



# LOST AS

ASTA MELBYE HANSEN

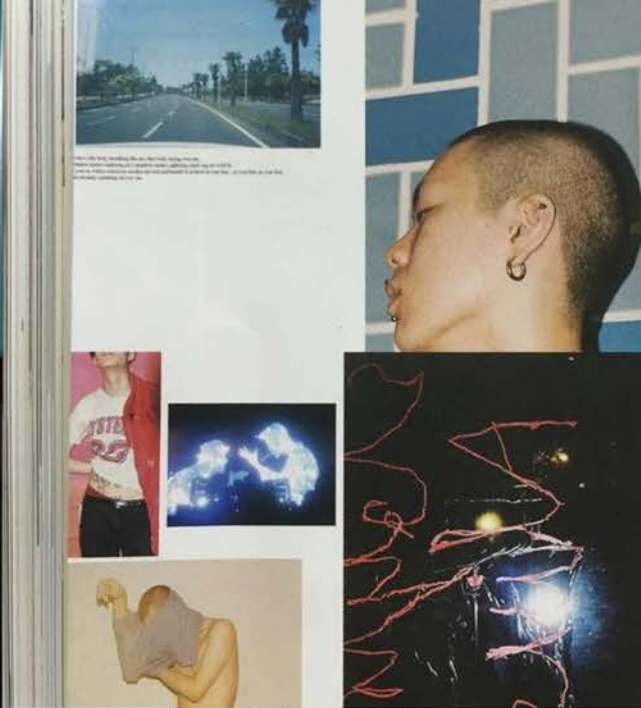
# LOST AS

In this collection, Asta Melbye Hansen delves into the turbulent journey of early adulthood, capturing the essence of navigating the transition from youth to maturity. Through candid snapshots and bold designs, the brand encapsulates the raw authenticity of this pivotal stage in life. Drawing inspiration from personal experiences and the unfiltered aesthetic of past decades, Asta crafts each piece to embody the messy yet beautiful process of self-discovery.

What makes this collection even more unique is that every garment is crafted from deadstock fabrics, aligning with the brand's commitment to sustainability. By repurposing existing materials, Asta is not only creating stunning fashion but also reducing waste and environmental impact. It's a celebration of imperfections and individuality, inviting customers to embrace their unique journey with confidence and style.

Join LOST AS on this straightforward exploration of growing up, where every garment tells a story of resilience, authenticity, personal growth, and a commitment to sustainability.




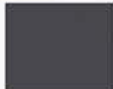







**SCREEN PRINT**



					
PANTONE 15-4008 TCX Blue Fog	PANTONE 19-3942 TCX Beacon Blue	PANTONE 11-4601 TCX Bit Of Blue	PANTONE 19-3916 TCX Charcoal Art	PANTONE 18-4728 TCX Harbor Blue	PANTONE 14-4816 TCX Blue Radiance
RGB 155 171 187 HEX #9BABB8	RGB 37 42 80 HEX #252A50	RGB 226 234 235 HEX #E2EAEB	RGB 56 55 61 HEX #38373D	RGB 0 101 110 HEX #00656E	RGB 88 201 212 HEX #58C9D4

# COLOURS & FABRICS

# ILLUSTRATIONS



# THE LINE UP





INSPIRATION & RESEARCH

THE PROCESS

OUTFIT 1



# OUTFIT 2

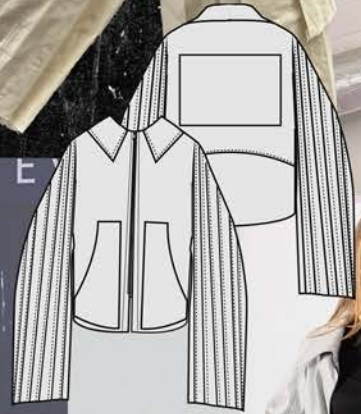


INSPIRATION RESEARCH

THE PROCESS



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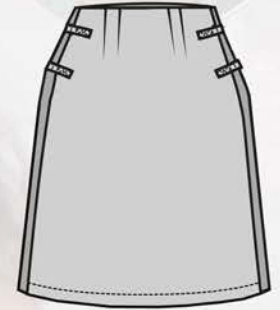
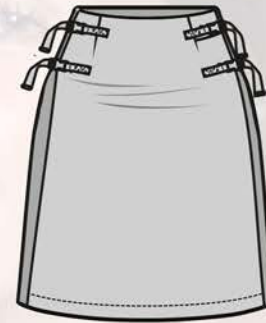
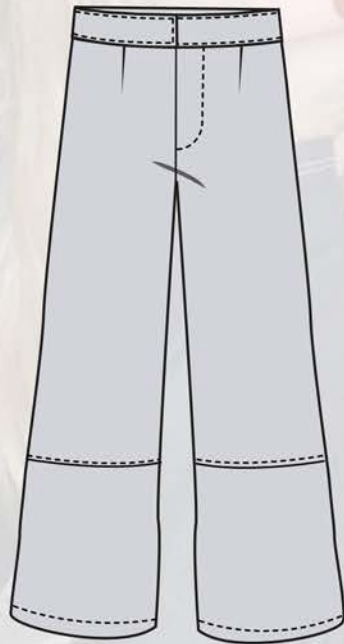


INSPIRATION & RESEARCH

OUTFIT 3

# LOST AS

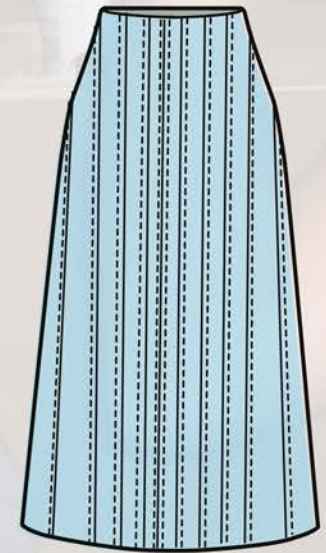
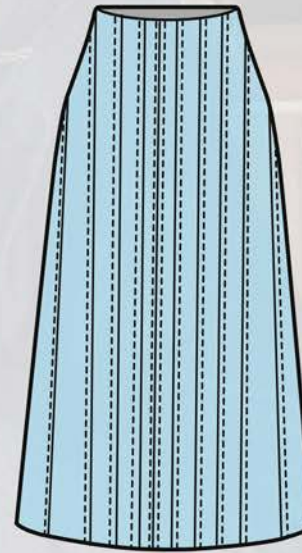
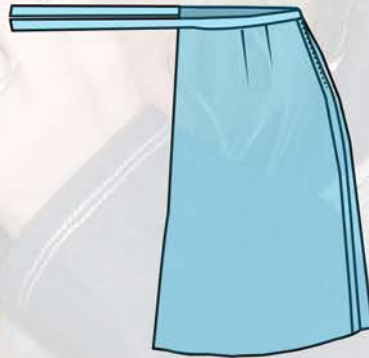
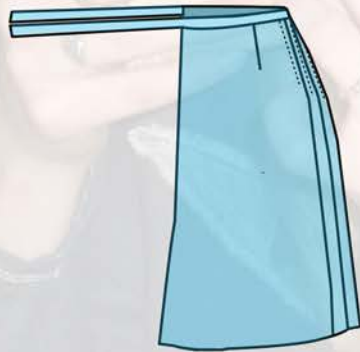
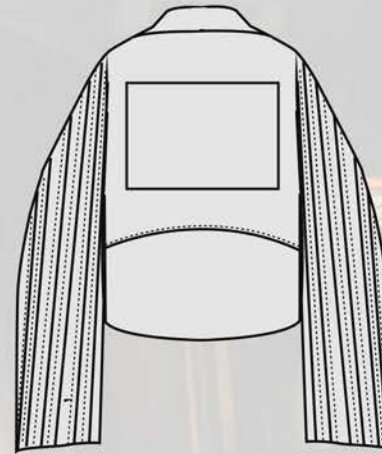
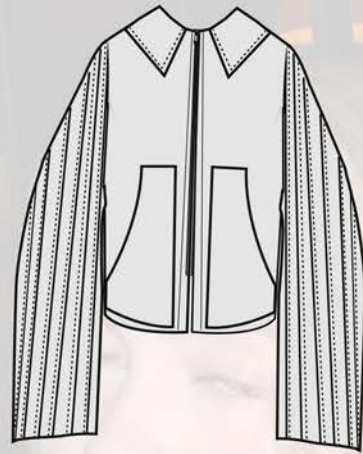
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OUTFIT 1

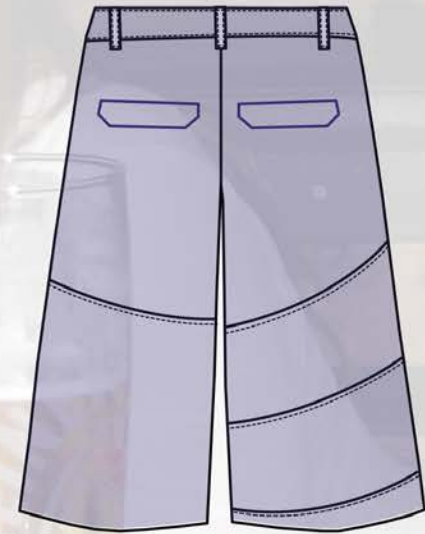
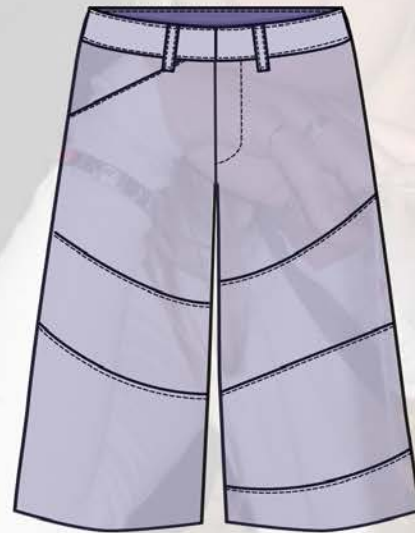
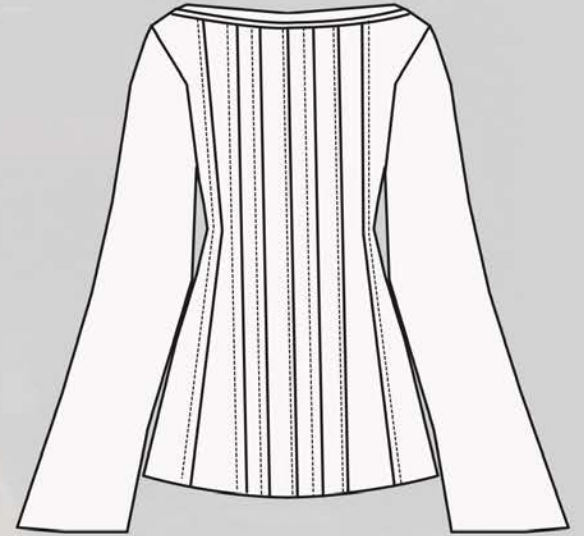
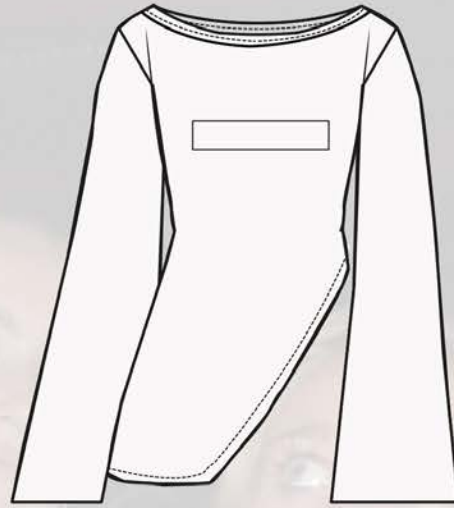
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# LOST AS



OUTFIT 2

# LOST AS



OUTFIT 3



# PHOTOGRAPHY

