



SARA AYATOLLAHI

زن. زندگی. آزادی.

woman. life. freedom.

womenswear collection

پژوهش

RESEARCH



PERSIA - IRAN
PROTEST FASHION
LAYERING
MODESTY
TRANSLUCENCY
DRAPE
LUXURY
GOLD
FLUIDITY



رنگ و پارچه

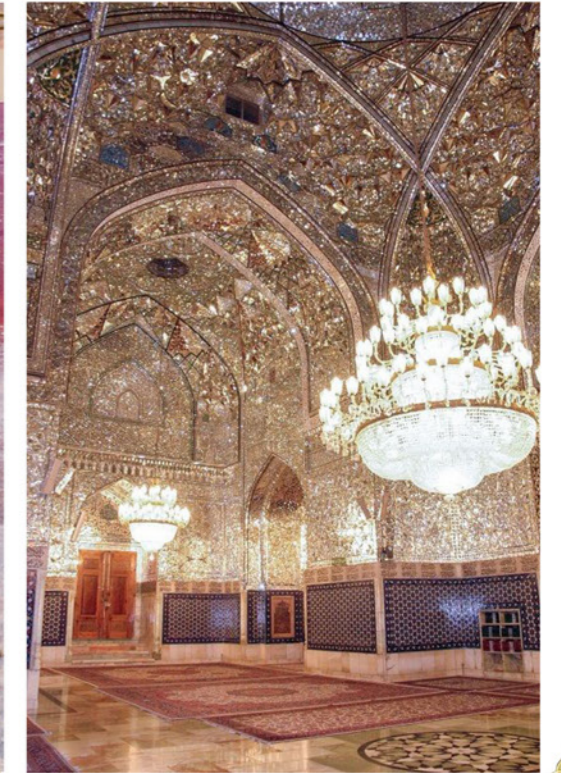
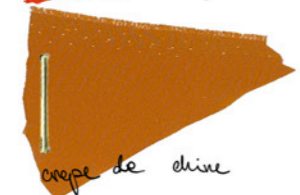
COLOUR AND FABRIC



crinkle lamé



denim





طراحی و پیشرفت

DESIGN DEVELOPMENT

*Drape
Accessories*



طراحی و پیشرفت

DESIGN DEVELOPMENT

Layering



طراحی و پیشرفت

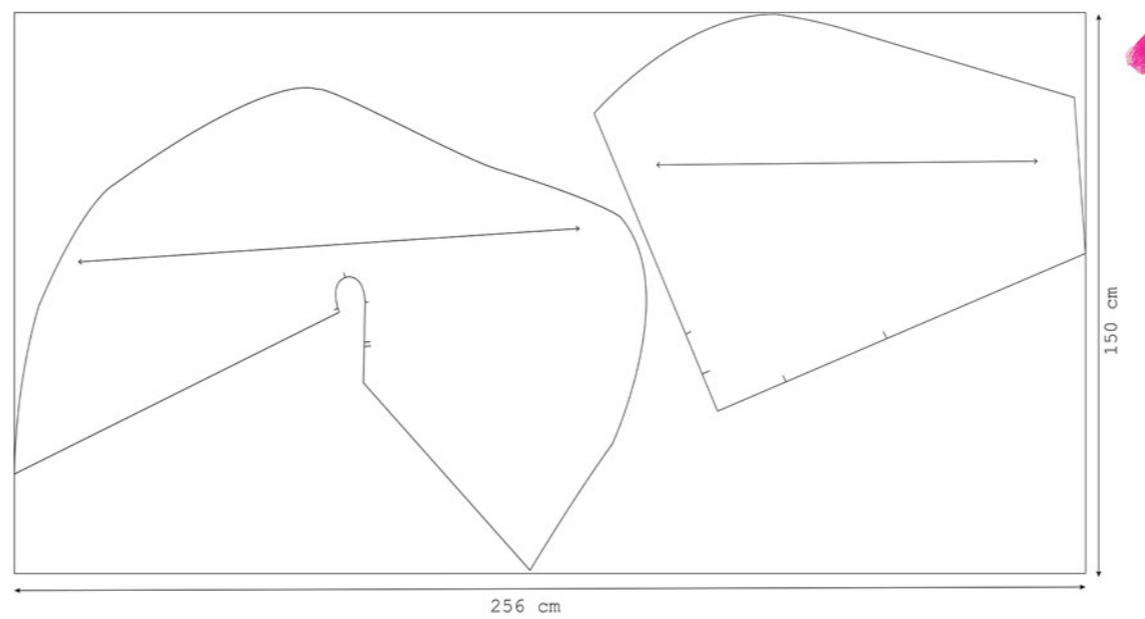
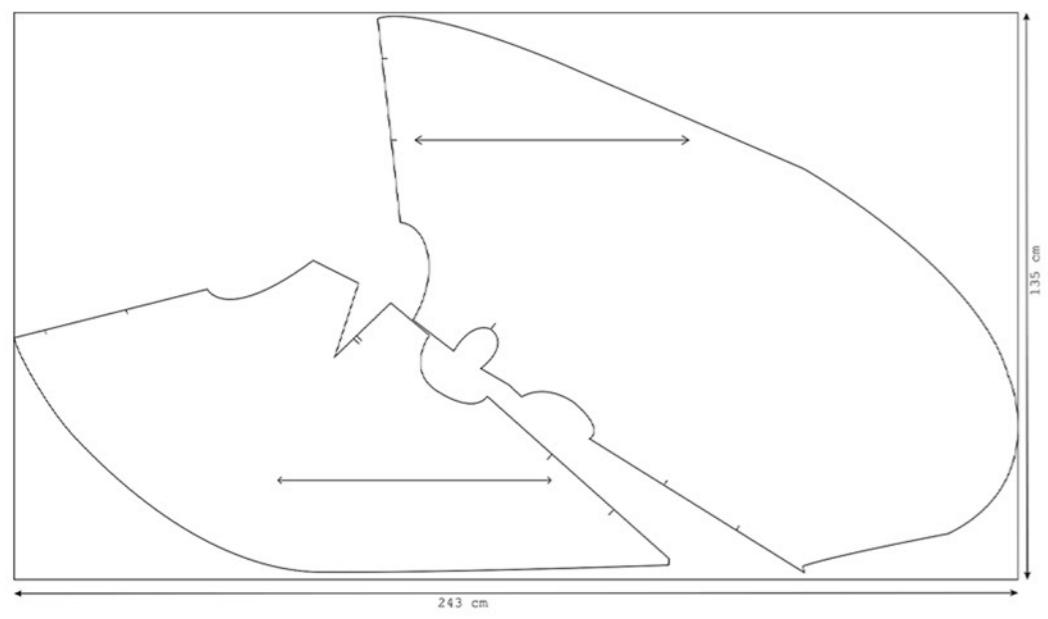
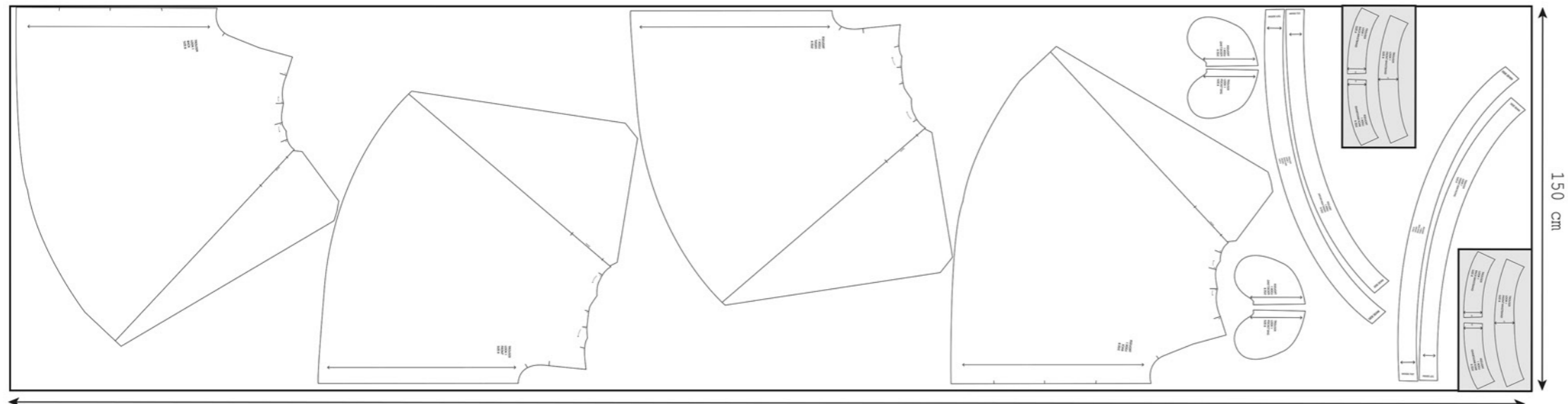
DESIGN DEVELOPMENT

Hybrid Garments



پیشرفت نمونه لباس ۱

LOOK 1 DEVELOPMENT





پیشرفت نمونه لباس ۳

LOOK 3 DEVELOPMENT



draped secured into waistband



mount to shoulder point



keyhole neckline loop fabric fastening



cut 3 cm extra seam allowance; pin to mannequin and baste; sew then trim excess



multiway scarf

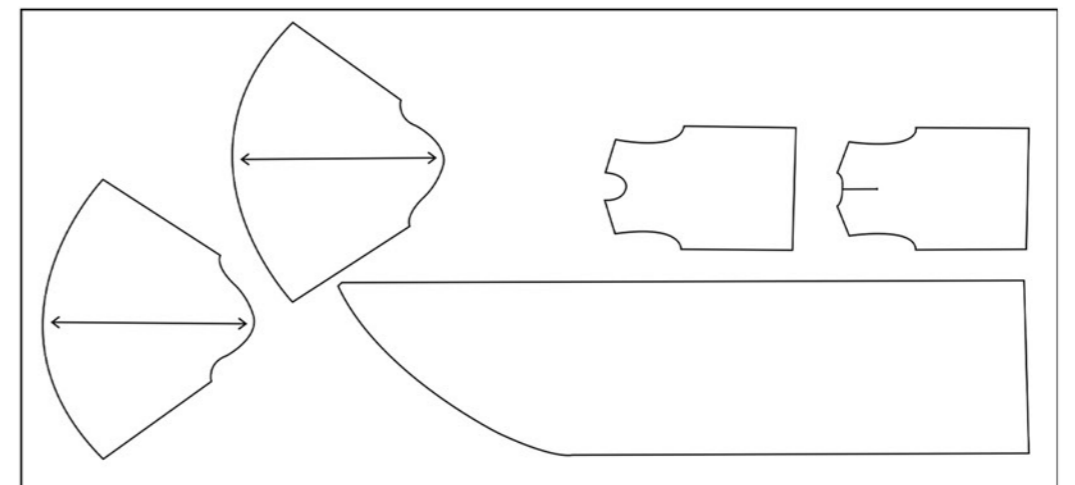
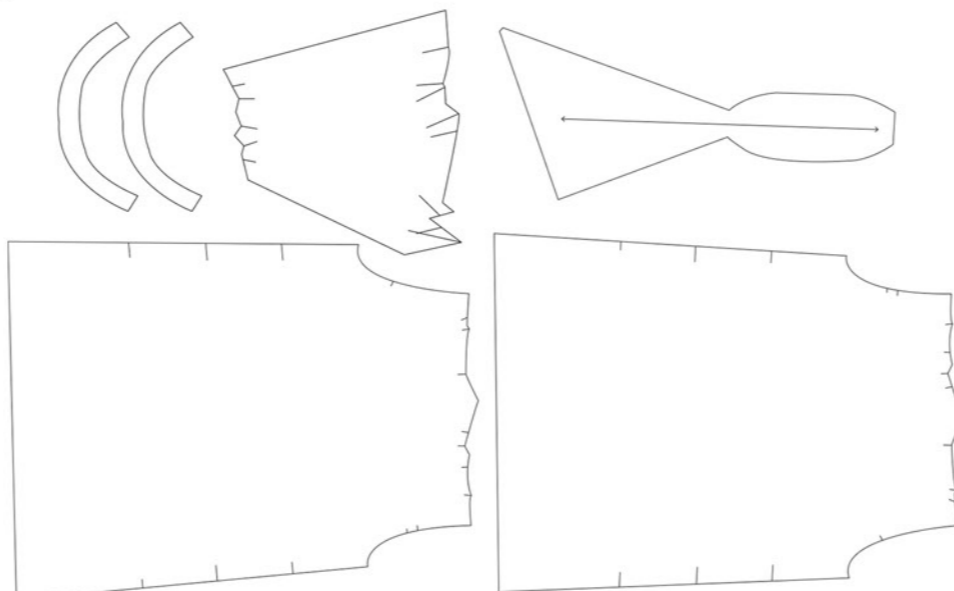


topstitch pleats at 8cm



back throughout to keep bust in place

move bust to back pleat



زن. زندگی. آزادی.

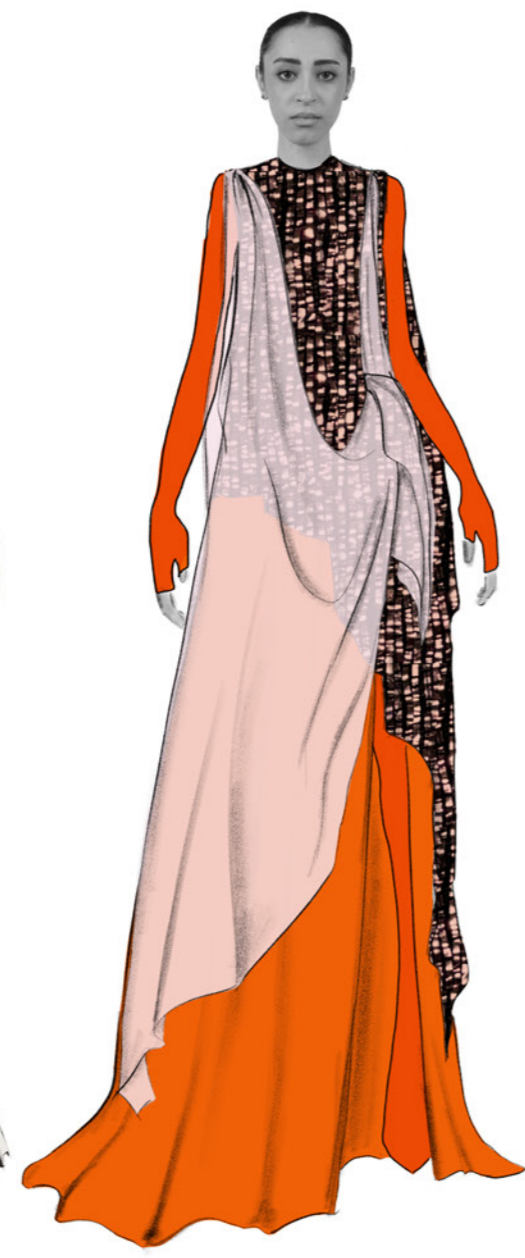
ZAN. ZENDEGI. AZADI.

WOMAN. LIFE. FREEDOM.

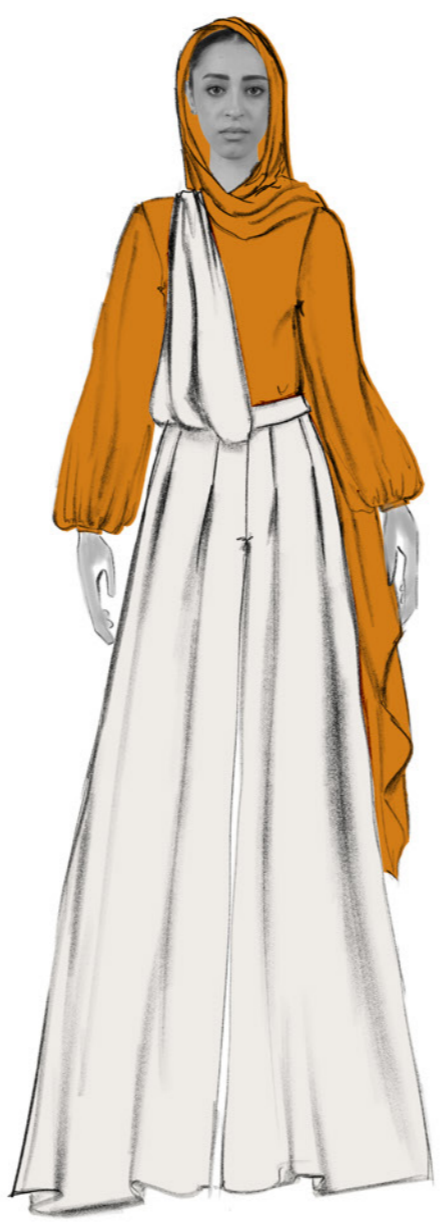
LOOK 1



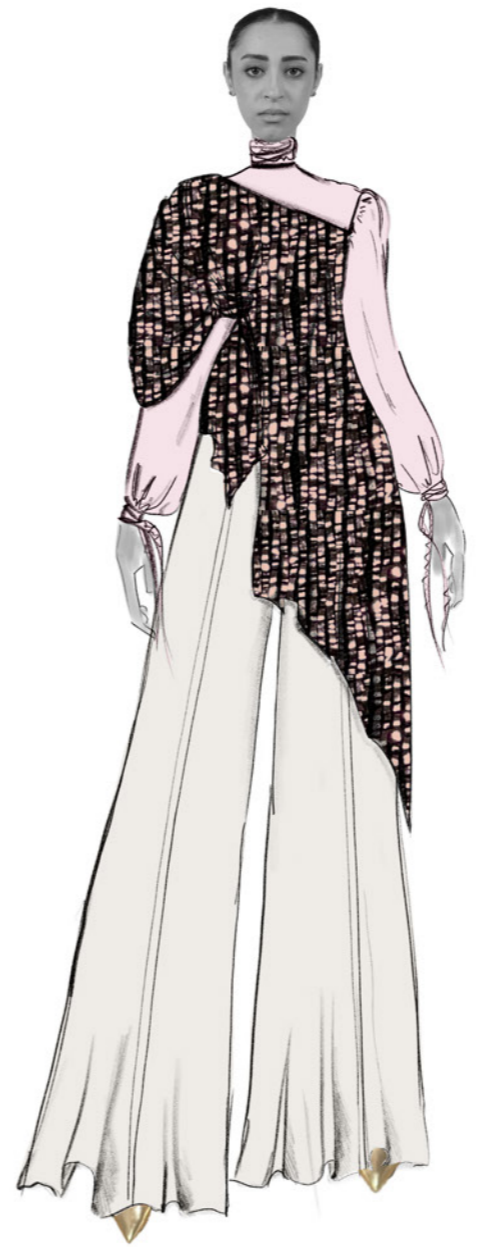
LOOK 2



LOOK 3



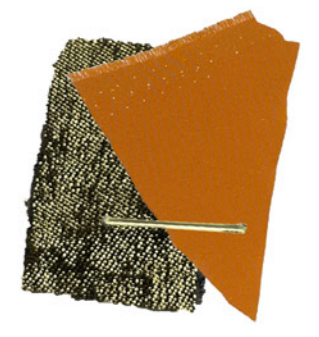
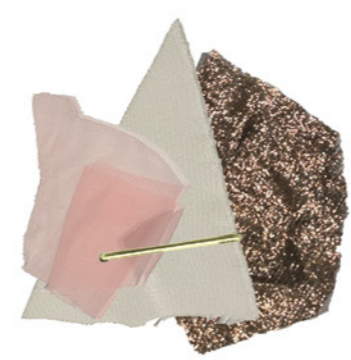
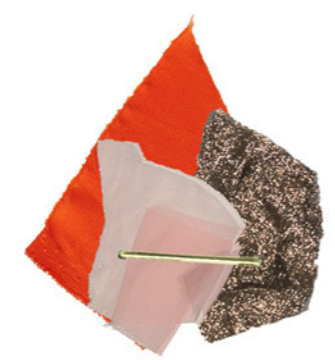
LOOK 4



LOOK 5



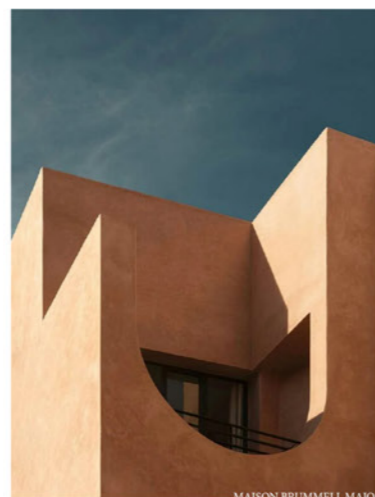
LOOK 6





WOMAN. LIFE. FREEDOM

زن. زندگی. آزادی.



COATS AW25

ADJACENT OUTERWEAR COLLECTION TO [ZAN ZENDEGI AZADI](#)

THIS RANGE OF COATS STEMS FROM MY MAIN WOMENSWEAR COLLECTION, INSPIRED BY IRANIAN WOMEN AND THEIR WAY OF MANIPULATING AND WORKING AROUND THE STANDARD ISLAMIC DRESSCODE. THE DESIGNS ARE DESCRIBED BY LOOSE, LONG, ROUNDED AND COCOON-SHAPED SILHOUETTES WITH DISCREET SLITS SUBTLY REVEALING THE BODY, WHILE DETAILS AND FINISHINGS ARE OVSIZED. THE MAIN MATERIAL USED IS WOOL, USING CONTRAST LINING OR BONDING TO REVEAL A HIDDEN POP OF COLOUR.

USING CLEAN LINES AND ARCHITECTURAL, ASYMMETRICAL SHAPES, AND UNEXPECTED COLOUR COMBINATIONS THE RANGE CONSTITUTES A SERIES OF CONTRASTS WHICH RESEMBLE THE STYLE OF IRANIAN WOMEN OVER THE COURSE OF MANY GENERATIONS.



KEY COMPETITORS:

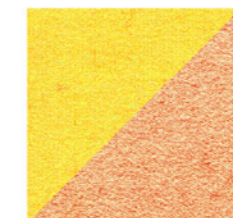
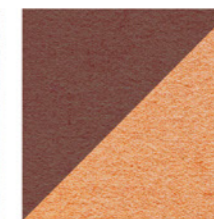
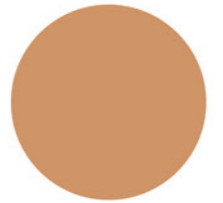
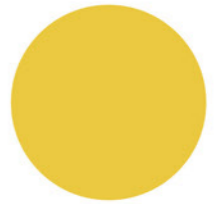
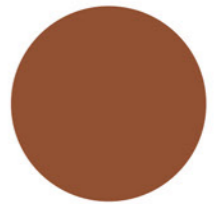
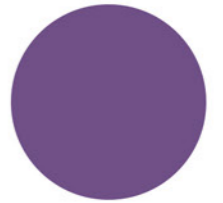
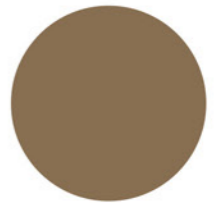
- ROKSANDA
- PRADA
- MAXMARA

MAIN MATERIALS

- MELTON WOOL
- BRUSHED WOOL

KEY DETAILS:

- OVERSIZED PATCH POCKETS
- OVERSIZED WELT POCKETS
- OVERSIZED CUFFS
- SHAWL/HOOD COLLARS
- ASYMMETRIC PANELS



DESIGN DEVELOPMENT

