctuations could impact consumer spending on luxury fashion items, potentially affecting the demand for the collection.
- 3. Changing Consumer Preferences: Shifting trends and evolving consumer preferences may influence the reception of the collection, making it important to continuously adapt and anticipate market demands.

MOODBOARD



LOOK 1



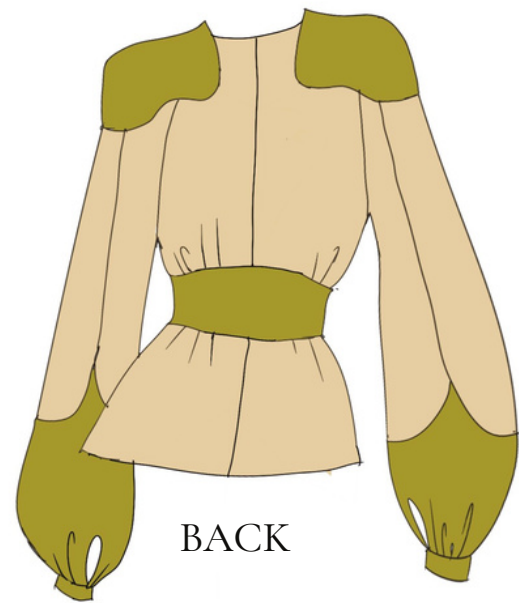
BACK



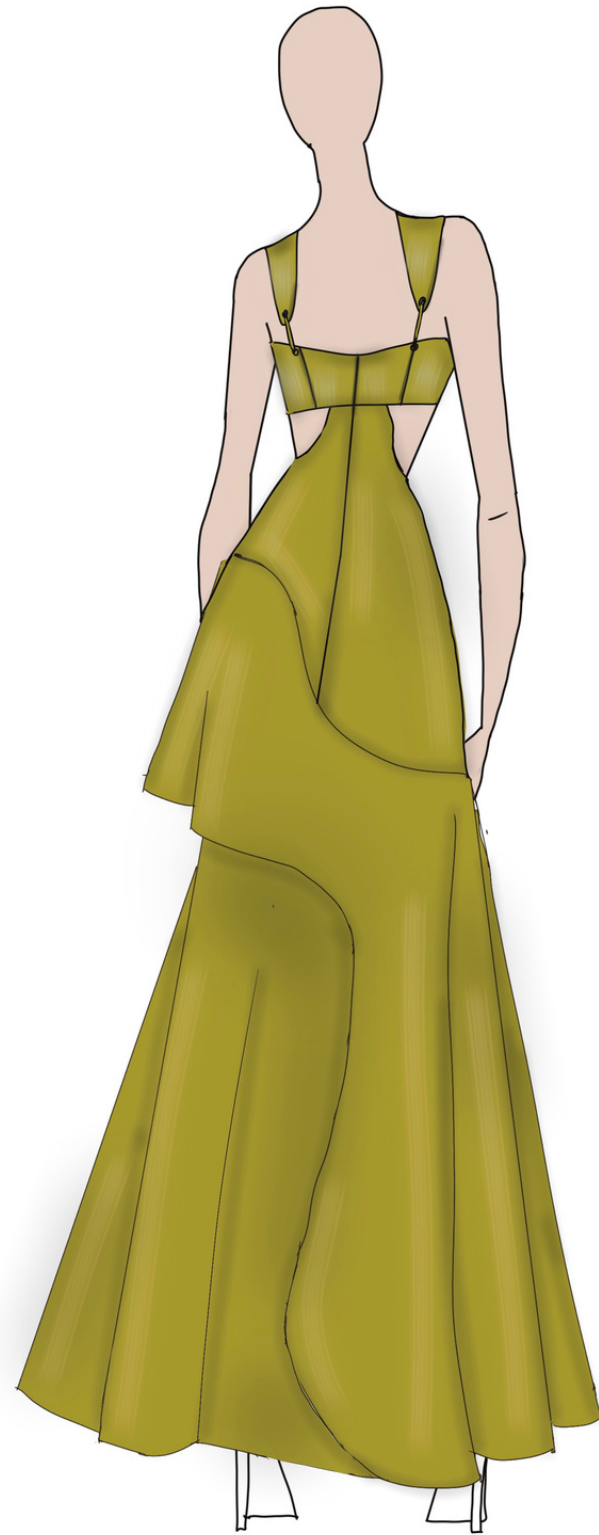
FRONT



LOOK 2



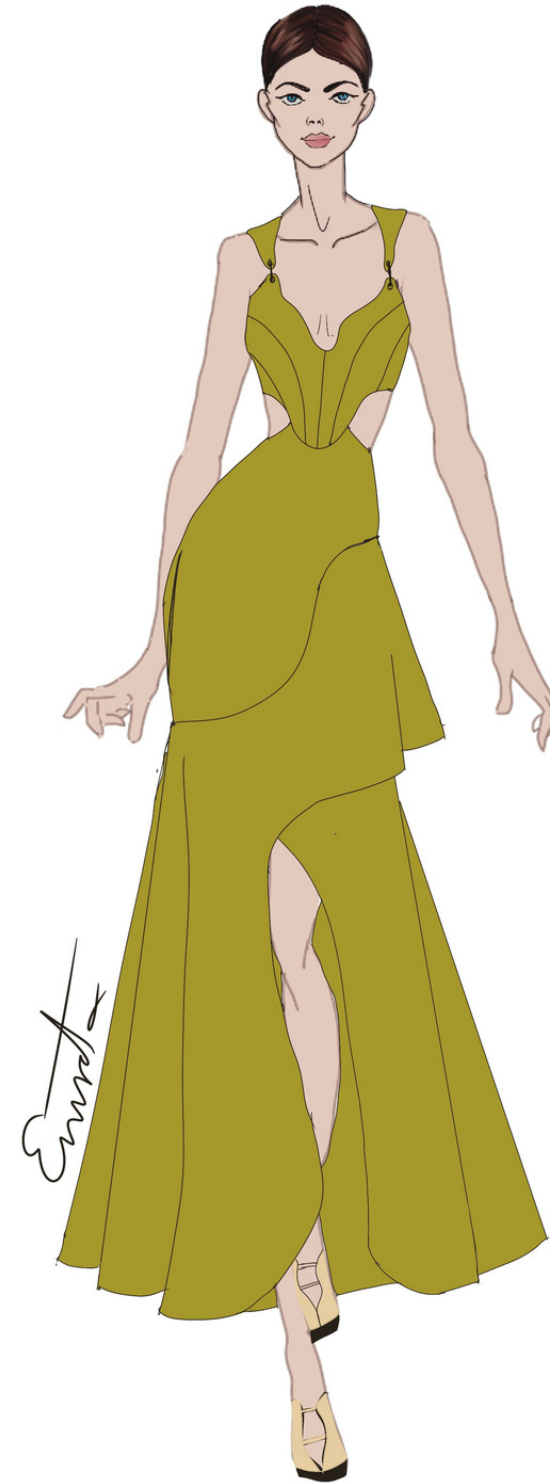
BACK



BACK



FRONT



FRONT

LOOK 3



BACK



FRONT



LOOK 4



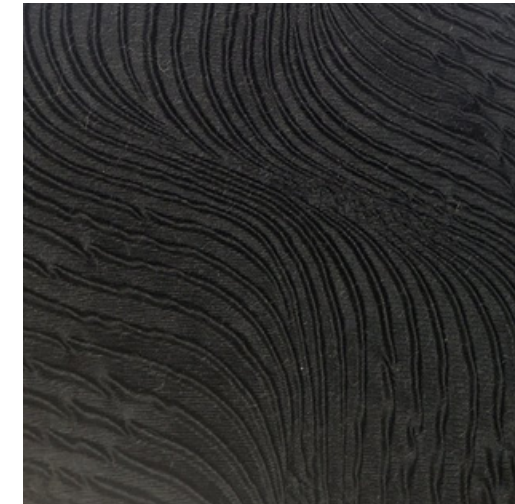
BACK



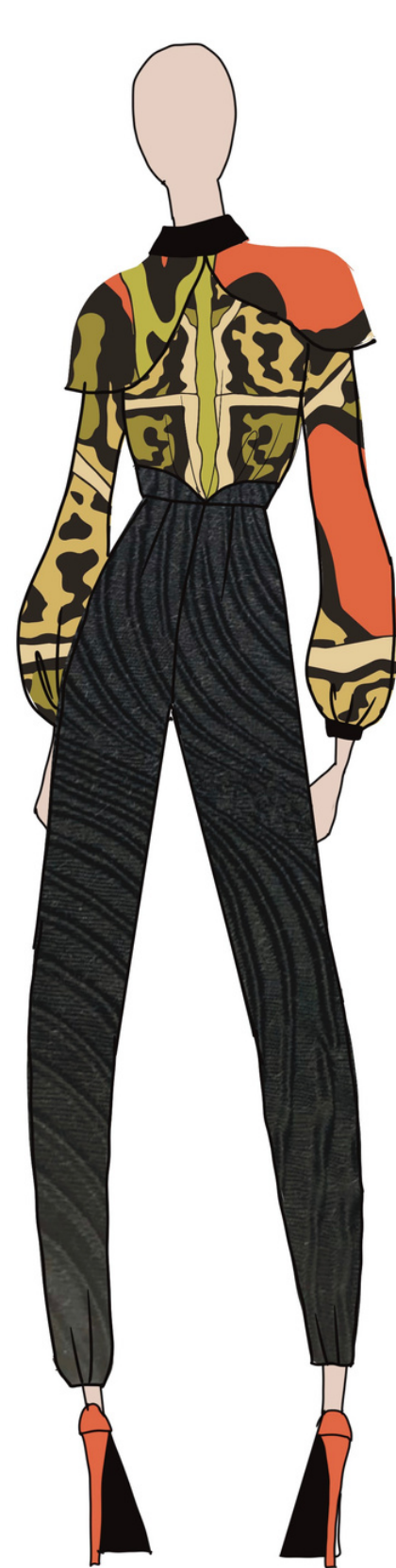
FRONT



FRONT



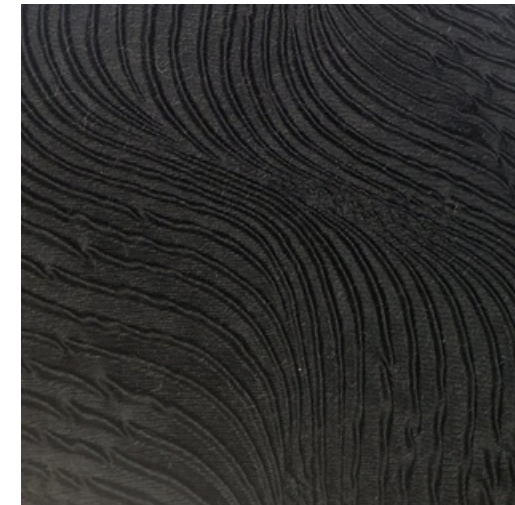
LOOK 5



BACK

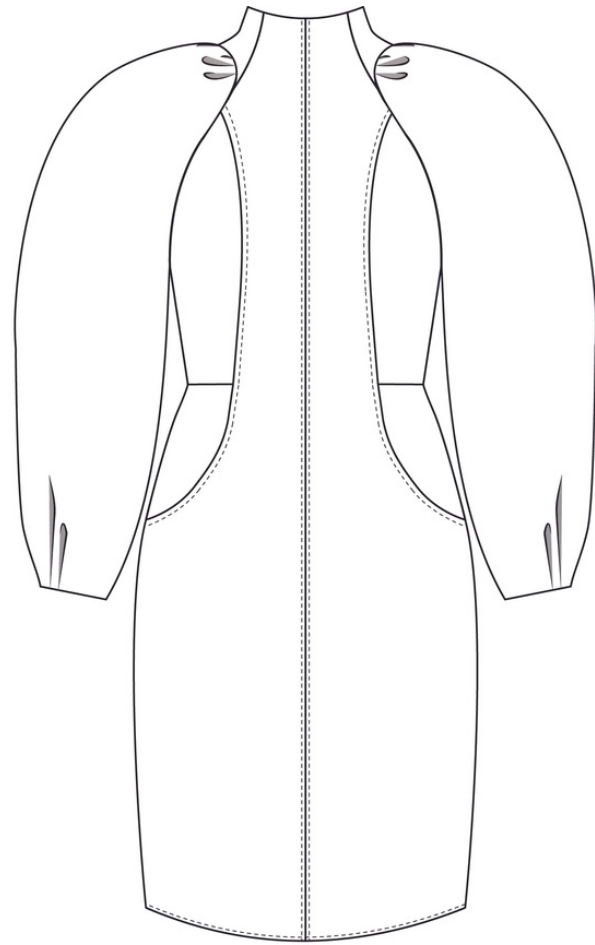


FRONT



LOOK 6

BACK



FRONT



LOOK 7



BACK



FRONT



Printed Chiffon Inspired by
Turtle shell



LOOK 8



FRONT

BACK



Printed Chiffon Inspired by
Turtle shell



wool caparntine fabric

LOOK 9

BACK



FRONT

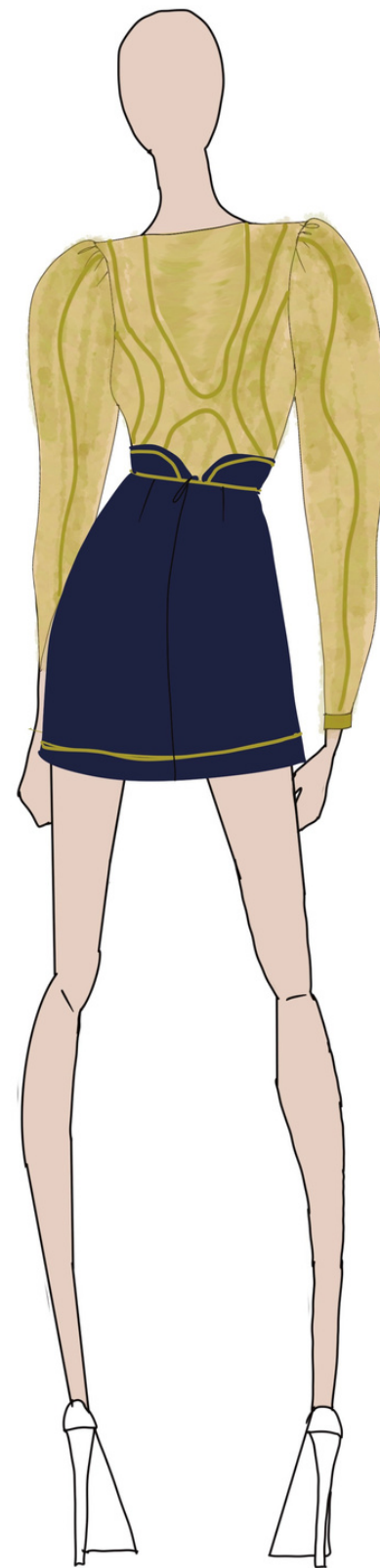


Printed Chiffon Inspired by
Turtle shell

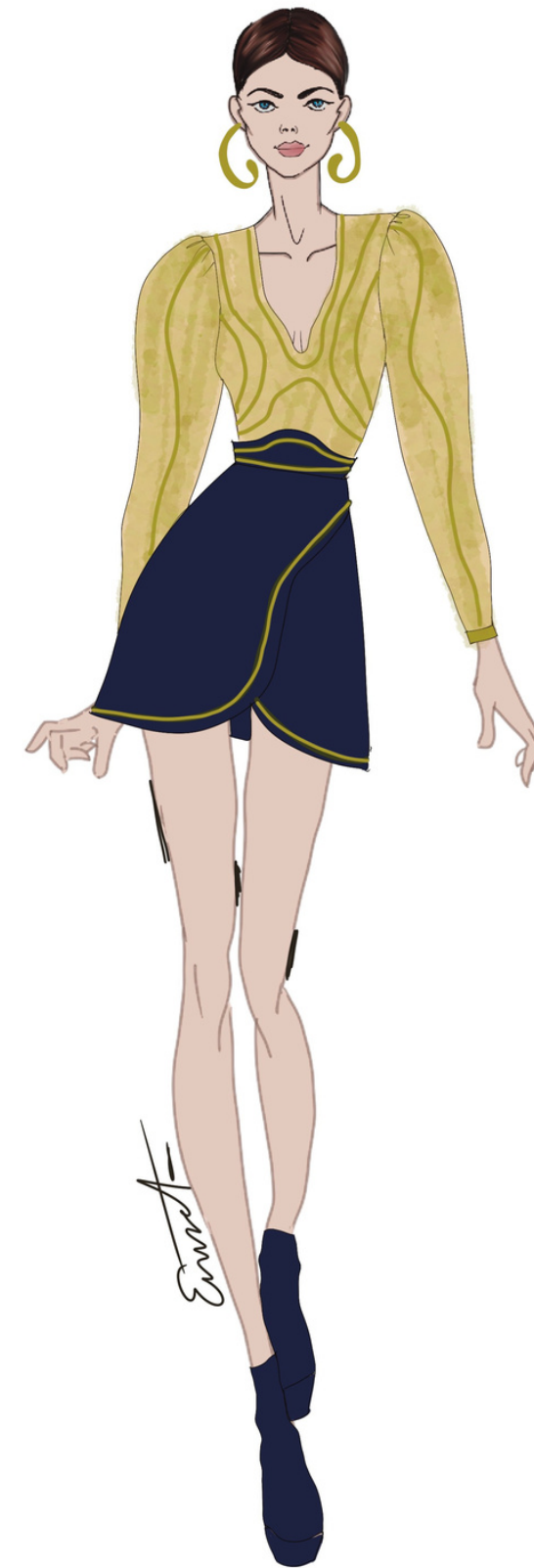


woll caparntine fabric

LOOK 9



BACK



FRONT



wool caparntine fabric

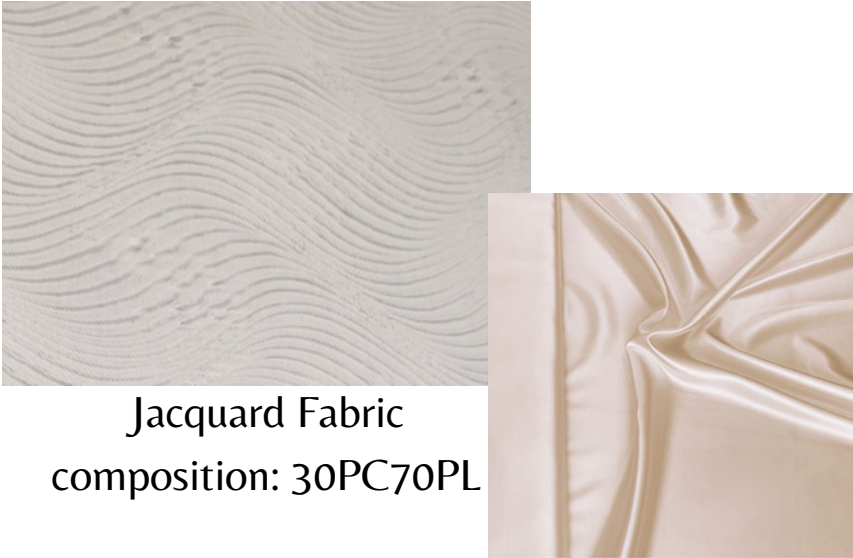


Line Up



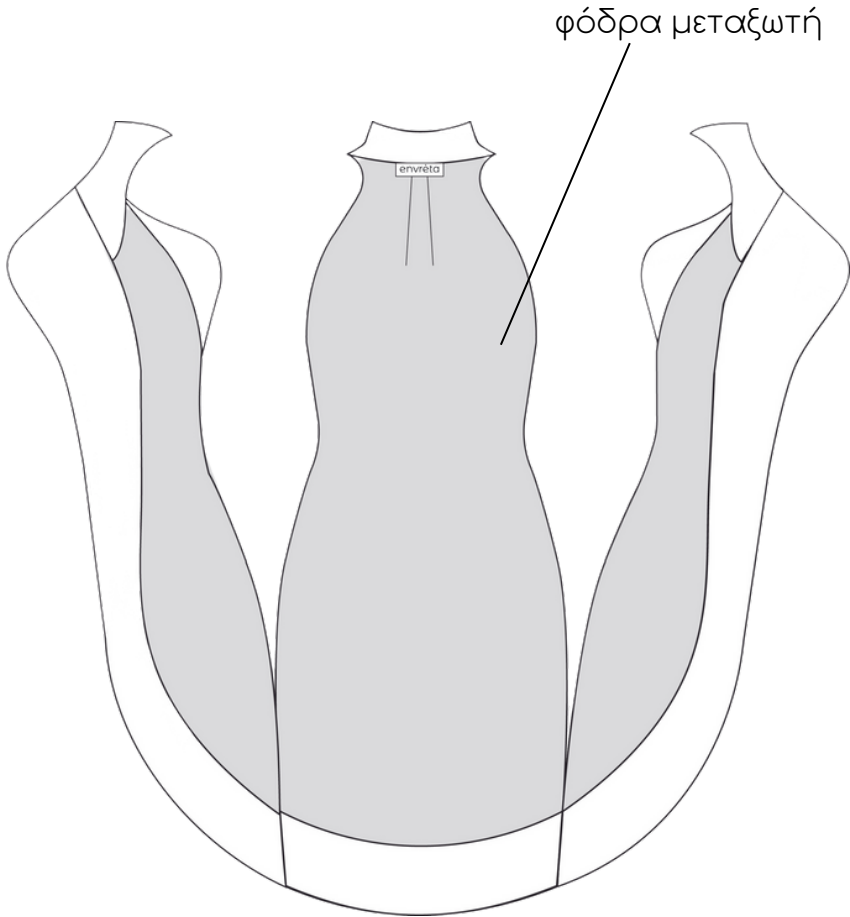
Line Up

envrêta fashion Designer	TECHNICAL SHEET		
	Look 5 - Venus Coat	Raglan, cocoon single breasted White coat	F/W 2023-2024



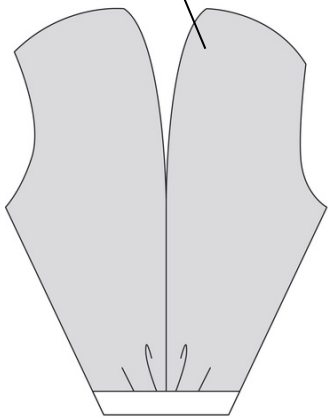
Jacquard Fabric
composition: 30PC70PL

Φόδρα σατέν



φόδρα μεταξωτή

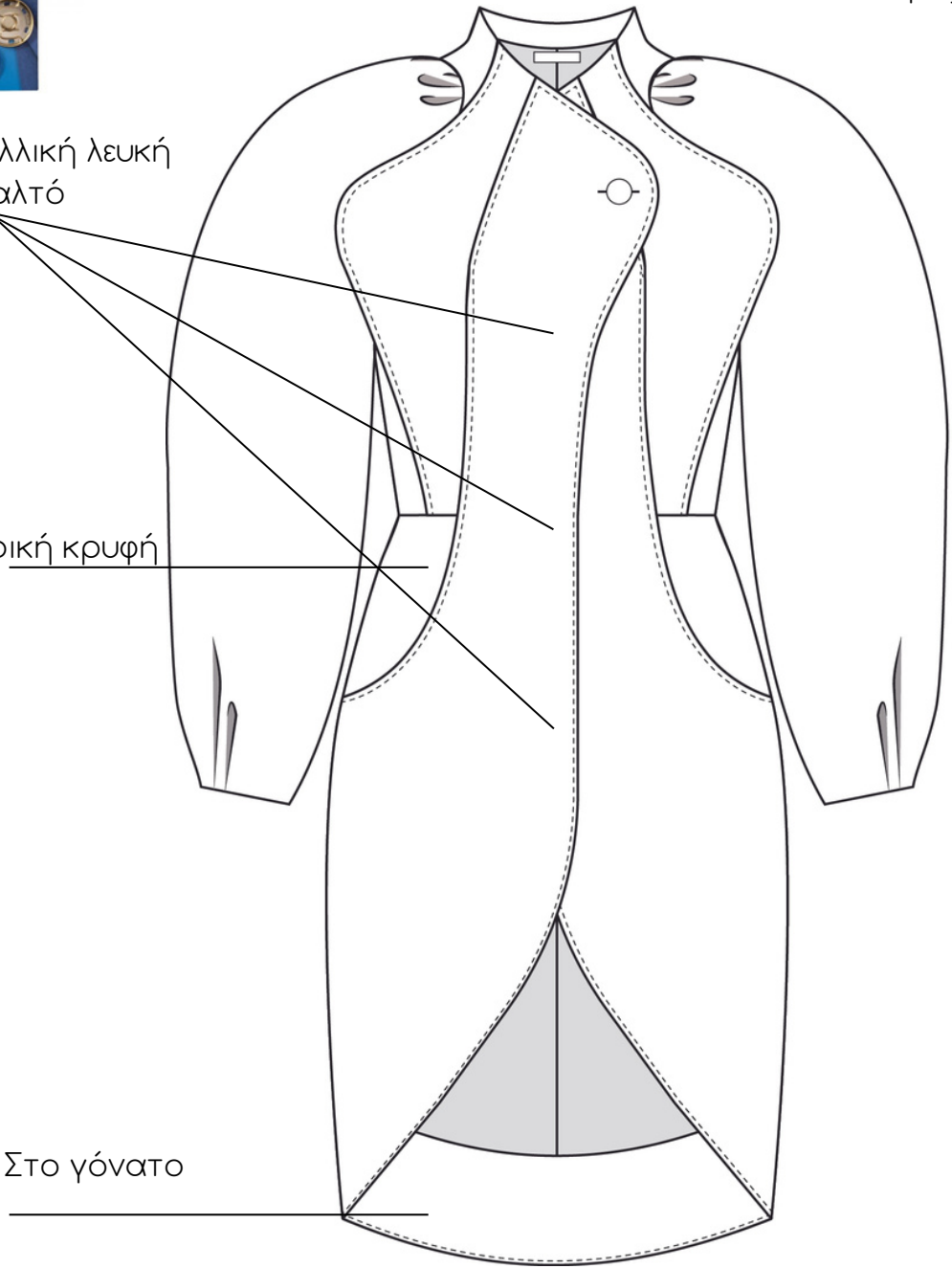
ρεγκλάν μανίκι με ραφή στο κέντρο



σούστα μεταλλική λευκή
για παλτό

Τσέπη εσωτερική κρυφή

Στο γόνατο



σούρες στην μανικοκόλληση

