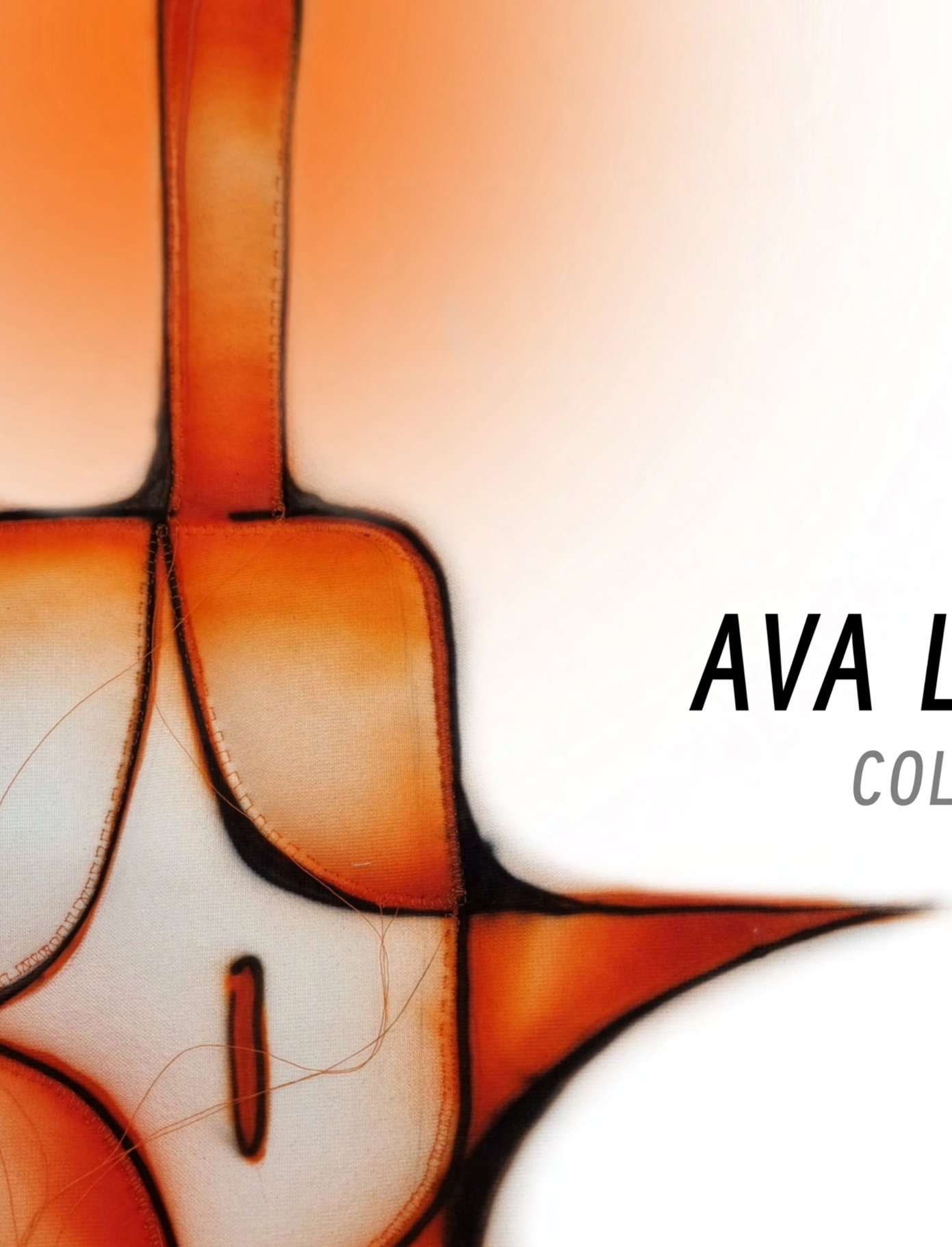


AVA LUNA HERCZEG

COLLECTION PORTFOLIO

INSPIRATION

Initial collages inspired by Japanese 'karoshi' (overworking) culture and Hikikomori (Japanese shut ins)



Allegra Pacheco's photography series 'Salaryman', capturing overworked office workers

Initial concept sketches



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 PUFFER

DEVELOPMENT & ILLUSTRATION

PILLOW PUFFER

HOOD DEVELOPMENT & TRIMMINGS











PILLOW PUFFER

TOILES AND MAKING











Toiled puffer jacket design and final garment in progress



CLO3D render

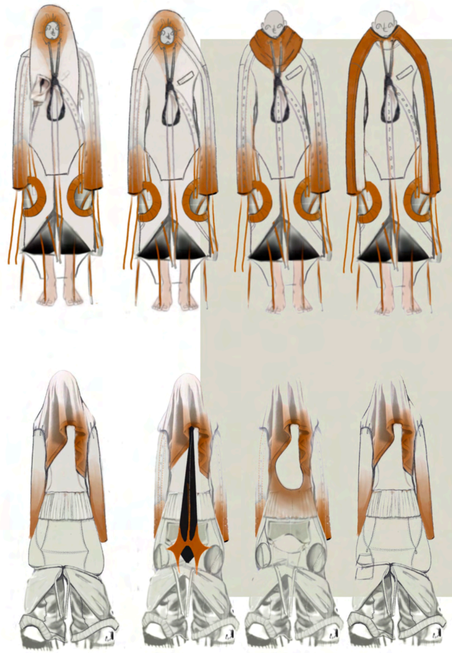


DESIGN DEVELOPMENT

VERSATILE HOODED JERSEY JUMPER

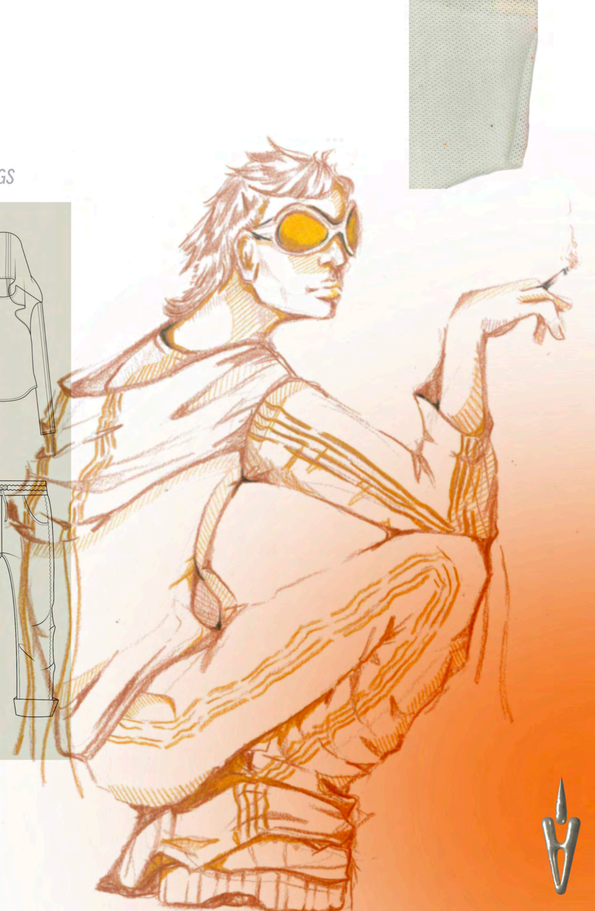
LOOK 3: HOODED KNIT JUMPER

DEVELOPMENT & ILLUSTRATION



TECHNICAL DRAWINGS





HOODED KNIT JUMPER

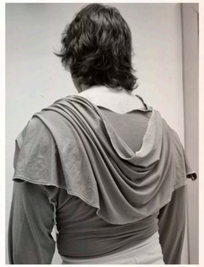
DEVELOPMENT & SKETCHES



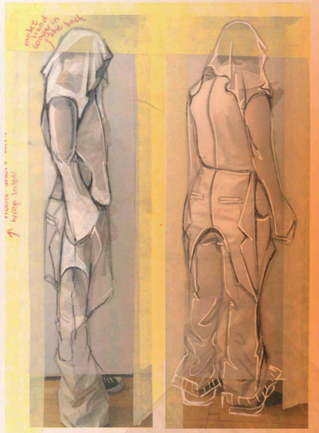
HOODED KNIT JUMPER

DESIGN DEVELOPMENT



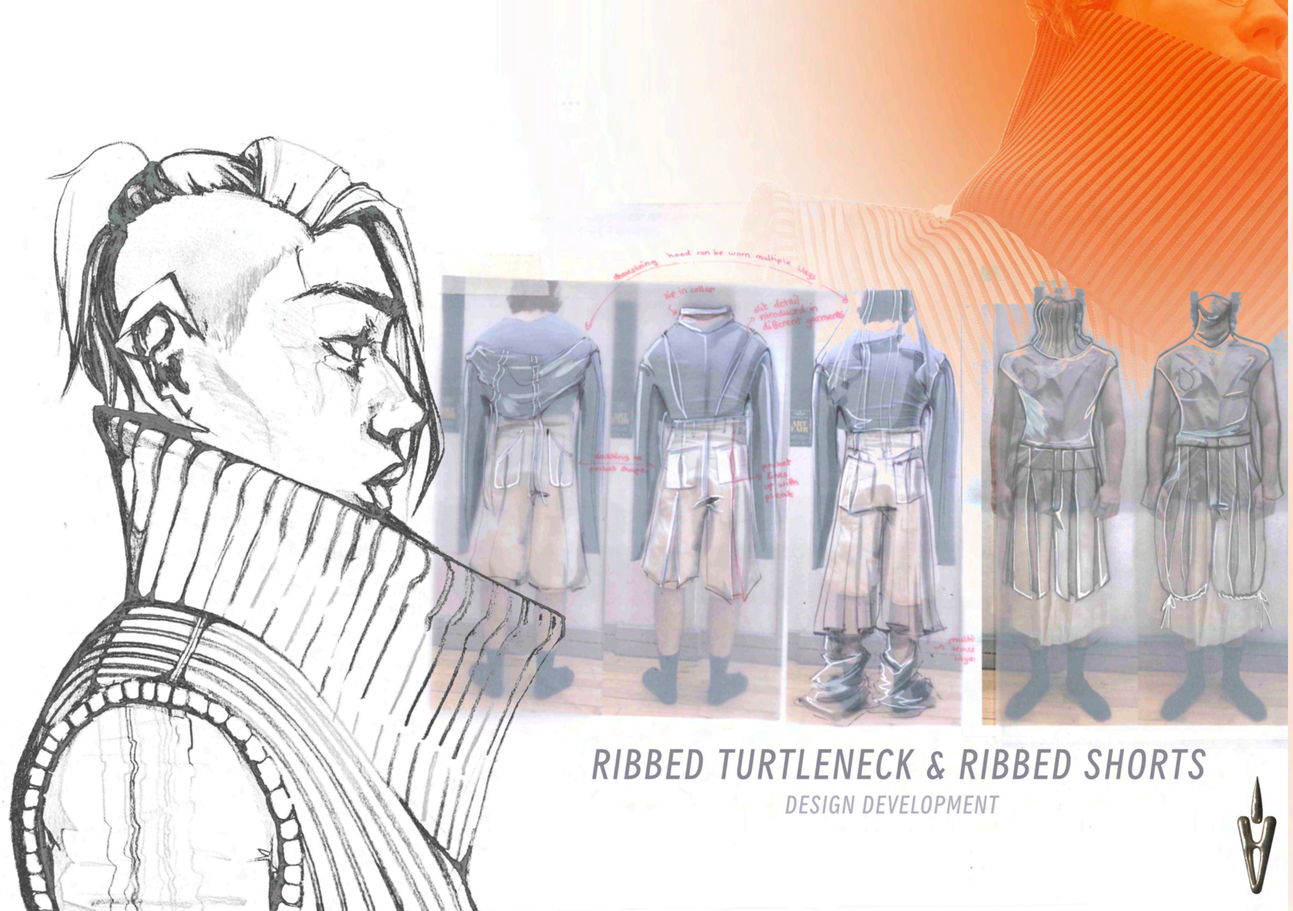






THE HOOD IS DESIGNED TO GIVE THE WEARER A VARIETY OF STYLING OPTIONS





RIBBED TURTLENECK & RIBBED SHORTS

DESIGN DEVELOPMENT

GARMENT DETAIL



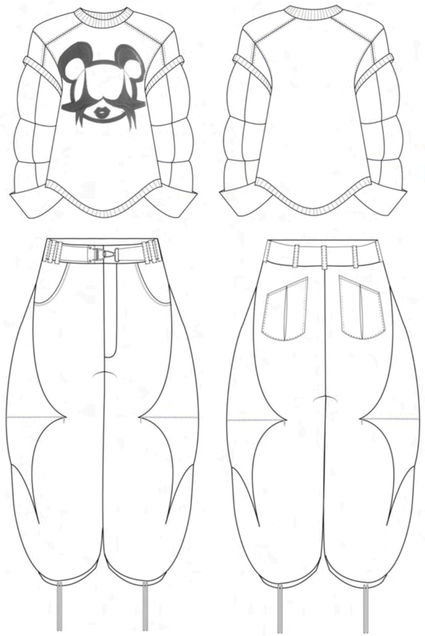


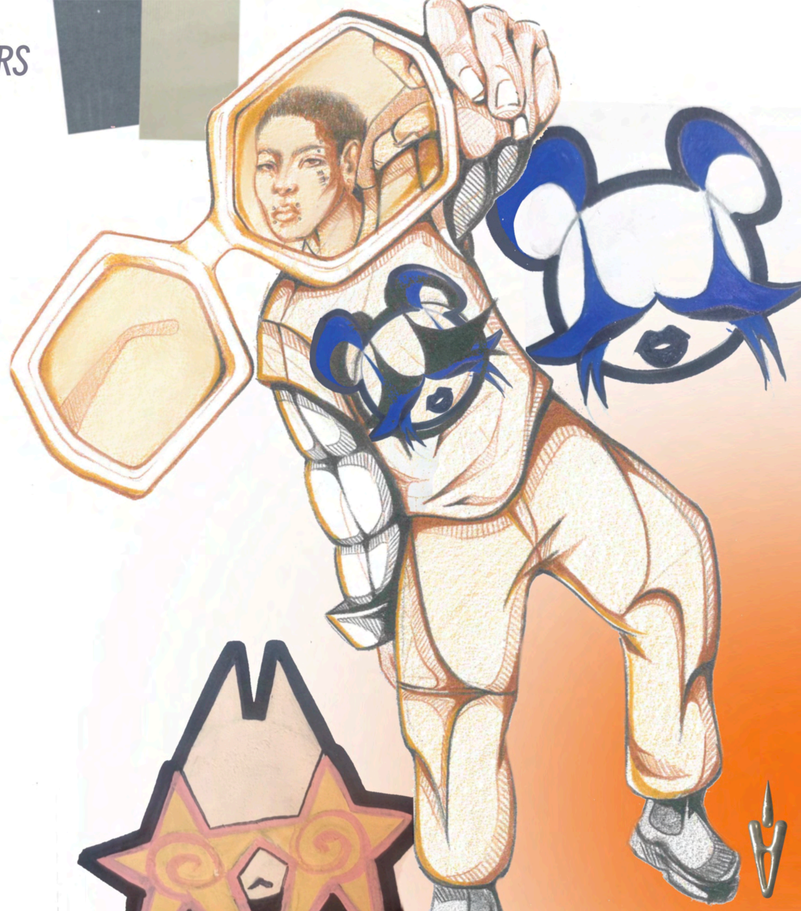
PRINT DEVELOPMENT

SKETCHES AND AIRBRUSH

GRAPHIC JUMPER AND STAR TROUSERS

ILLUSTRATION & TECHNICAL DRAWINGS



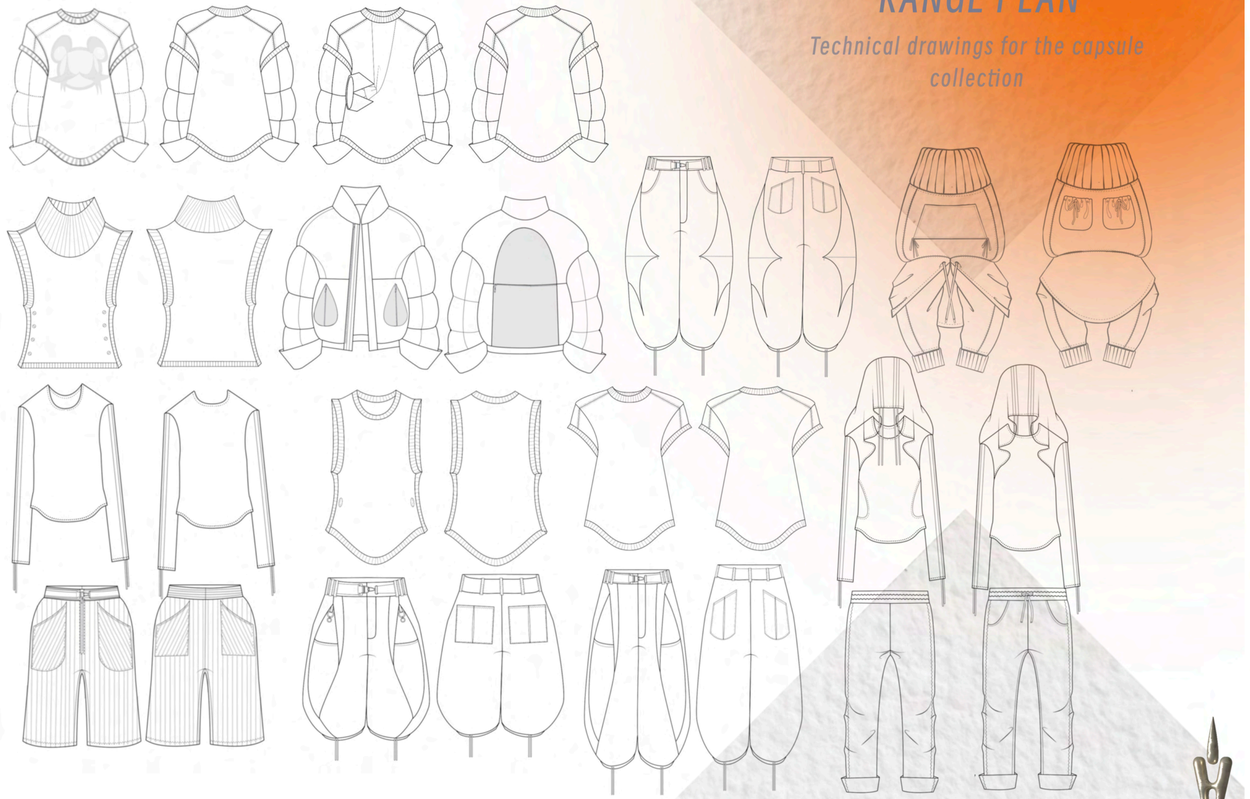






RANGE PLAN

Technical drawings for the capsule collection



DIVISION / DEPARTMENT		PRODUCT BRIEF REPORT					
DESIGN STYLE NUMBER:	AL04	DESIGNER:	Ava Luna	SPEC:		TREATMENT:	N/A
SHORT DESCRIPTION:	NEOPRENE SHORTS	BUYER:				SEASON:	AW/24
BRAND:	AVALUNA	TECHNOLOGIST:		SAMPLE SIZE:	Medium	ADOPT DATE:	

MATERIAL	POSITION:	OUTER BODY
	COMPONENT:	NEOPRENE
	SUPPLIER:	HEATHCOAT FABRICS LTD
	DESCRIPTION:	
	COMPOSITION:	100% POLYESTER
	CONSTRUCTION:	
	COMMENTS:	
MATERIAL	POSITION:	FRONT AND BACK POCKETS
	COMPONENT:	SPACER MESH
	SUPPLIER:	HEATHCOAT FABRICS LTD
	DESCRIPTION:	
	COMPOSITION:	100% Polyester
	SIZE:	
	COMMENTS:	
MATERIAL	POSITION:	FRONT WAISTBAND FASTENING
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	SIZE:	
	COMMENTS:	
TRIM	POSITION:	FRONT WAISTBAND FASTENING
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	SIZE:	
	COMMENTS:	
	POSITION:	BACK POCKETS
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	SIZE:	
	COMMENTS:	
	POSITION:	FRONT POCKETS
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	SIZE:	
	COMMENTS:	
MATERIAL	POSITION:	HEM DRAWSTRING
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	CONSTRUCTION:	
	COMMENTS:	
MATERIAL	POSITION:	HEM DRAWSTRING
	COMPONENT:	
	SUPPLIER:	FAN NEW TRIMMINGS LTD
	DESCRIPTION:	
	COMPOSITION:	
	SIZE:	
	COMMENTS:	
MATERIAL	POSITION:	HEM DRAWSTRING
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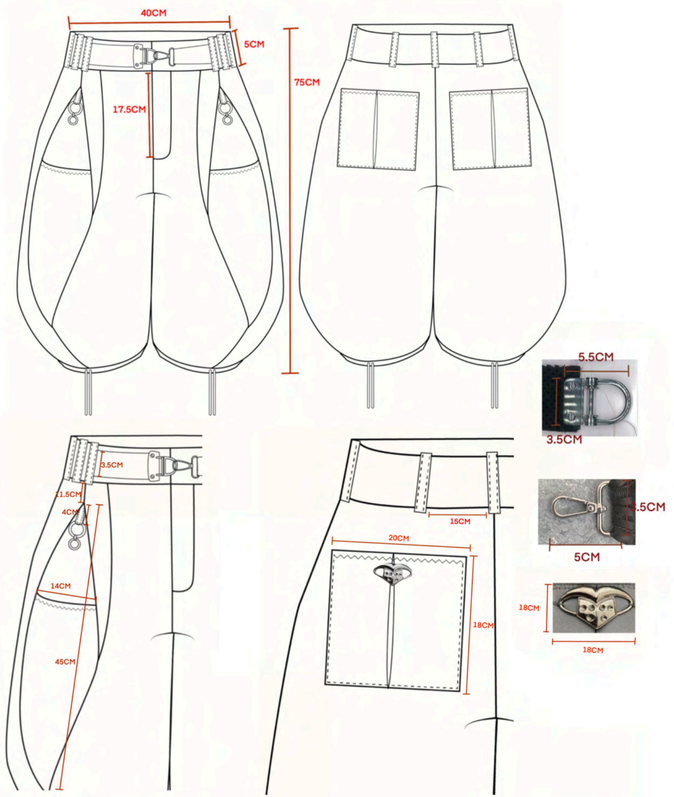


TECH PACK 1: PILLOW TROUSERS

LOOK 1







LOOK 2



PHOTOSHOOT





PHOTOSHOOT

LOOK 1









AVALUNA

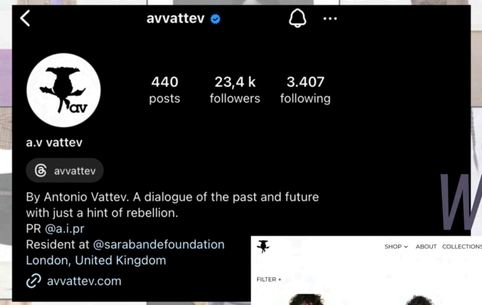
AVA LUNA HERCZEG

PROMOTIONAL PACKAGE

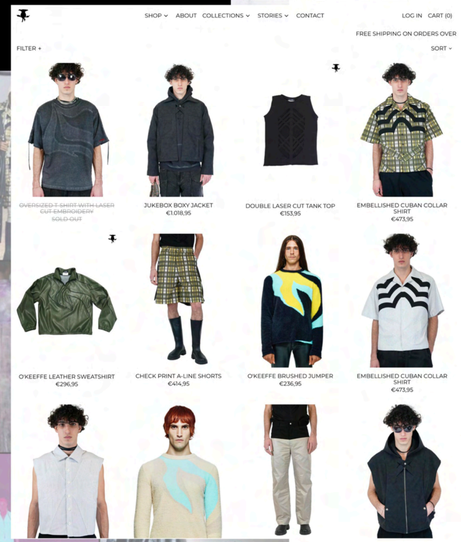
COMPETITOR RESEARCH BOARD: AV VATTEV

COHESIVE COLOUR PALETTE

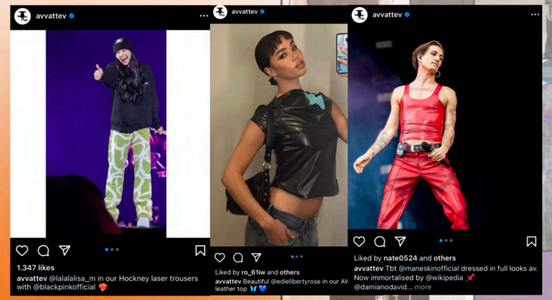
INSTAGRAM



WEBSITE



INFLUENCER



COMPETITOR RESEARCH BOARD: AV VATTEV

GRAPHIC LOGO:

WRITTEN LOGO: av vattev

INITIALS: av



EMBROIDERED /PRINTED/ KNITTED LOGO



BRANDED LOGO

CUSTOM LOGO BUTTONS

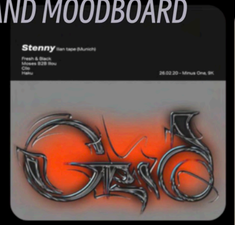


BRANDED ACCESSORIES



BRANDED STYLING

BRAND MOODBOARD





































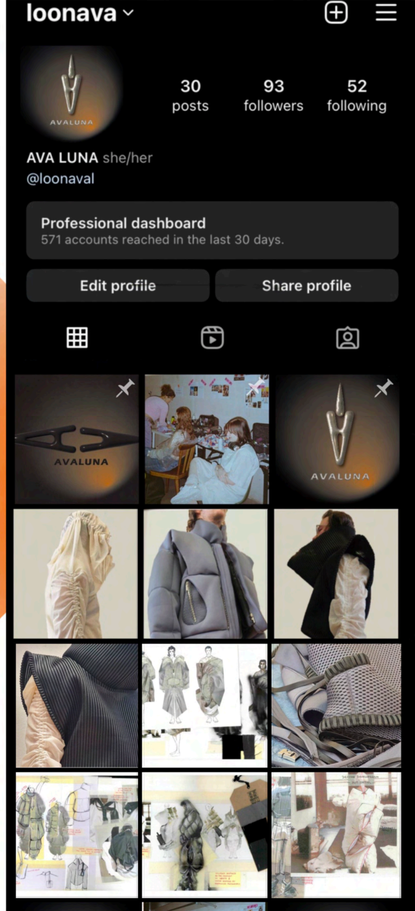
LOGO DEVELOPMENT




BRANDING
DECK
LOOKBOOK 24
AVALUNA
AVALUNA
MENSWEAR DESIGNER
@LOONAVA

INSTAGRAM


LOGO BRANDING
LIFESTYLE PRODUCTS
ENERGY
AVALUNA
LONDON
A/W 2024
www.avaluna.shop.com
AVALUNA
Menswear Designer
PRINT/EMBROIDERY
LABELS & TAGS

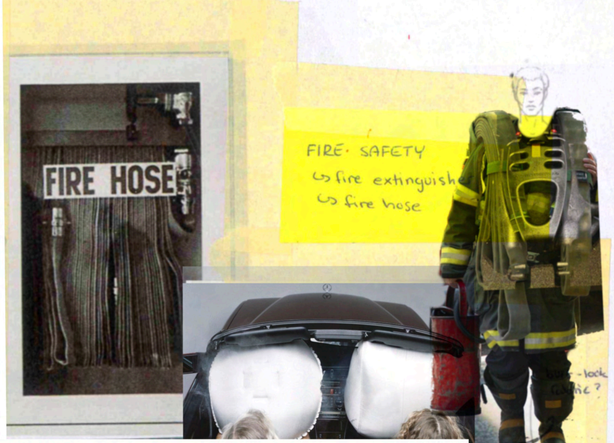

loonava
30
posts
93
followers
52
following
AVA LUNA she/her
@loonaval
Professional dashboard
571 accounts reached in the last 30 days.
Edit profile
Share profile



AVA LUNA HERCZEG

ASPIRATIONAL BRAND PORTFOLIO: CRAIG GREEN









DESIGN DEVELOPMENT











DESIGN DEVELOPMENT

DESIGN DEVELOPMENT

DRAPING AND SKETCHES







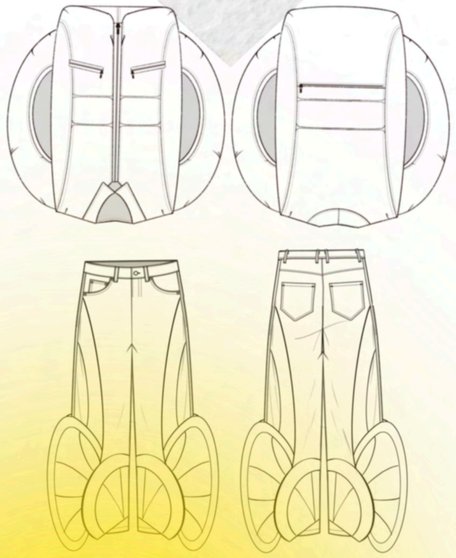
DESIGN DEVELOPMENT

DRAPING AND SKETCHES



DESIGN DEVELOPMENT





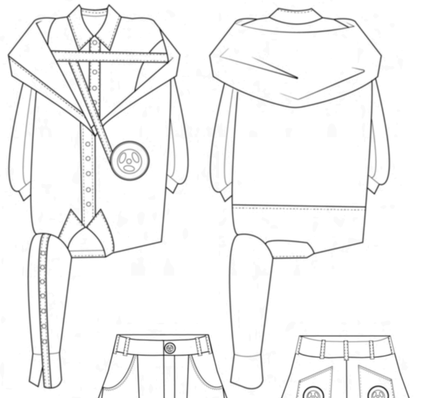
ILLUSTRATIONS & TECHNICAL DRAWINGS

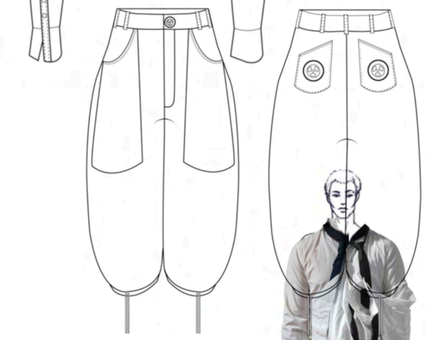


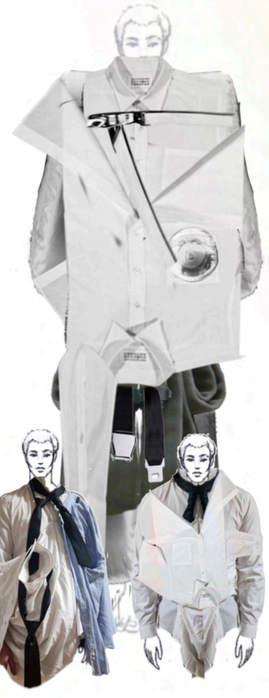




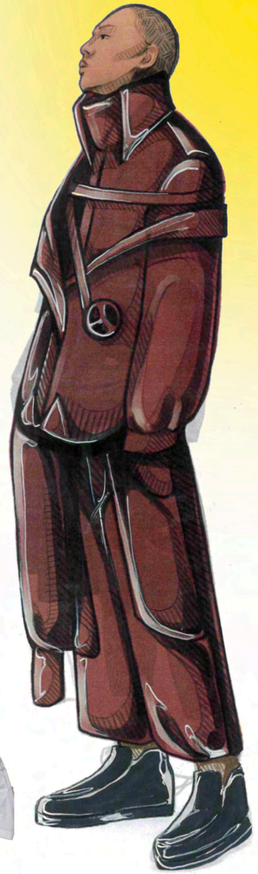
ILLUSTRATIONS & TECHNICAL DRAWINGS





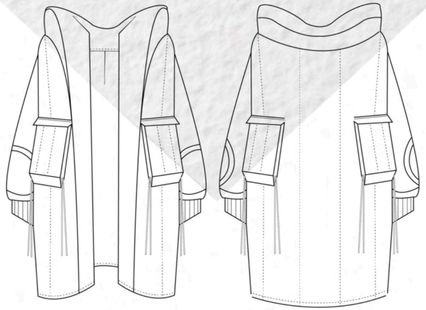


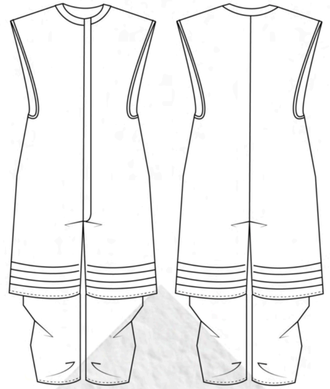












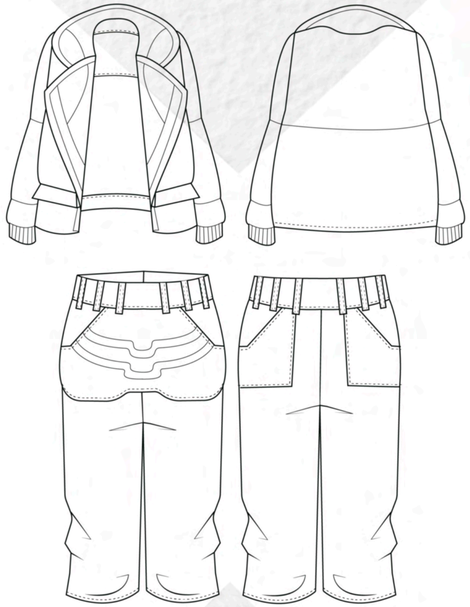
ILLUSTRATIONS & TECHNICAL DRAWINGS





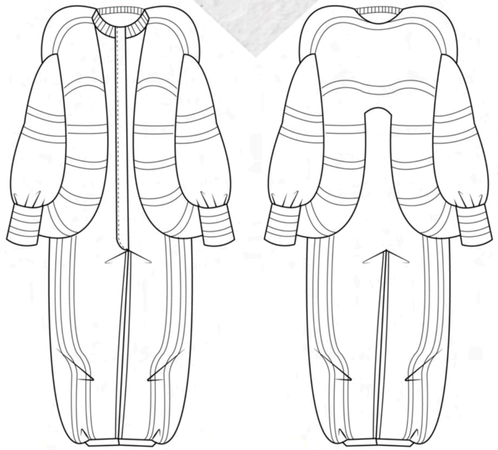






ILLUSTRATIONS & TECHNICAL DRAWINGS





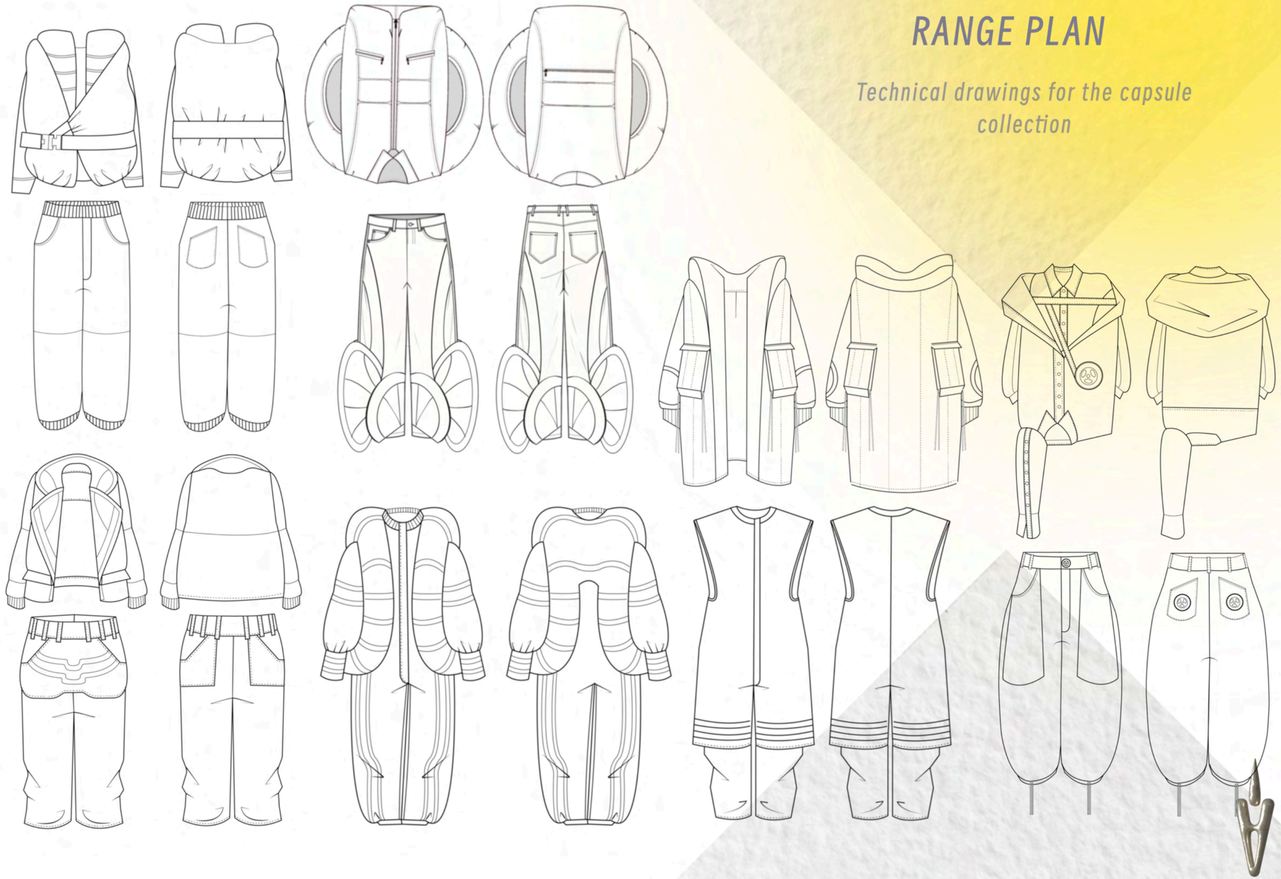
ILLUSTRATIONS & TECHNICAL DRAWINGS





RANGE PLAN

Technical drawings for the capsule collection



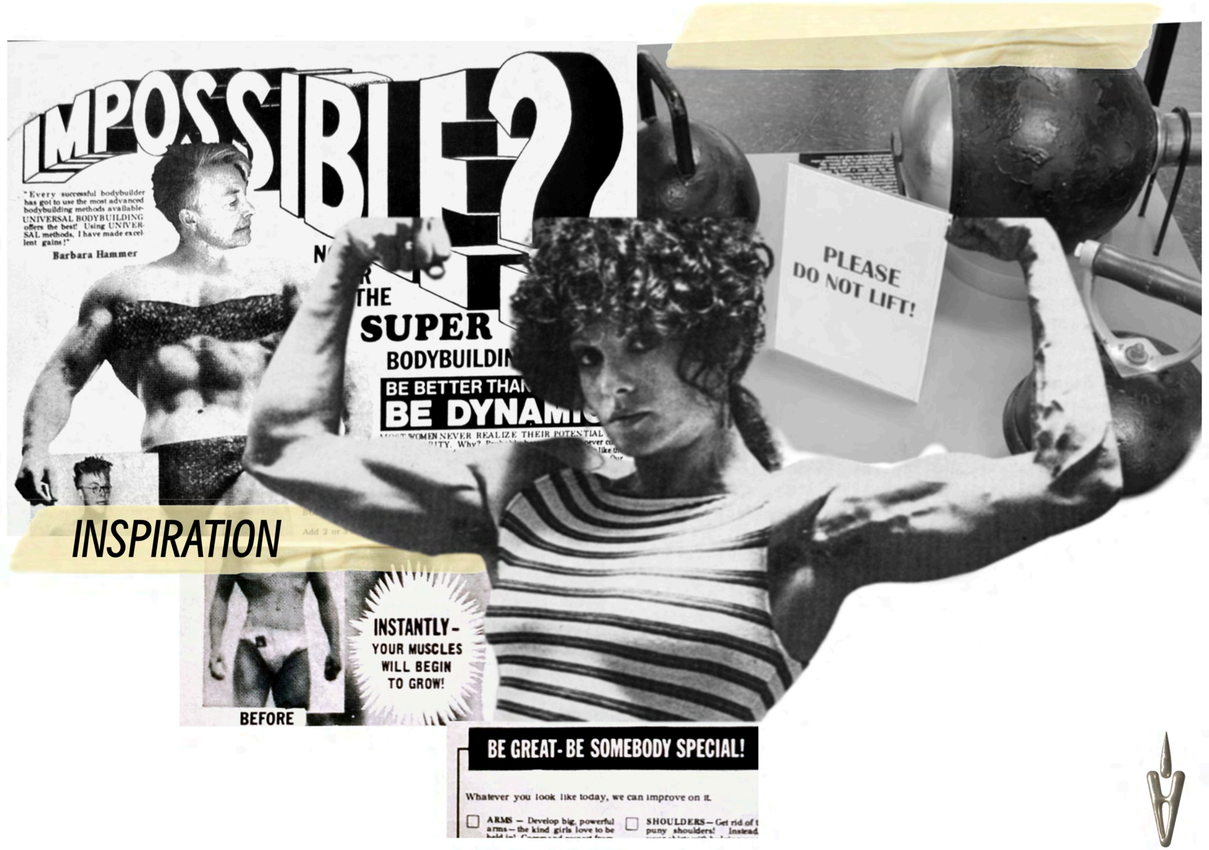


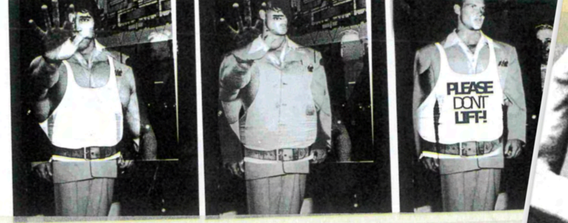
FINAL LINE UP

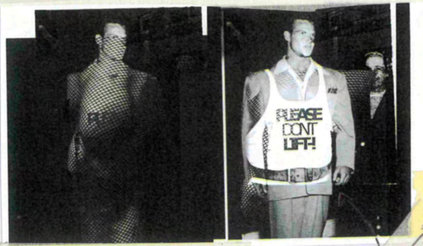


AVA LUNA HERCZEG

BFC X DAZED 'BEYOND BOARDERS'
COMPETITION FINALIST PORTFOLIO







something my mother told me when I started weight lifting





I thought it was very ironic to have dumbbells that you can't lift

DESIGN DEVELOPMENT

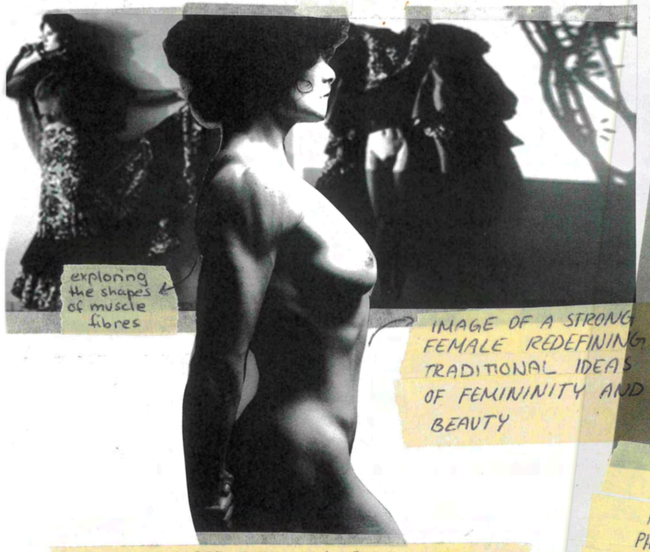


So I love the contrast in scale of the small tank top and his big body

something tight over a gained figure?

CONCEPT & DESIGN DEVELOPMENT

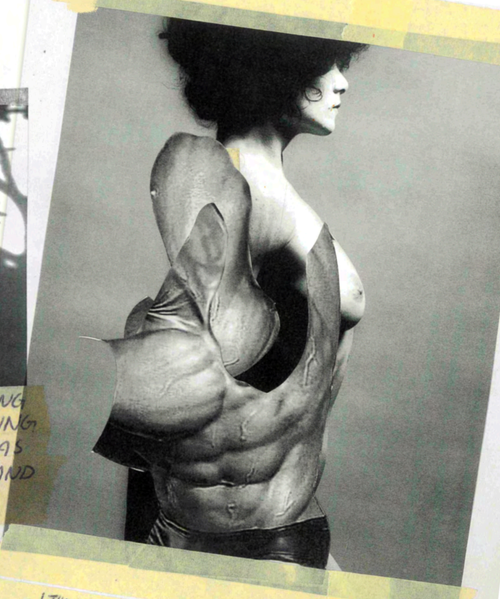
BEYOND THE BOARDERS OF THE "IDEAL" FEMALE BODY



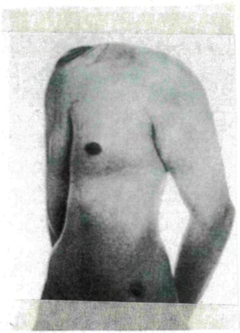
exploring the shapes of muscle fibres

IMAGE OF A STRONG FEMALE REDEFINING TRADITIONAL IDEAS OF FEMININITY AND BEAUTY

ROBERT MAPPLETHORPE's PHOTOGRAPHY OF LISA LYON (1982)

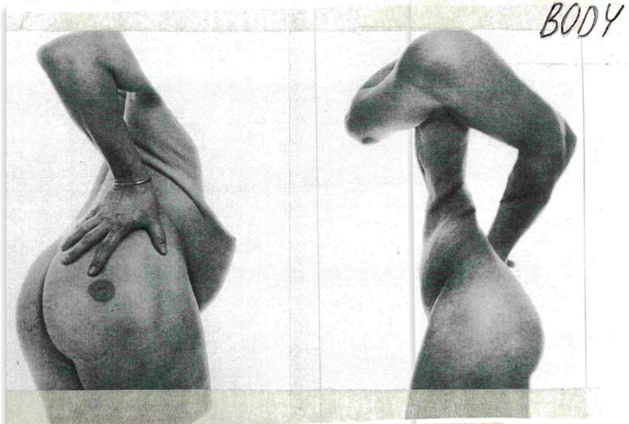


I THINK IT IS UPSETTING THAT BEING PHYSICALLY STRONG AS A FEMALE IS DISCOURAGED AND GAINING WEIGHT EVEN IN MUSCLE IS SEEN AS SOMETHING NEGATIVE





EXPLORING THE EFFECT OF WEIGHT 'FTING ON BODY IMAGE



Angelo A. Lüdin, from the series "Sperrzone", Black & White Photography 1995 - 1998

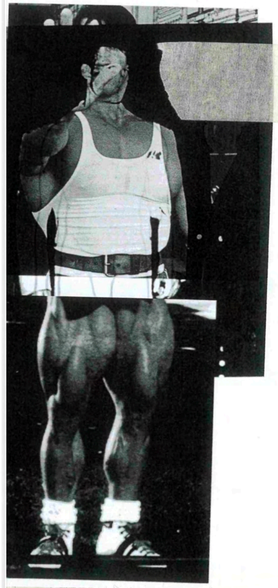
BODY DYSMORPHIA

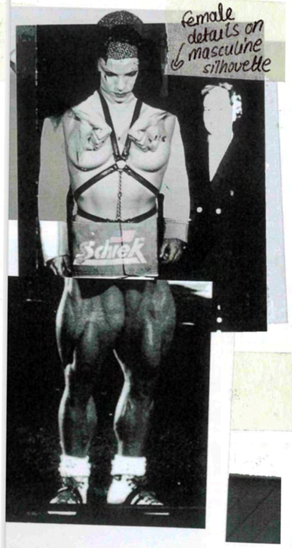
confusing the eye by distorting the body



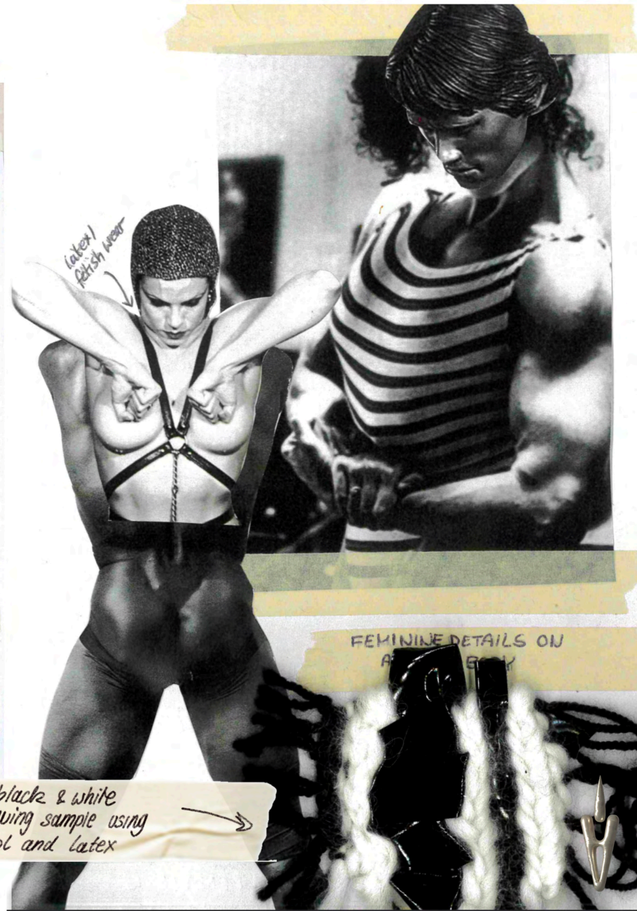
through

expressing body-dysmorphia gender-fluid collages





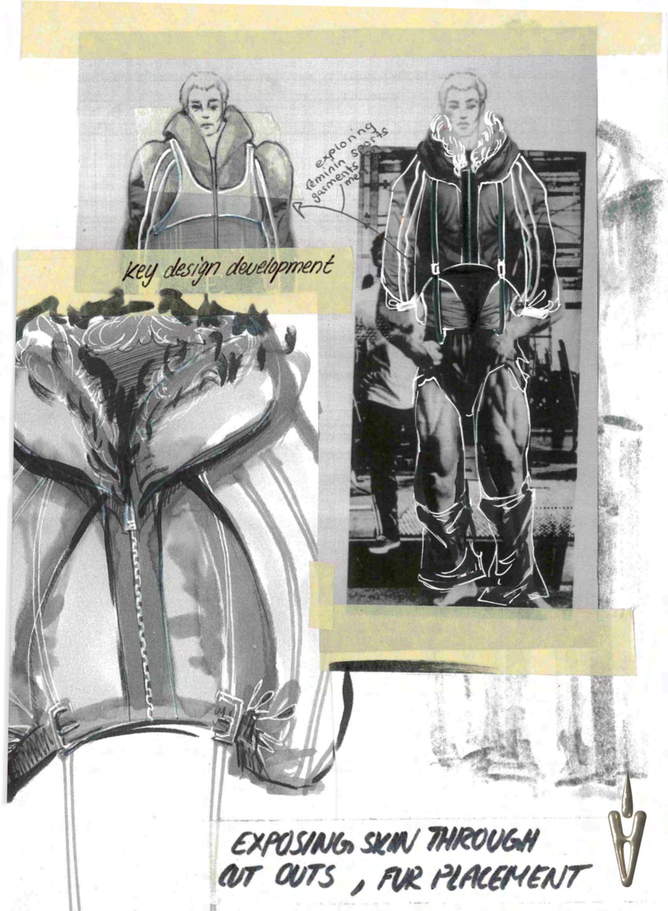
DESIGN DEVELOPMENT

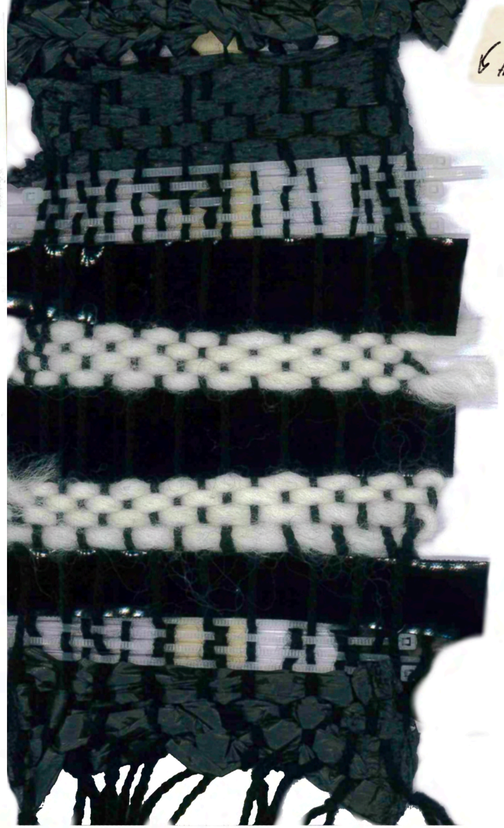


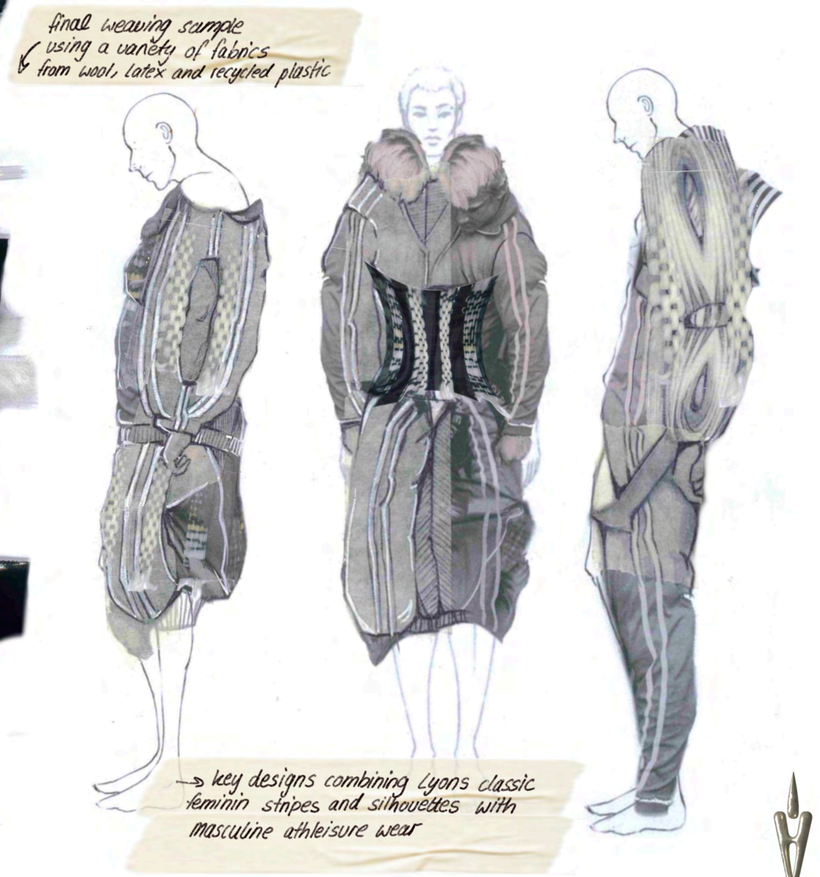
FEMININE DETAILS ON

black & white weaving sample using wool and latex


use stripes to create
the illusion of a distorted body
DESIGN DEVELOPMENT


exploring
feminin sports
garments
key design development
EXPOSING SKIN THROUGH
CUT OUTS , FUR PLACEMENT


DESIGN DEVELOPMENT


final weaving sample
using a variety of fabrics
from wool, latex and recycled plastic
→ key designs combining Lyons classic
feminin stripes and silhouettes with
masculine athleisure wear

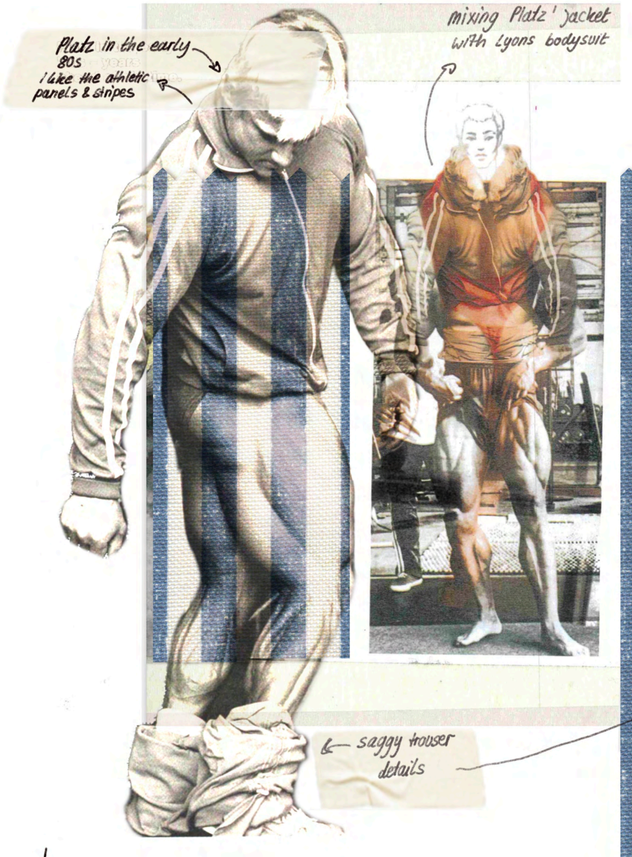
COLOUR &FABRIC

LISA LYON IN "THE THREE CROWNS OF THE SAILOR"





DESIGN DEVELOPMENT







FINAL LINE UP







DAZED DIGITAL PHOTOSHOOT