





- FASHION PORTFOLIO -

Amaia's brand journey

branded mini collection

never ending summer



Amaia







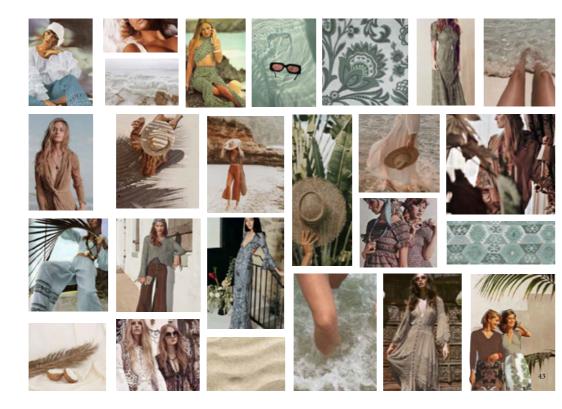
collection concept

never ending summer

For the Summer 22 Collection, Never Ending Summer we were inspired by the optimistic, happy feeling of summer and the uplifting mood that resonates with the beach.

Never Ending Summer reveals the natural beauty within and when wearing Amaia our customers will feel confident and positive. This collection will follow a neutral and warm colour palette to reflect natural surroundings such as the beach. In addition, we will be using a few vibrant, primary colours to reflect the styles and colours seen within the 70s

We have incorporated the Pantone colours Teal and Terracotta for key colours as they compliment the neutral tones within the palette. Elements from the 70's represent the bohemian period which heavily reflects upon the design aesthetic at Amaia. This collection highlights the free spirited nature of the bohemian group during the 70's era.



free spirited bohemians | effortless beauty | summer of the 70s

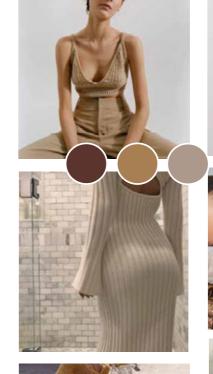


trend analysis





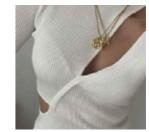








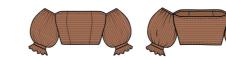




cutout details | sheer fabrics | neutrals | statement crochet



Amaiia











Twist Front Cropped Top #22TWCTP01

100% Silk Satin \$310.00





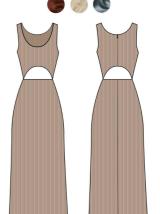


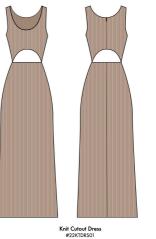


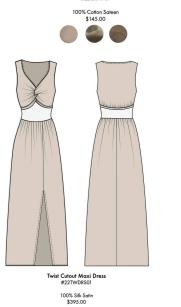










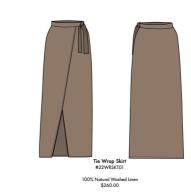


Cropped Tie Top #22CRTTP01





Shirred Torso Mini Dress #22SMDRS01



Off The Shoulder Shirred Jumpsuit #22OSSJT01

100% Cotton Poplin \$225.00



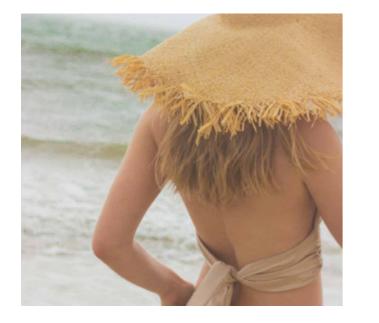
100% Merino Wool \$470.00





Amaiia

Amaia



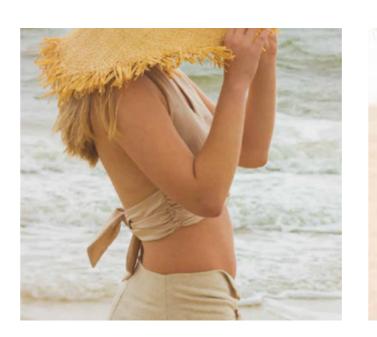






















hancrafted techniques | bohemian femininity | never ending summer

Amaiia



This collection is inspired by the handcrafted technique of crochet as we celebrate the art behind it. In this collection, we are also introducing many trims of different materials and combining various fabric textures within each look. We are incorporating handmade crochet doilies in our range as overlays, design features and cutout details to give our brand a point of difference and to provide consumers with unique designs.

Within this collection, we are also highlighting the importance of sustainability by repurposing old doilies that are not used as commonly today. By upcycling the doilies, consumers will notice the delicacy and intricate detail within the doilies and consider the time it would have taken to create the beautiful items.

Oursoft, muted colours and our designaes the ticreflect the beach bohemian lifestyle and we wish to reflect that same free spirited nature within our garments.



trend analysis















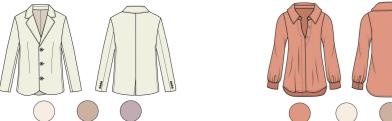






beach to bar | handcrafted techniques | summer nostalgia

DOILY DREAM



#AMA42301 Relaxed Blazer W/S \$150 RRP \$300



#AMA42304 Crop Top with Doily Straps W/S \$90 RRP \$180



#AMA42307 Crochet Bandeau Top W/S \$110 RRP \$220



#AMA42310 Ruched Tie Long Sleeve Top W/S \$80 RRP \$150



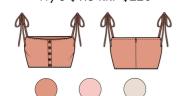
#AMA42314 Doily Beach Shorts W/S \$80 RRP \$200



#AMA42302 Button Up Shirt W/S \$90 RRP \$220



#AMA42305 Doily Bandeau Top W/S \$115 RRP \$220



#AMA42308 Crochet Tie Crop Top W/S \$70 RRP \$130



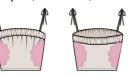




#AMA42315 Doily Skirt W/S \$110 RRP \$230



#AMA42303 Halter Top With Crochet Tie W/S \$100 RRP \$200



#AMA42306 Doily Tie Crop Top W/S \$80 RRP \$150



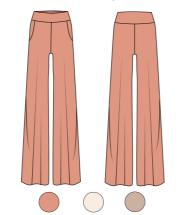
#AMA42309 Tie Back Crop Top W/S \$75 RRP \$120



#AMA42312 Crochet Bikini Top W/S \$80 RRP \$150



#AMA42316 Crochet Drawstring Skirt W/S \$70 RRP \$160

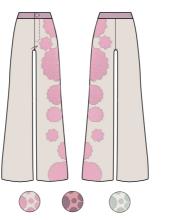


RANGE PLAN SPRING / SUMMER 23

#AMA42317 Relaxed Palazzo Pant W/S \$150 RRP \$300



#AMA42318 Crochet Drawstring Pants W/S \$125 RRP \$280



#AMA42319 Doily Pant W/S \$100 RRP \$250



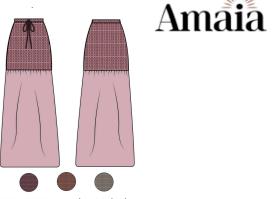
#AMA42320 Doily Midi Skirt W/S \$140 RRP \$300



W/S \$110 RRP \$240



#AMA42322 Crochet Tie Wrap Skirt W/S \$90 RRP \$180



#AMA42323 Crochet Midi Skirt W/S \$110 RRP \$250





#AMA42329 Doily Midi Dress

W/S \$130 RRP \$350



W/S \$100 RRP \$270



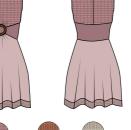
#AMA42325 Doily Mini Dress







#AMA42327 Crochet O Ring Dress





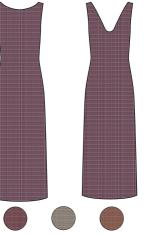


#AMA42328 One Shoulder O Ring Dress W/S \$100 RRP \$270



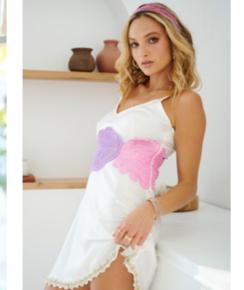


W/S \$140 RRP \$370

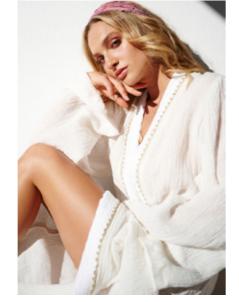


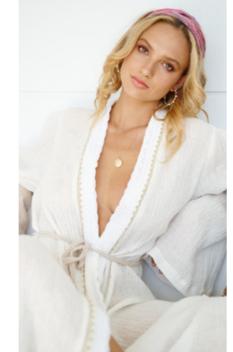
#AMA42331 Crochet Slip Dress W/S \$110 RRP \$280

photoshoot

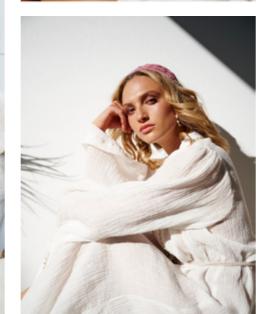




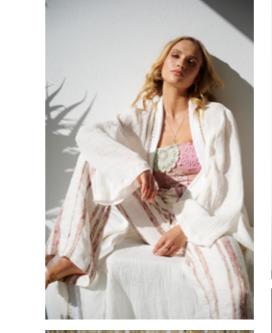








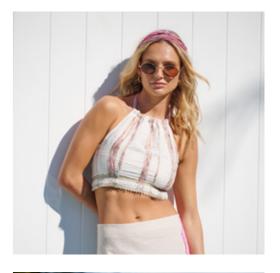
Amaia

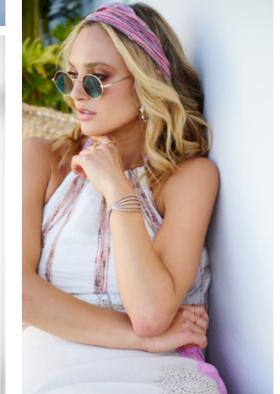










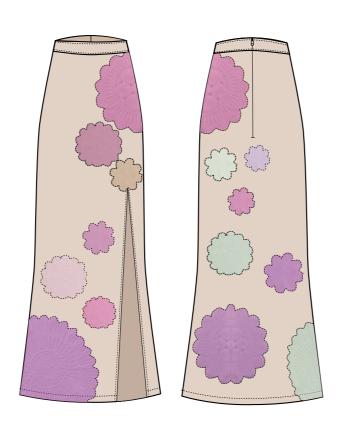






1 out of 6 styles from Doily Dream collection The Doily Midi Skirt Includes:

- Costings Bill Of Materials (BOM)
- Size SpecificationMake Specification



doily midi skirt

#AMA42320 Linen midi skirt with side split and crochet doilies appliqued on skirt

W/S\$140 RRP\$300











Style Number	#AMA42320	Season	Spring/Summer 23	Collection/Story	Doily Dream
Description	Doily Midi Skirt	Base Size	8	Date	Aug-22

FABRIC	DESCRIPTION	\$ PE	R METRE	WIDTH	YIELD/M	SUBTOTAL
Main	Sorrento Natural Linen	\$	11.70	135cm	2	\$ 23.40
Fusing	Lightweight Interfacing BVM40- White	\$	6.48	150cm	0.2	\$ 1.30
Lining	String Cotton Voile Lining	\$	4.00	145cm	2	\$ 8.00
TOTAL FABRIC						\$ 32.70

TRIMS	DESCRIPTION	QTY	WIDTH/SIZE	\$/PCE or M	SUBTOTAL	
Zipper	Invisible Zipper 25cm (10") Natural	1	25cm	\$ 1.15	\$ 1.15	
Crochet Doily Small	Crochet Doily	6	10cm	\$ 1.00	\$ 6.00	
Crochet Doily Medium	Crochet Doily	4	20cm	\$ 1.50	\$ 6.00	
Crochet Doily Large	Crochet Doily	3	25cm	\$ 2.00	\$ 6.00	
TOTAL TRIMS	TOTAL TRIMS					

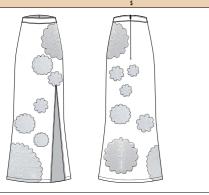
LABOUR/FREIGHT	DESCRIPTION	QTY	\$/PCE		SUBTOTAL
Maker	CMT	1	\$	25.00	\$ 25.00
Fusing Service Cost	Block Fusing Front & Back Waistband	1	\$	0.20	\$ 0.20
Freight to store	Shipping	1	\$	2.00	\$ 2.00
Packaging	Garment in canvas bag in posting satchel	1	\$	3.00	\$ 3.00
Patternmaker	Creating Patterns for garment	1	\$	3.00	\$ 3.00
TOTAL LABOUR/SHIPPING				\$ 33.20	

OTHER GARMENT COSTS	DESCRIPTION	QTY	SIZE	\$/ PCE	SUBTOTAL
Hanger	White Matte Hanger with logo	1	=	\$ 0.50	\$ 0.50
Swing Tag	Cardboard Swing Tag with Pin and Cord	1	55mm x 80mm	\$ 0.20	\$ 0.20
Size Label	Size Label	1	12mm x 15mm	\$ 0.05	\$ 0.05
Main Label	Woven label with logo	1	50mm x 15mm	\$ 0.10	\$ 0.10
Care Label	Care label with washing instructions	1	45mm x 15mm	\$ 0.05	\$ 0.05
TOTAL GARMENT COSTS					\$ 0.90





Total Cost	\$ 85.95
Wholesale (x 1.65)	\$ 141.81
Retail markup (2.3)	\$ 197.68
RRP	\$ 300.00





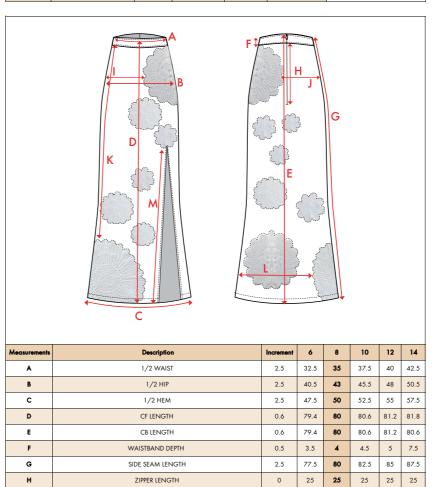
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Style Number	#AMA42320	Season	Spring/Summer 23	Collection/Story	Doily Dream	
Description	Doily Midi Skirt	Base Size	8	Date	Aug-22	
FABRIC	COLOURWAY 1		COLOURWA	Y 2	COLOURWAY 3	
	Natural		White		Rust	
MAIN						

FABRIC	COLOURWAY 1	COLOURWAY 2	COLOURWAY 3
	Natural	White	Rust
MAIN Sorrento Natural Linen	K		K
FUSING Lightweight Fusing - BMV40 White			
	Natural	White	Rust
LINING Cotton Voile Lining		1	
TRIMS	COLOURWAY 1	COLOURWAY 2	COLOURWAY 3
ZIPPER 25cm Invisible Zipper	Natural	White	Rust
	Rose	Peach	Cream
CROCHET DOILIES Small Crochet Doily			
	Purple	Pink	White
CROCHET DOILIES Medium Crochet Doily			
CROCHET DOILIES Large Crochet Doily	Sand	Rosewood	Sand
	LABELS	(ONE COLOURWAY)	
MAIN LABEL White SIZE LABEL White CARE LABEL White	Amaia	8 Mediated in Allihous management of the control o	
SWING TAG White			



tyle Number	#AMA42320	Date	Aug-22	Comments	-	N/c
Description	Doily Midi Skirt	Collection	Doily Dream	Patternmaker	Scissors Paper Block	Amaia
Fabric	100% Linen	Season	S/S 23	Base Size	8	



DISTANCE FROM SIDE SEAM TO DOILY ON FRONT (AT TOP WAIST)

DISTANCE FROM SIDE SEAM TO DOILY ON BACK (AT TOP WAIST)

DISTANCE FROM TOP OF SKIRT TO BOTTOM DOILY

DISTANCE FROM DOILY ON BACK TO SIDE SEAM

LENGTH OF SKIRT SLIT

M

0.5 23.5 **24** 24.5 25 25.5

0.5 26.5 **27** 27.5 28 28.5

0.5 61.5 **62** 62.5 63 63.5

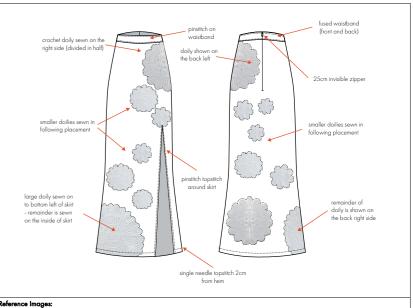
0.5 39.5 40 40.5 41 41.5

2.5 57.5 **60** 62.5 65 67.5



Amaia

Style Number	#AMA42320	Date	Aug-22	Comments	-
Description	Doily Midi Skirt	Collection	Doily Dream	Patternmaker	Scissors Paper Block
Fabric	100% Linen	Season	S/S 23	Base Size	8





Comments

The following reference images are to show the skirt type - fitted at waist and hips and then flowy at bottom

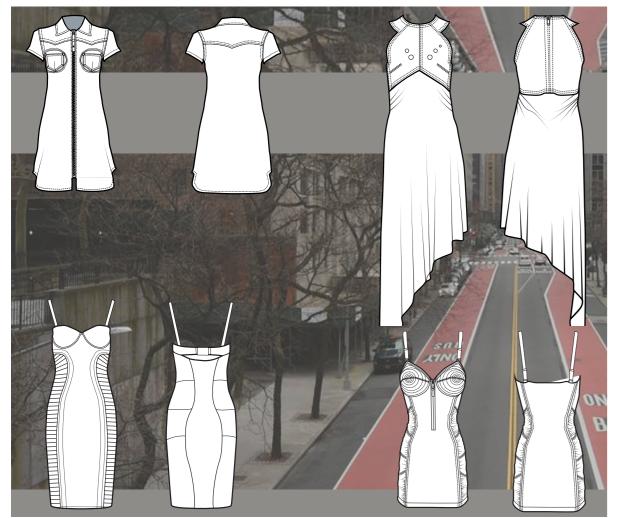


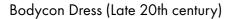
DESIGNER FOCUS: JEAN PAUL GALTIER

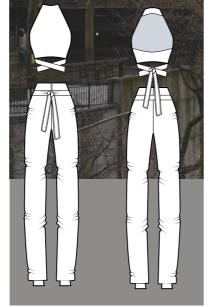
Cutout Bust Dress (20th century)

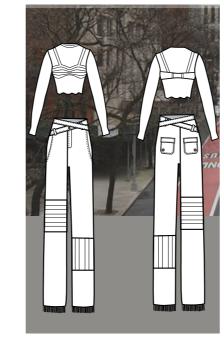
Asymmetric Dress (20th century)

Cone Bra Mini Dress (1990)

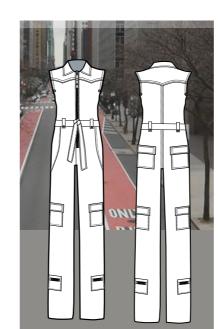








my adaptations



jean paul gaultier adaptations - streetwear

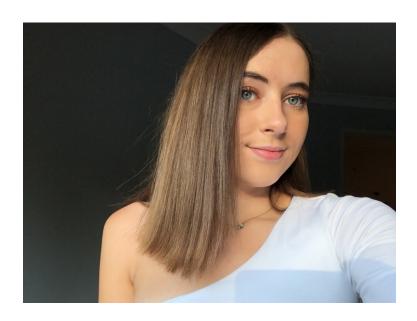






emma tudor

- FASHION PORTFOLIO -



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