



# ***AVA LUNA HERCZEG***

*COLLECTION PORTFOLIO*



# INSPIRATION



"Making oneself disappear"  
→ "haji" = shame  
→ Japan's high-pressure society  
↳ fear of failure  
↳ hikikomori as a way  
to protect oneself  
→ wanting to escape from the real  
world → into internet world

## COLOUR & FABRIC

Colour and fabric board  
inspired by Japanese  
artist Aya Takano



# DESIGN DEVELOPMENT

*Designs illustrated using  
airbrush and Copic markers*



*Initial collages inspired by the  
comfort of one's own bed and  
following concept sketches*



# LOOK 1: PILLOW TROUSERS & TANK TOP

DEVELOPMENT & ILLUSTRATION



maybe pocket as a slip that can be folded down to reveal zip etc.

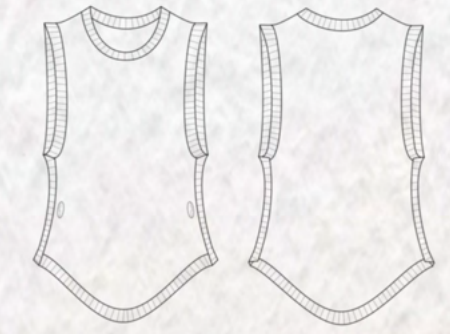
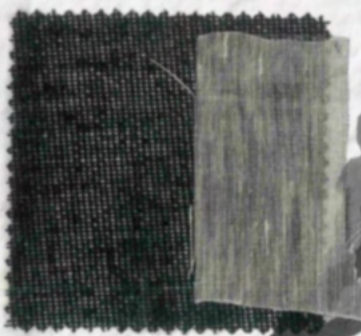
ribbing to mirror the key elements of a comfort jumper

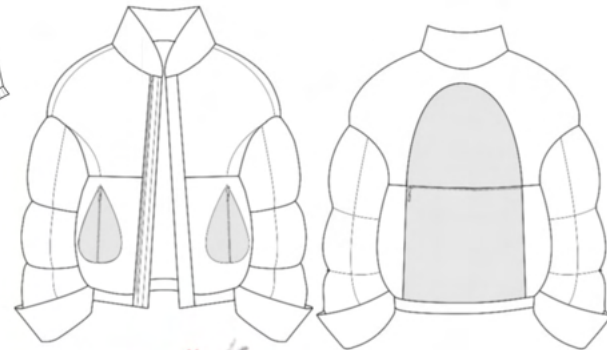
hooded pocket detail on front & back

exploring visuals of upside down jumper (where could sleeves go)

additive wear detail of vel padding

working drawing





# LOOK 1: PILLOW PUFFER

DEVELOPMENT & ILLUSTRATION



# PILLOW PUFFER

TOILES AND MAKING

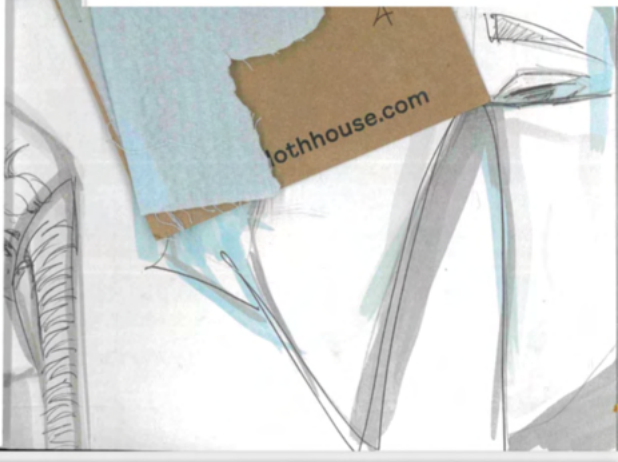
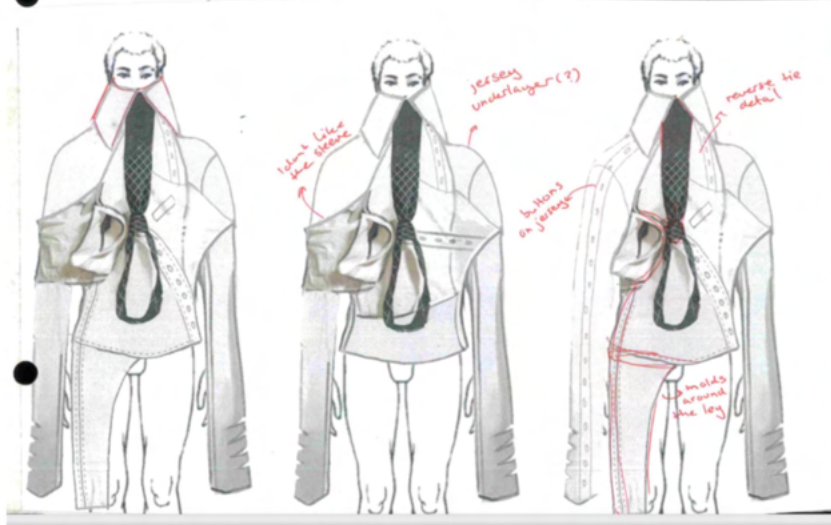
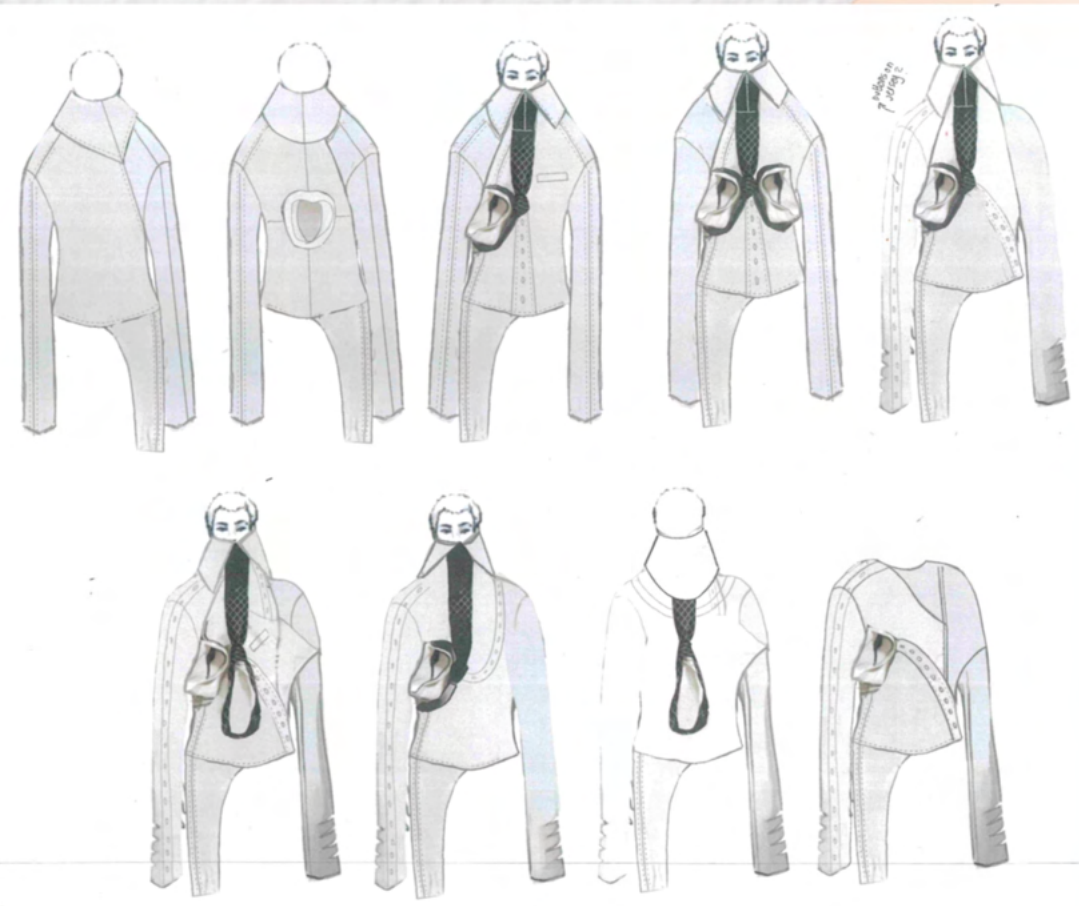


Toiled puffer jacket design and final garment in progress



CLO3D render





**DESIGN DEVELOPMENT**  
VERSATILE HOODED JERSEY JUMPER



# LOOK 2: HOODED KNIT JUMPER

DEVELOPMENT & ILLUSTRATION

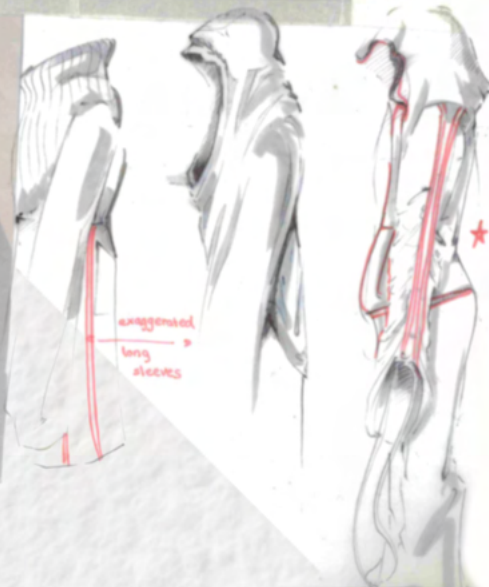


PETER LAND  
2003

→ helpless & paralyzed figures  
in pyjamas  
→ lack of control



hood variations







AIRBRUSH DESIGN  
WITH CUSTOM STE

# PRINT DEVELOPMENT

SKETCHES AND AIRBRUSH



# GRAPHIC T-SHIRT

SAMPLES & ILLUSTRATIONS

Airbrushed and quilted graphic t-shirts



zig-zag embroidery quilting stitch



hand embroidery stitches

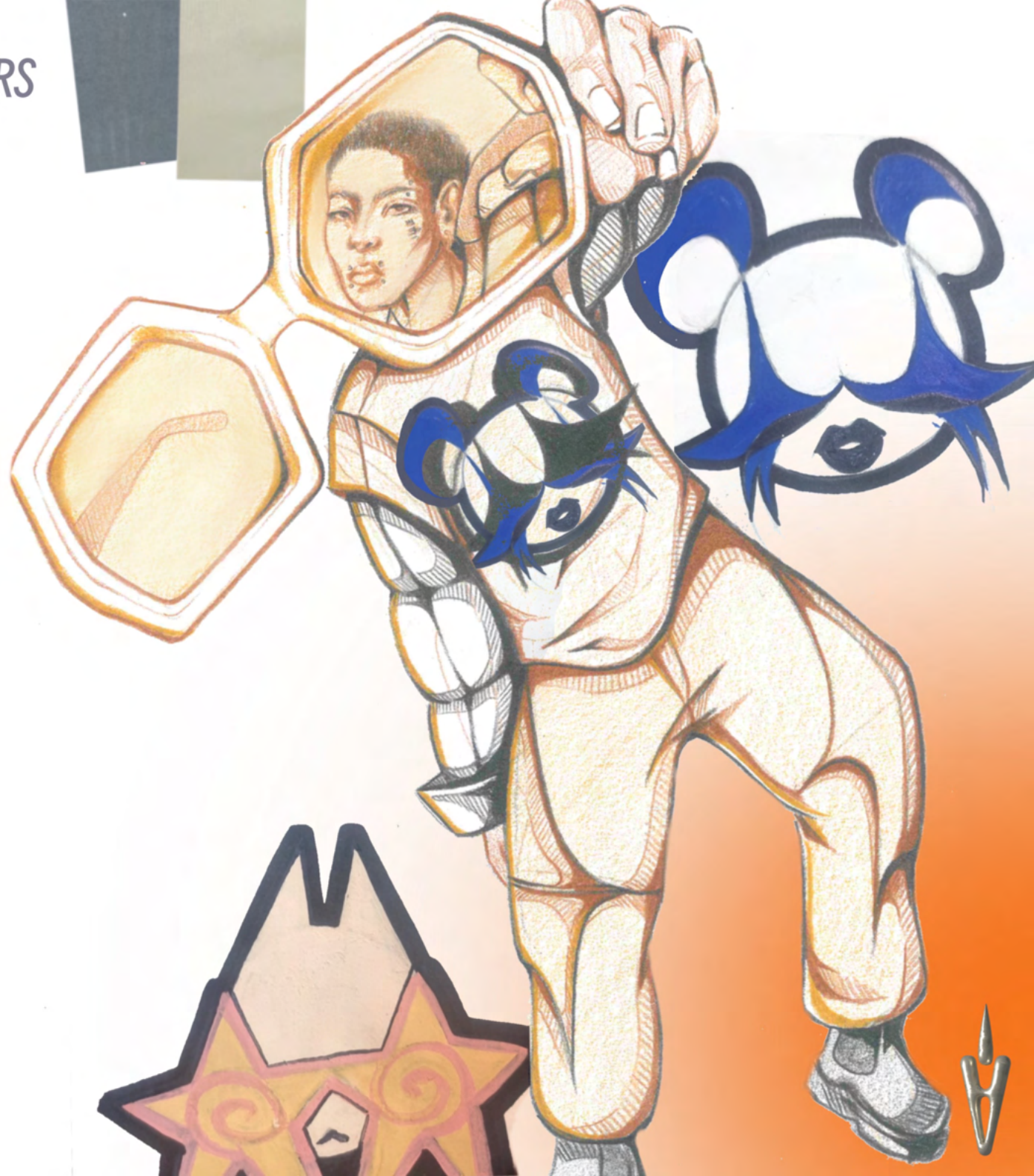
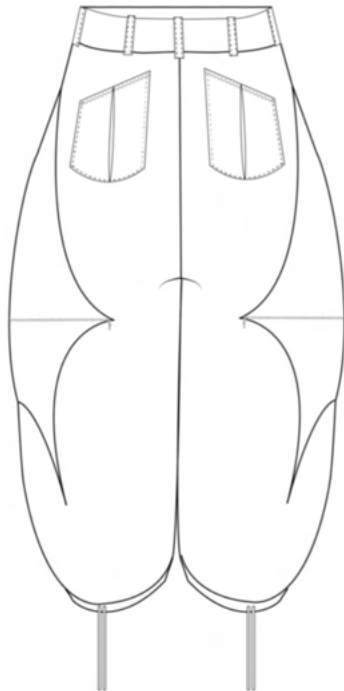
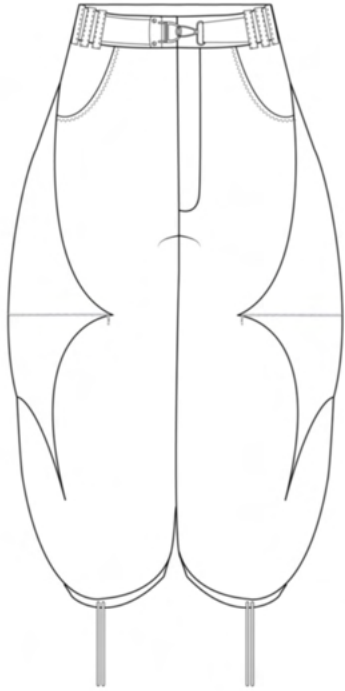
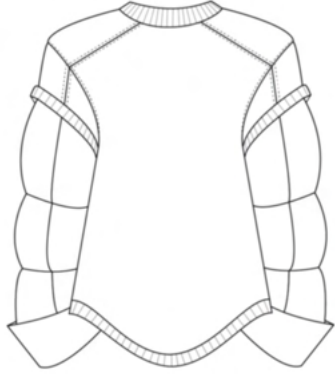
loose threads from quilting

Y2K FRUITS Magazine inspired custom airbrushed print design



# GRAPHIC JUMPER AND STAR TROUSERS

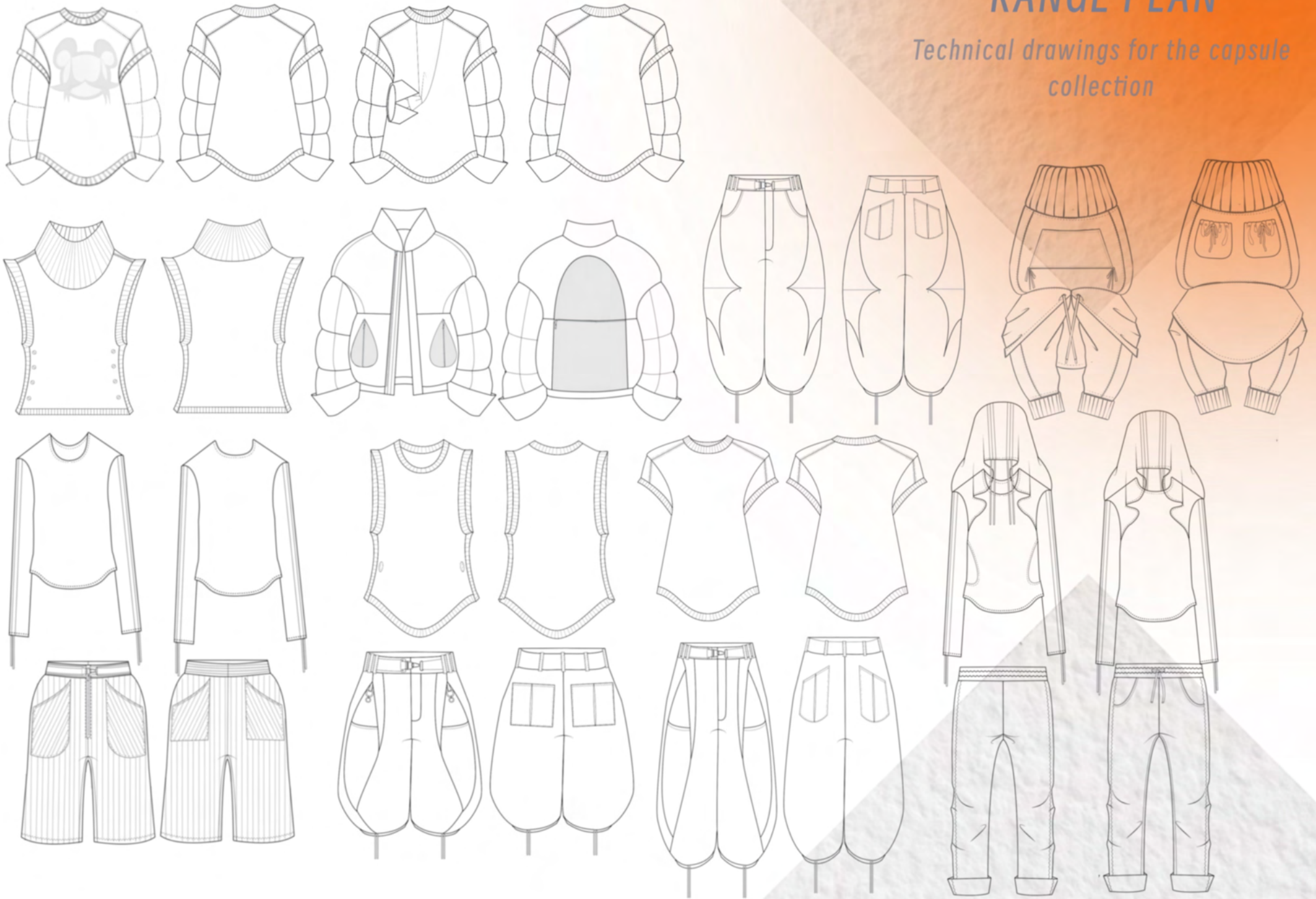
ILLUSTRATION & TECHNICAL DRAWINGS





# RANGE PLAN

Technical drawings for the capsule collection



LOOK 1



LOOK 2



# LOOK 2 & LOOK 3

