

Amaia



emma tudor

– FASHION PORTFOLIO –

Amaia's brand journey




branded mini collection
never ending summer




Amaia



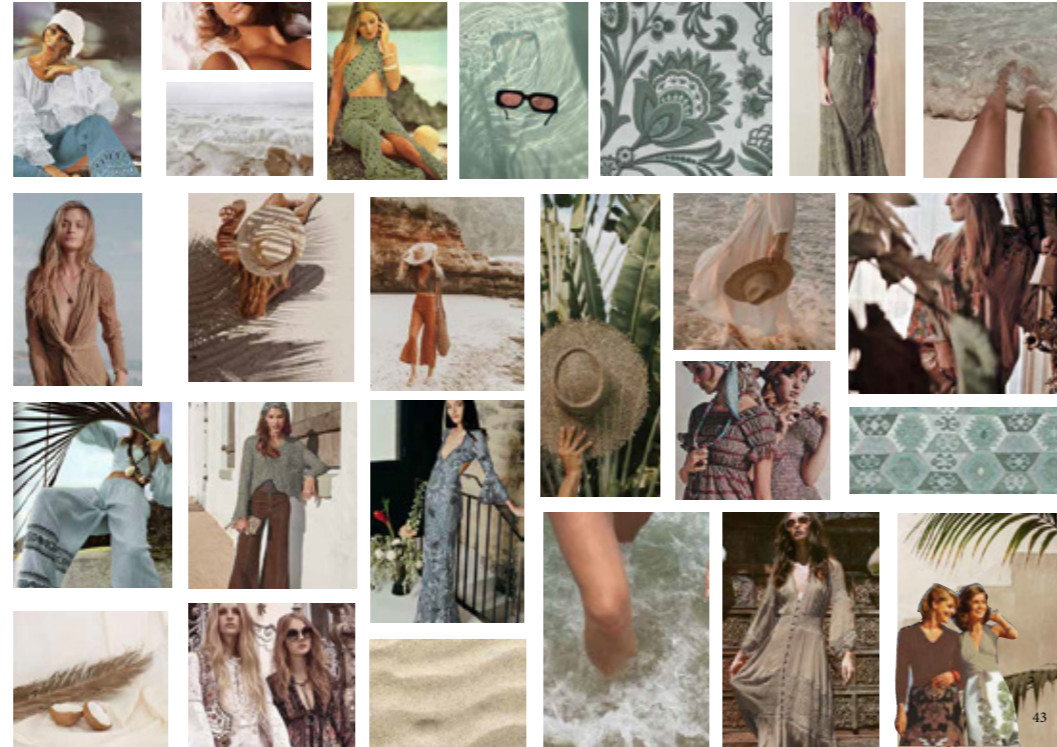
collection concept

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.

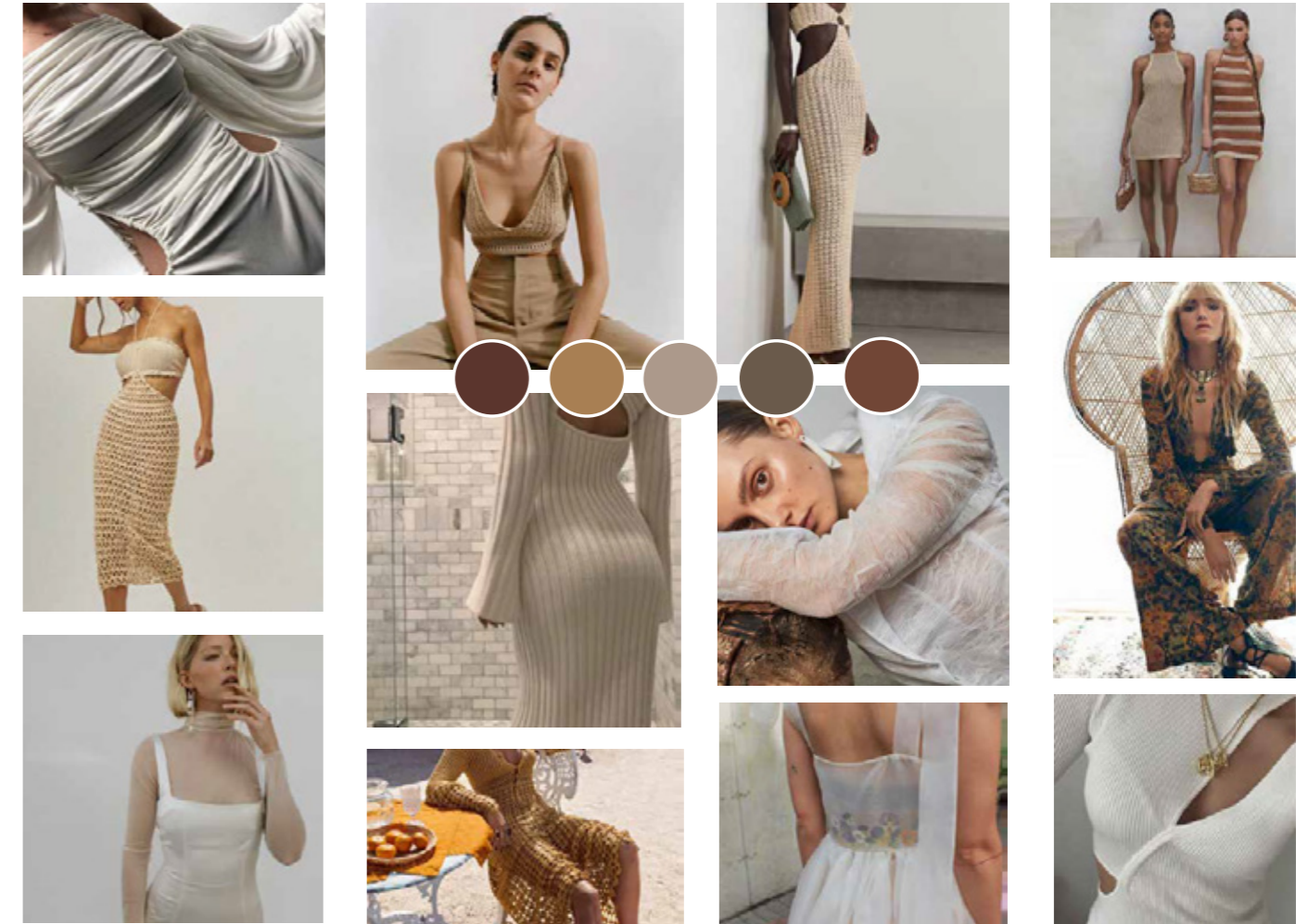
Never Ending Summer reveals the natural beauty within and when wearing Amaia our customers will feel confident and positive. This collection will follow a neutral and warm colour palette to reflect natural surroundings such as the beach. In addition, we will be using a few vibrant, primary colours to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

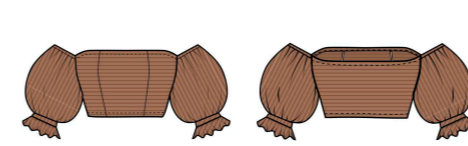
trend analysis



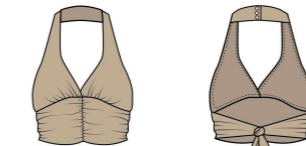
cutout details | sheer fabrics | neutrals | statement crochet

range plan

Amaia



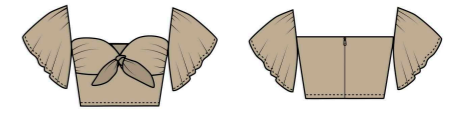
Crochet Off The Shoulder Top
#22CRTPO1
100% Merino Wool
\$385.00



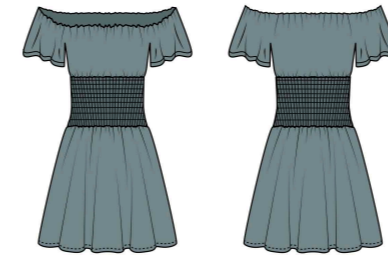
Gathered Halter Top With Back Tie
#22HALTPO1
100% Silk Satin
\$455.00



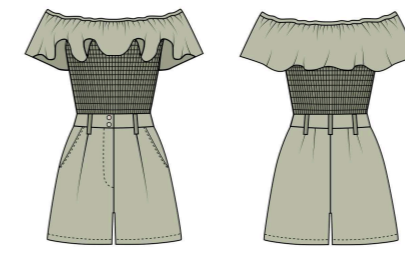
Twist Front Cropped Top
#22TWCTPO1
100% Silk Satin
\$310.00



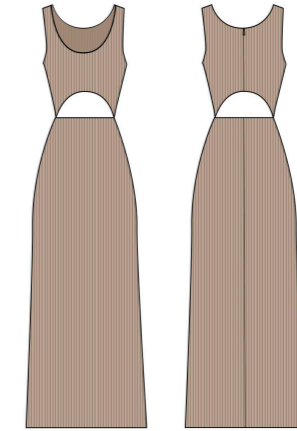
Cropped Tie Top
#22CRTTPO1
100% Cotton Sateen
\$145.00



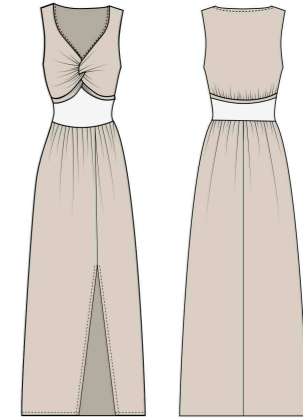
Shirred Torso Mini Dress
#22SMDRS01
100% Cotton Poplin
\$295.00



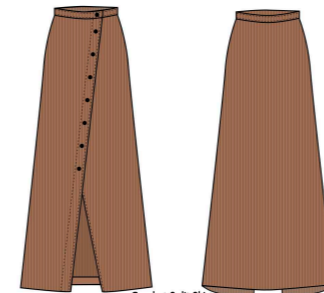
Off The Shoulder Shirred Jumpsuit
#22OSSJT01
100% Cotton Poplin
\$225.00



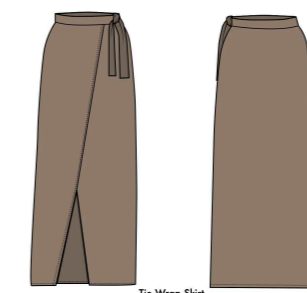
Knit Cutout Dress
#22KTDRS01
100% Merino Wool
\$470.00



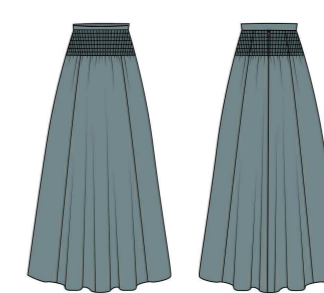
Twist Cutout Maxi Dress
#22TWDRS01
100% Silk Satin
\$395.00



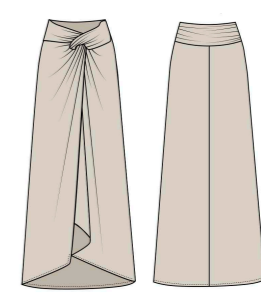
Crochet Split Skirt
#22CRSKT01
100% Merino Wool
\$445.00



Tie Wrap Skirt
#22WRSKT01
100% Natural Washed Linen
\$260.00



Shirred Midi Skirt
#22SHSKT01
100% Heavy Natural Linen
\$315.00

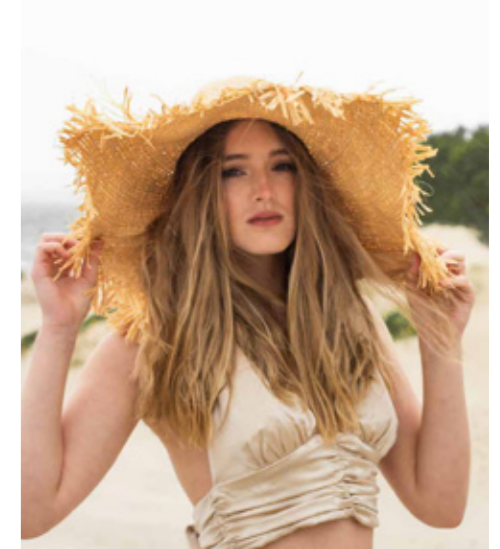


Twist Midi Skirt
#22TWMSKT01
100% Linen
\$445.00

photoshoot

Amaia

Amaia




graduate collection





handcrafted techniques | bohemian femininity | never ending summer

Amaia



concept

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.

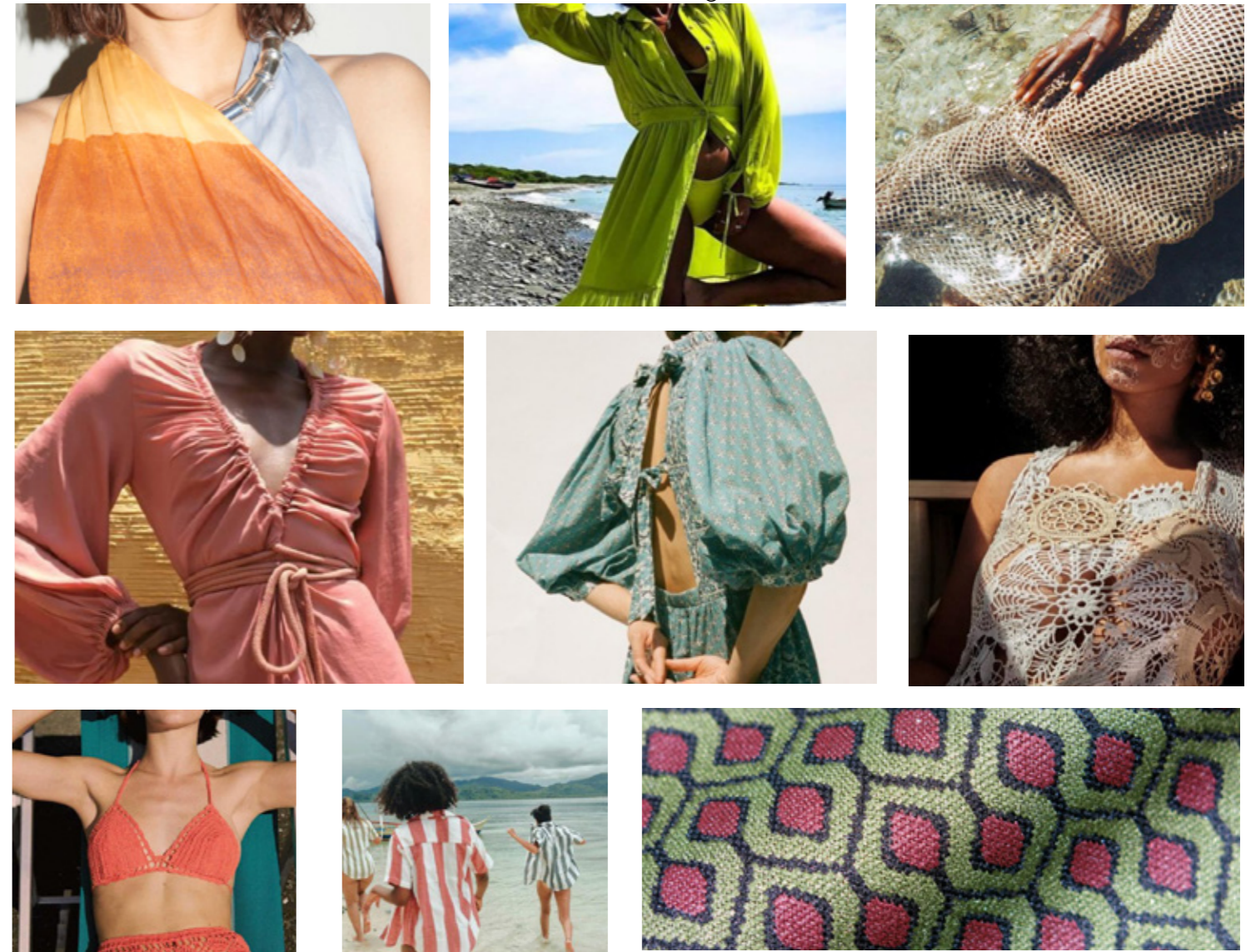
Within this collection, we are also highlighting the importance of sustainability by repurposing old doilies that are not used as commonly today. By upcycling the doilies, consumers will notice the delicacy and intricate detail within the doilies and consider the time it would have taken to create the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

Our soft, muted colours and our design aesthetic reflect the beach bohemian lifestyle and we wish to reflect that same free spirited nature within our garments.



trend analysis

Amaia



beach to bar | handcrafted techniques | summer nostalgia



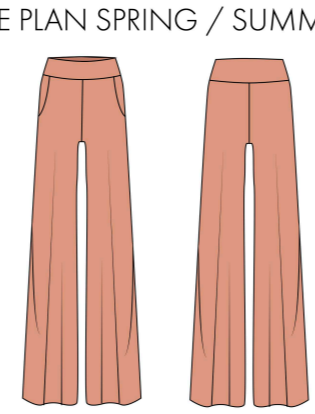
#AMA42301 Relaxed Blazer
W/S \$150 RRP \$300



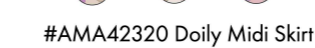
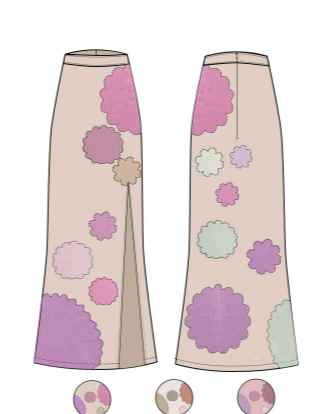
#AMA42302 Button Up Shirt
W/S \$90 RRP \$220



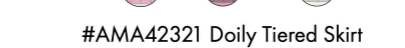
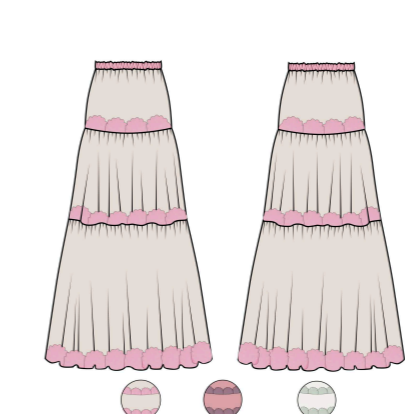
#AMA42303 Halter Top With Crochet Tie
W/S \$100 RRP \$200



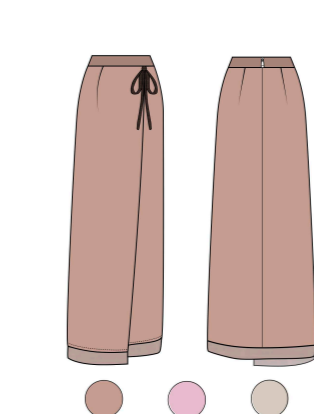
#AMA42317 Relaxed Palazzo Pant
W/S \$150 RRP \$300



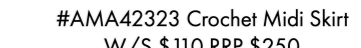
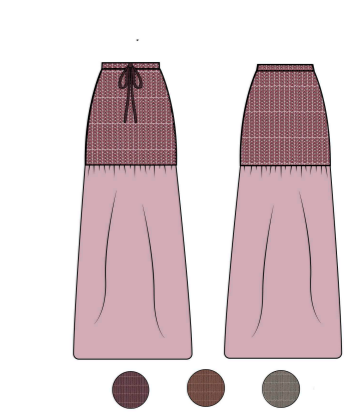
#AMA42320 Doily Midi Skirt
W/S \$140 RRP \$300



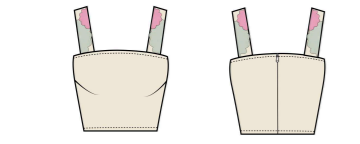
#AMA42321 Doily Tiered Skirt
W/S \$110 RRP \$240



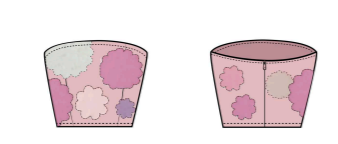
#AMA42322 Crochet Tie Wrap Skirt
W/S \$90 RRP \$180



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



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



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



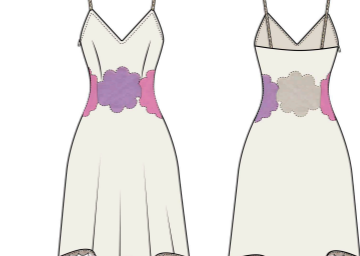
#AMA42306 Doily Tie Crop Top
W/S \$80 RRP \$150



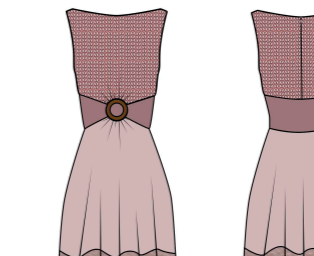
#AMA42318 Crochet Drawstring Pants
W/S \$125 RRP \$280



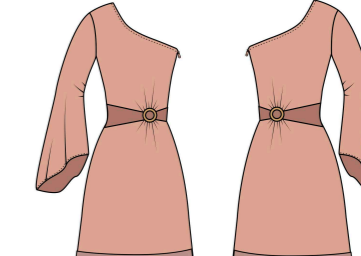
#AMA42324 Doily Shirt Dress
W/S \$100 RRP \$270



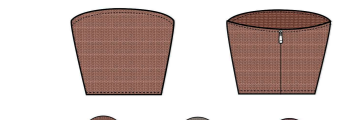
#AMA42325 Doily Mini Dress
W/S \$160 RRP \$330



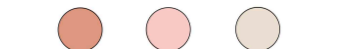
#AMA42327 Crochet O Ring Dress
W/S \$115 RRP \$250



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



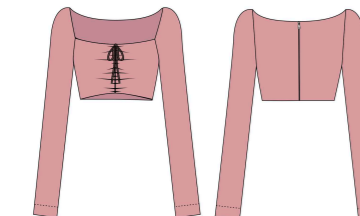
#AMA42307 Crochet Bandeau Top
W/S \$110 RRP \$220



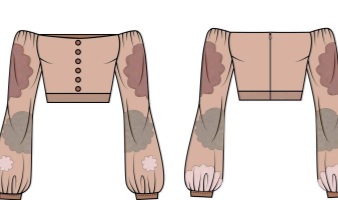
#AMA42308 Crochet Tie Crop Top
W/S \$70 RRP \$130



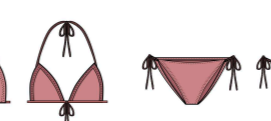
#AMA42309 Tie Back Crop Top
W/S \$75 RRP \$120



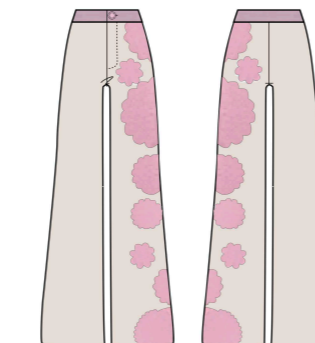
#AMA42310 Ruched Tie Long Sleeve Top
W/S \$80 RRP \$150



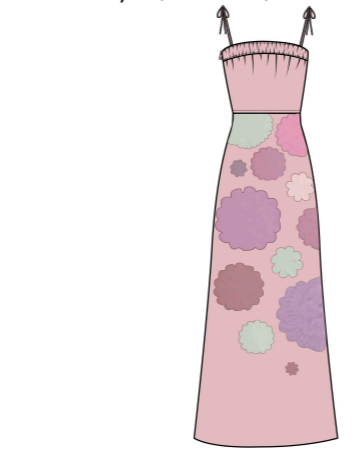
#AMA42311 Off The Shoulder Doily Top
W/S \$120 RRP \$250



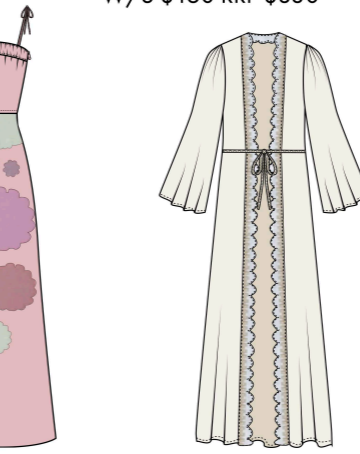
#AMA42312 Crochet Bikini Top
W/S \$80 RRP \$150



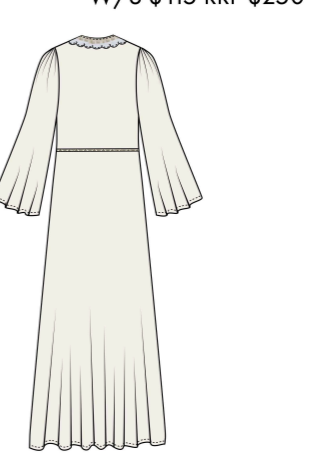
#AMA42319 Doily Pant
W/S \$100 RRP \$250



#AMA42329 Doily Midi Dress
W/S \$130 RRP \$350



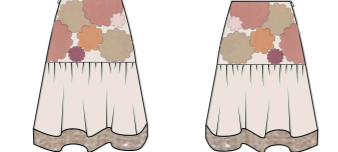
#AMA42330 Crochet Tie Beach Robe
W/S \$140 RRP \$370



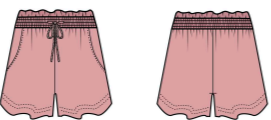
#AMA42331 Crochet Slip Dress
W/S \$110 RRP \$280



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



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



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

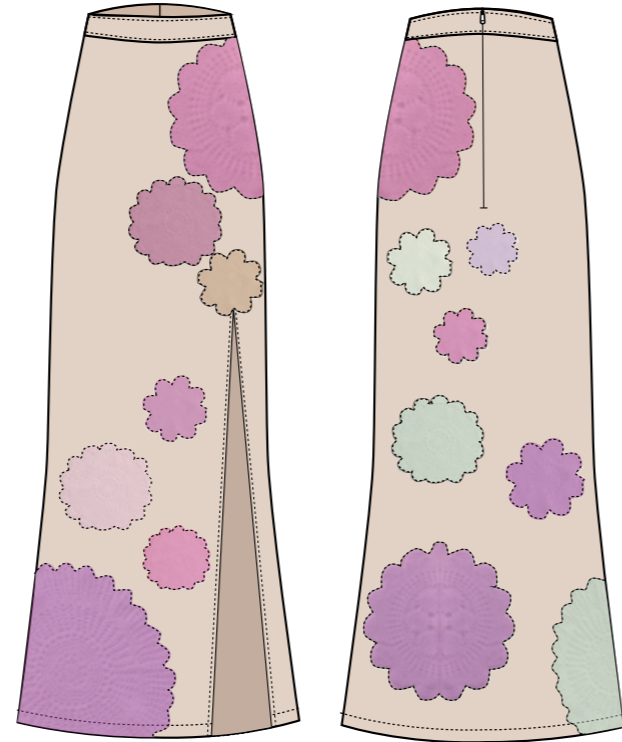
technical pack

1 out of 6 styles from Doily Dream collection

The Doily Midi Skirt

Includes:

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



doily midi skirt

#AMA42320

Linen midi skirt with side split and crochet doilies applied on skirt

W/ S \$140 RRP \$300





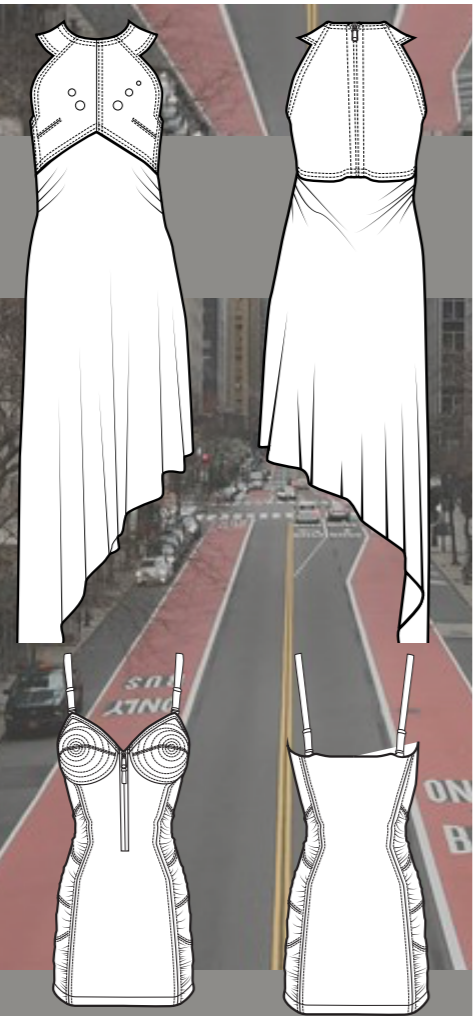
DESIGNER FOCUS: JEAN PAUL GALTIER

jean paul gaultier adaptations - streetwear

Cutout Bust Dress (20th century)

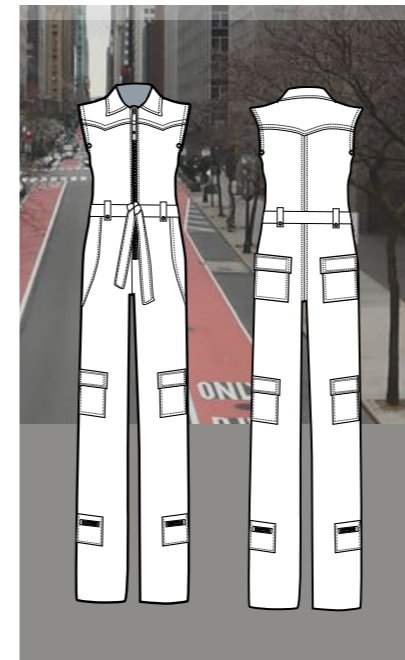
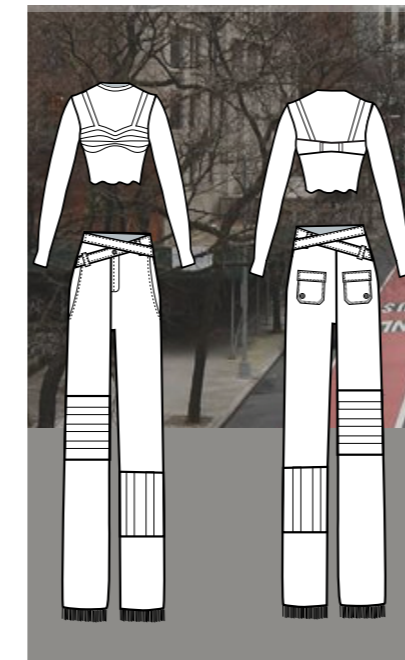
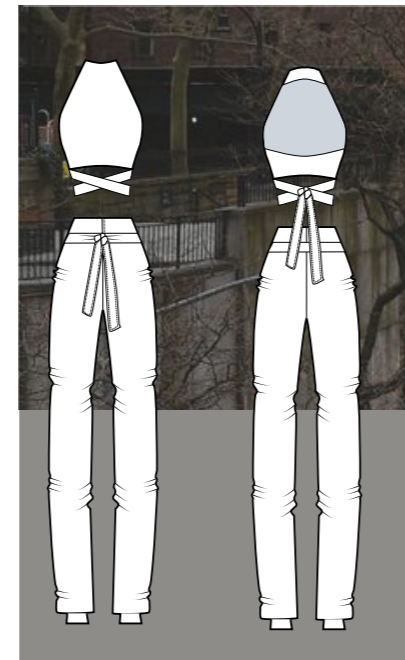


Asymmetric Dress (20th century)



Bodycon Dress (Late 20th century)

Cone Bra Mini Dress (1990)



my adaptations





emma tudor

– FASHION PORTFOLIO –



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