



Portfolio

METANOIA

by

ALCOR

Soha Kazemi

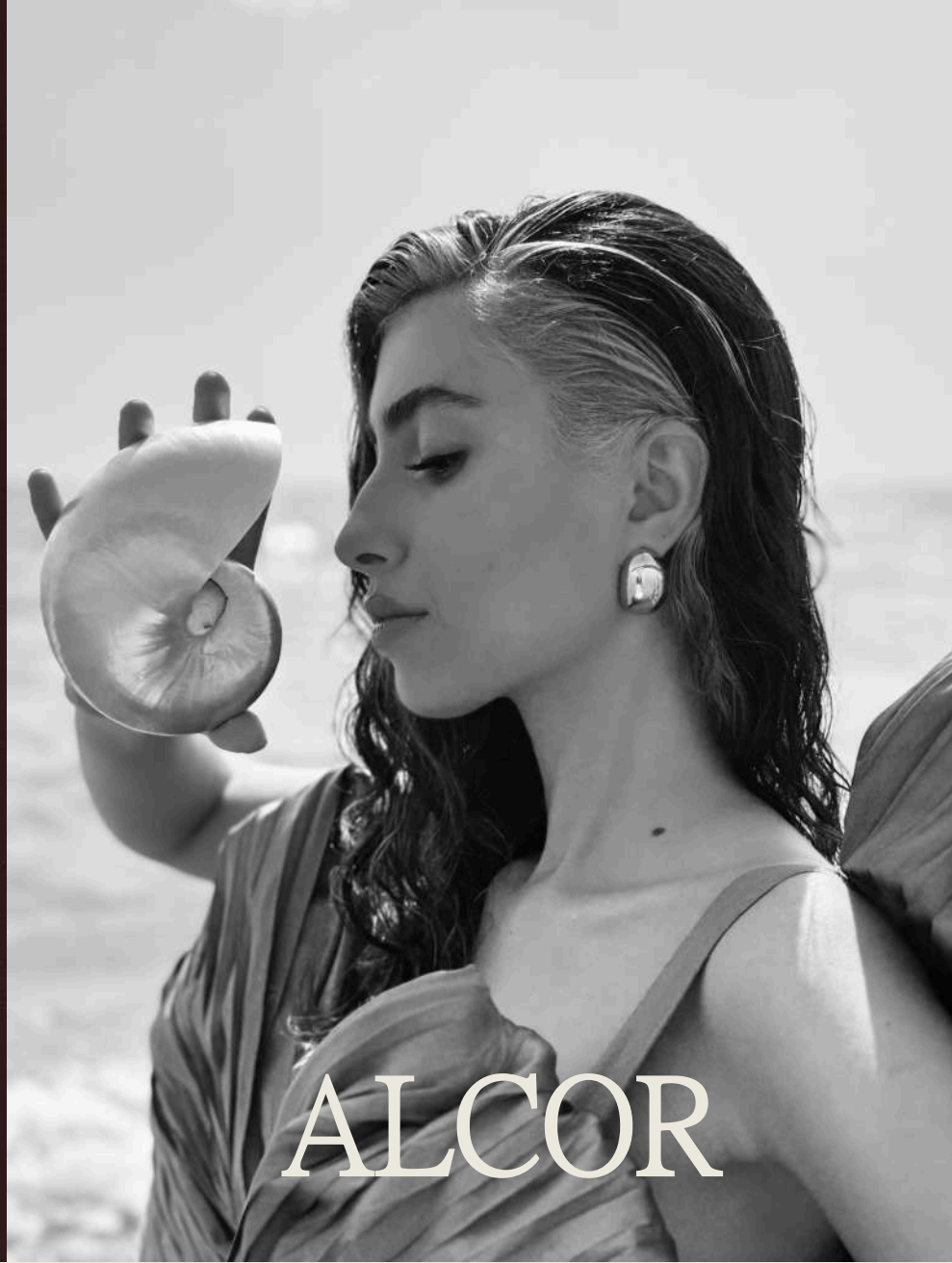
MA fashion Design 2226424

CONTENT

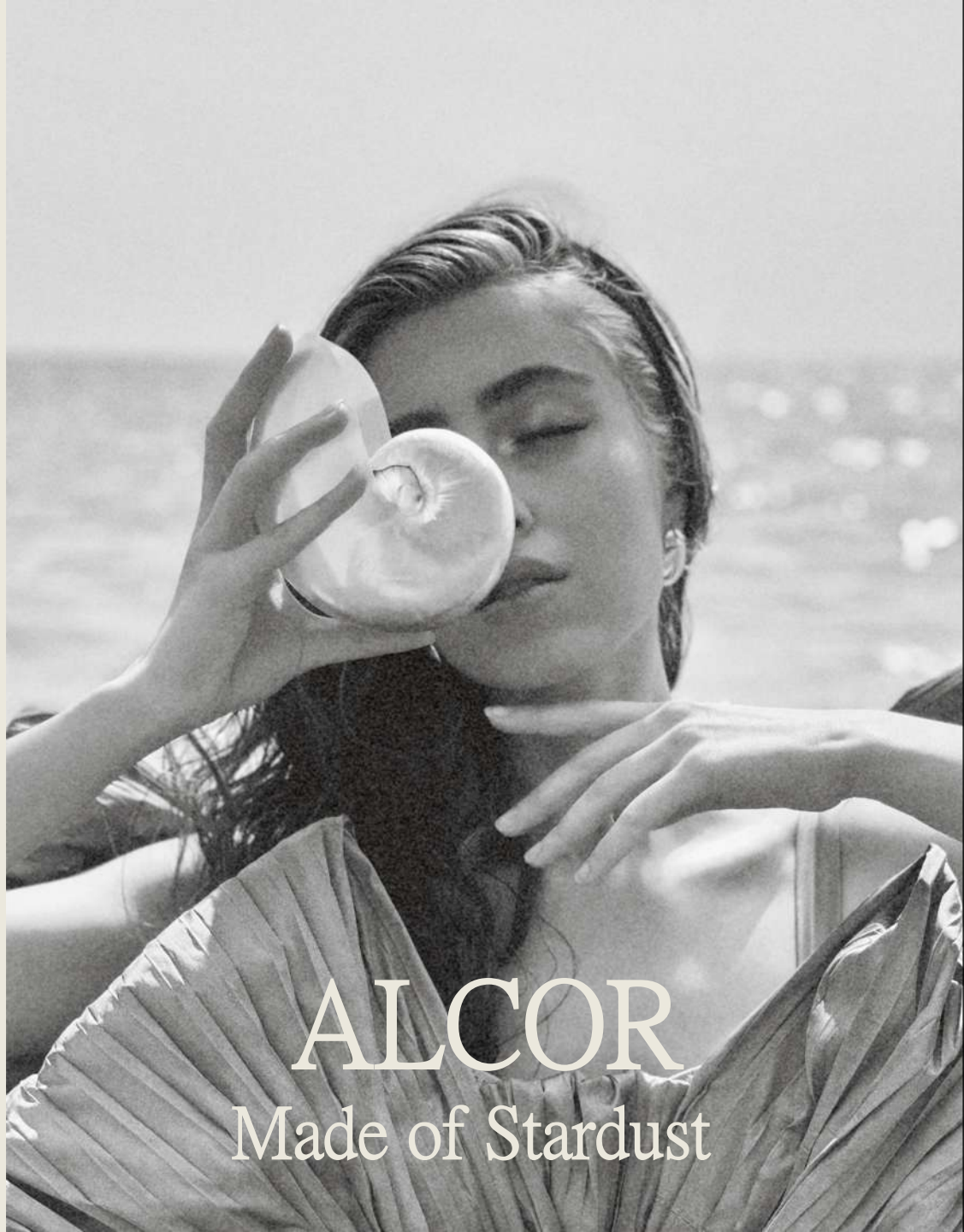
Brand introduction	3
Design concept	7
Collection introduction	8
Sketch development	9
Collection line up	11
Range plan	12
Tech specs	13
Garment development	14
Look book	15
Branding design	18
Contact info	20



PRING./SUMMER COUTURE DESIGN AUGUST 2024



ALCOR



ALCOR
Made of Stardust

Brand Story

Welcome to Alcor, where self-love and self-confidence are the guiding lights that light up your road to a more powerful you. Our brand story is inspired by many people's personal experience of overcoming body dysmorphic disorder and finding happiness in the power of self-love.

Alcor is more than a brand; it is a movement that promotes self-love. We understand those who struggle with body dysmorphia, where they are always concerned about their look and compare themselves to unrealistic expectations, making them feel inadequate and unworthy. Our designs are meticulously made to promote uniqueness while also embracing variety. Each piece of clothing reflects the beauty found in flaws.

Come along with us on this life-changing adventure of self-discovery and empowerment. Allow the stardust within you to shine. Alcor has come to remind you that you are a living masterpiece as well as a work of art.

Accept your individuality, wear proudly, and let your light shine for all to see.

Brand Mission

Alcor's mission is to encourage self-love and self-confidence to anybody struggling with body dysmorphic disorder with our works of art. We want to help women to understand their uniqueness and their inner connection to the nature. Because our belief is that everyone deserves to feel comfortable and confident in their own skin. Our products are wearable arts that promote a positive body image.



Brand Vision

In ten years, I see Alcor being a leading brand in London and European market place making a difference to whom who have suffered from body dysmorphia. To sustainably empower individuals to express their unique style and body shapes through our designs.

UNIQUE SELLING POINT



1. FASHION MEETS ART

Fashion is art. Specially when designers spend hours to design couture and hand-made collections.

Art is a reflect of artist's soul.

Our products are wearable arts that make each item so unique and valuable just like someone who wears it.

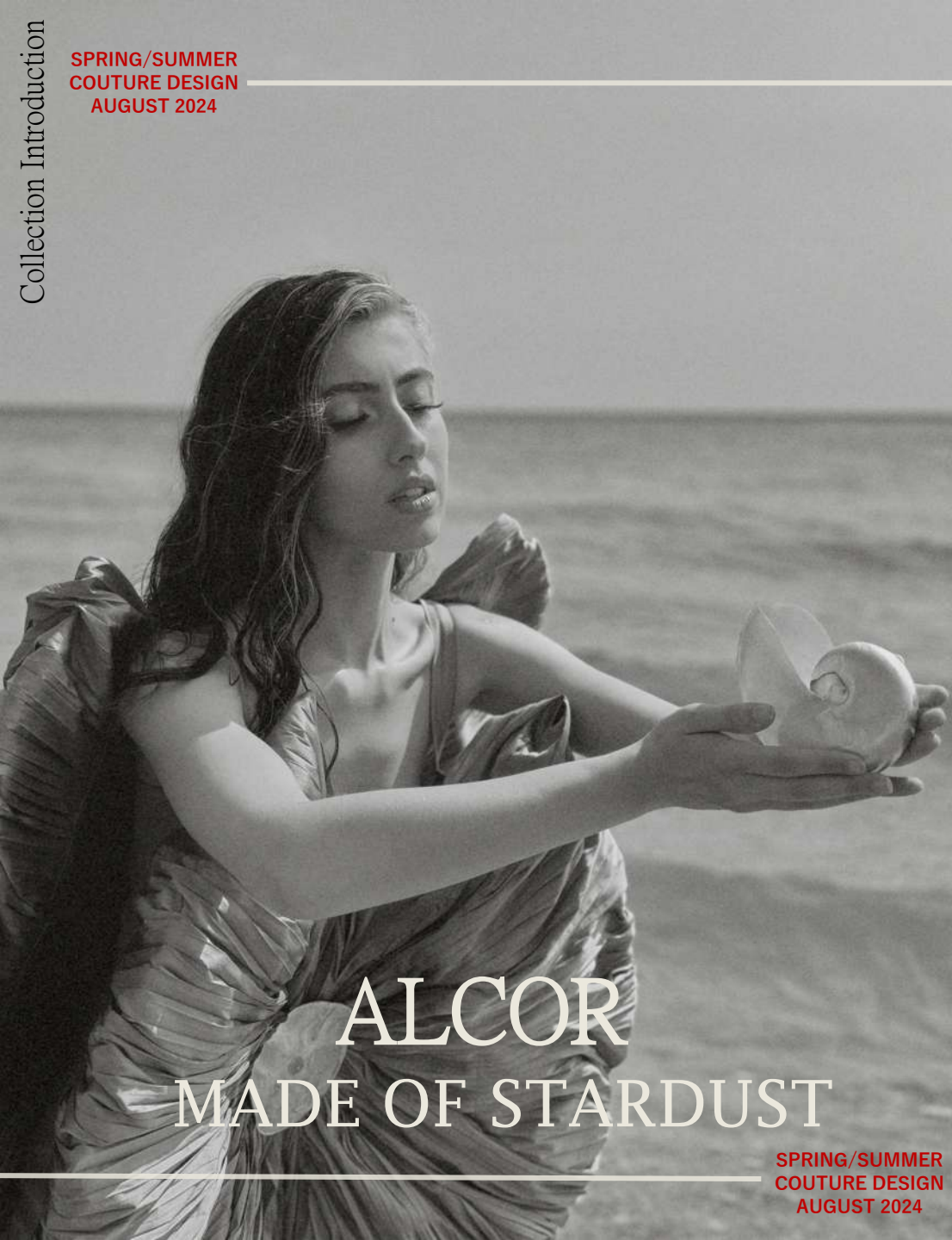
2. SURREAL

Our clothes are not just clothes, they are a manifestation of the cosmos. Each piece is designed to capture the essence of stardust and the beauty of organic shapes. Our designs are inspired by the mysteries of the universe, where the surreal becomes reality. With our clothes, you can explore the depths of the cosmos, dance with the stars, and embrace the magic of the universe. So, if you're looking to add a touch of cosmic surrealism to your wardrobe, look no further than our brand.



3. CREATING DESIGNS THAT PROMOTE SELF-LOVE AND FREEDOM

Our designs are crafted to empower you to feel confident and free. Our brand is all about self-love, and we believe that every woman deserves to feel beautiful and free in her own skin.



ALCOR MADE OF STARDUST

Design Introduction

The idea behind this collection is about the self-love journey. It shows the of the struggle a woman has in her mind about her body, how she deals with it and become her best version of herself. Also, the collection is inspired by the similarity between female body shape and the nature.

metanoia

[meh-ta-noy-ah] • Greek

(n.) the journey of changing one's mind, heart, self, or way of life; spiritual conversion.



14-1208 Pantone

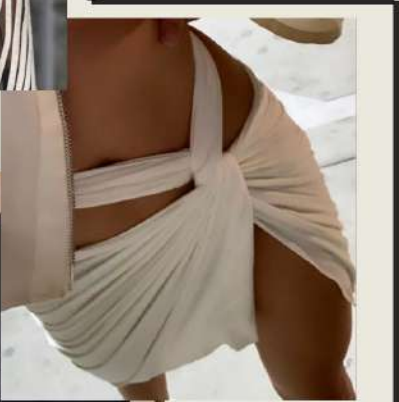
19-1109 Pantone

11-0103 Pantone

11-0618 Pantone

18-1657 Pantone

19-1934 Pantone



S/S 24
Womenswear





Volume R



organic



Asiend



Exaggerated

Cotone





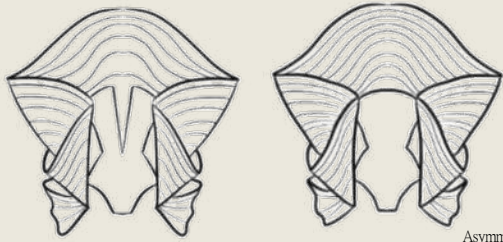
The collection story is about a woman who starts a self love journey. This is why I chose metanoia as a collection name which means the journey of changing one's mind, heart, self, or way of life spiritual conversion. Design are in a specific order and each of them shows an state of mind (since BDD is mental health issue) in this journey. Also, using organic shapes, fabrics and coloration have been chosen intentionally. And, finally the reason I chose Red for the last look is to make her stand out, iconic, bold and confident; since she has changed and became her best version of herself.

Metanoia

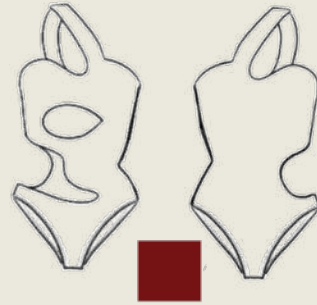
24/25 SS womenswear



Bold Bodysuit



Asymmetrical bodysuit



Organza



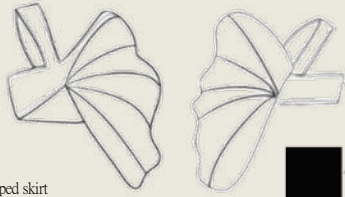
Pleated stretch satin



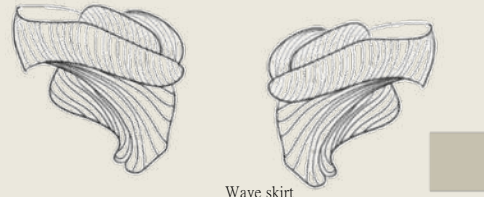
Wave Top



Asymmetrical Top



One shoulder wave Top

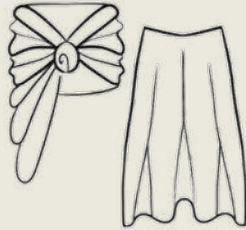


Sheer flowy skirt

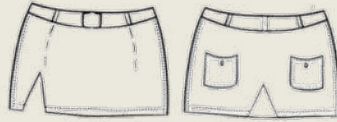


Semi Sheer skirt

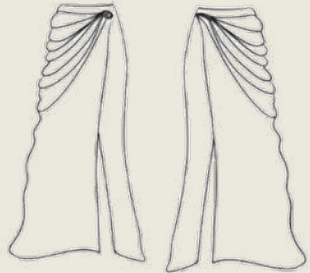
Wrapped skirt



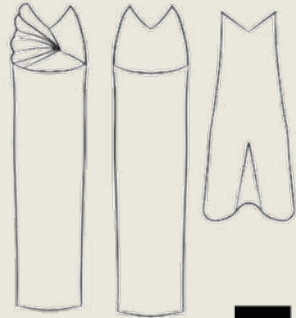
Mini skirt



Wave skirt



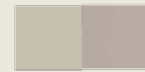
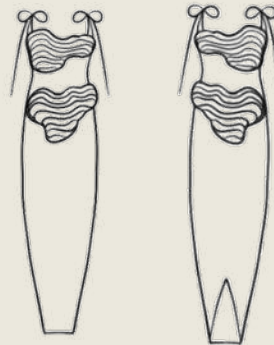
Bloom Dress



Wave Dress



Semi Sheer Wave Dress



Chiffon



Silk taffeta



Crepe



TECH PACK

Brand: Alcor Designer: Soha Kazami Season: Spring/Summer 2024 Style ref: ASC001	Description: Avant-Garde Dress/Couture Date: 19/05/2024 Pattern piece: 19 Size range: UK 10	Fabric code: 002411 Main Fabric: American Satin Lining: Lightweight Acetate Manufactured: Nasrin Iran
--	--	--

Sketch

Front Back

Fabric swatch

Lining

Bill of Materials	
Fabric	
Main Fabric	American Satin #Smoky Beige, #Weight:
Lining	Lightweight Acetate Lining #Smoky Beige
Trim	
Trim 1	Cotton-Covered Polyester Boning
Trim 2	Curved Underwire Bra
Trim 3	Non-Closed-End Zipper
Interfacing Tape	Medium Weight
Thread	100% Cotton
Label	Screen-Printed Woven Satin Label

BASIC MEASUREMENTS

S1	26.00 cm
S2 (Bust circumference)	77.00 cm
S3 (Across front)	31.00 cm
S4 (Waist circumference)	61.00 cm
S5 (Hip circumference)	91.00 cm
S6 (Dress length)	78.00 cm
S7 (Sleeve width)	2.00 cm
S8	4.00 cm
S9 (Across back)	31.00 cm

Page 5 of 10

TECH PACK

Brand: Alcor Designer: Soha Kazami Season: Spring/Summer 2024 Style Ref: ASC001	Description: Avant-Garde dress/couture Date: 19/05/2024 Pattern Piece: 4 Size Range: UK 10	Fabric Code: 005321 Main Fabric: Silk Taffeta Lining: N/A
--	---	---

Sketch

Front Back

Fabric swatch

Embellishment

Bill of Materials	
Fabric	
Fabric1	Silk Taffeta #Beige, #Weight:
Trim	
Trim 1	Cotton-Covered Polyester Boning
Trim 2	Aluminum Flexible Wire #4 mm.
Interfacing Tape	Medium Weight
Thread	100% Cotton
Label	Screen-Printed Woven Satin Label
Embellishment	
Central Silver Decorative Element	Steel #10 cm*10 cm

Page 7 of 10

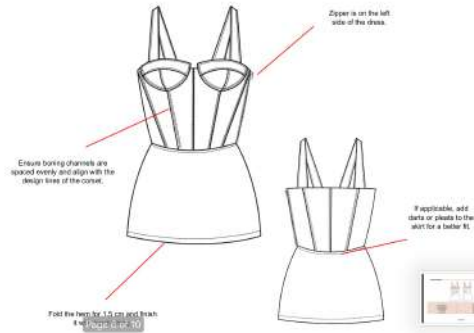
BASIC MEASUREMENTS

Front	B1	17.00 cm
	B2	55.35 cm
	B3	10.00 cm
	B4	10.00 cm
	B5	110.70 cm
Back	B6	127.30 cm
	B7	86.42 cm
	B8	15.00 cm
	B9	88.56 cm

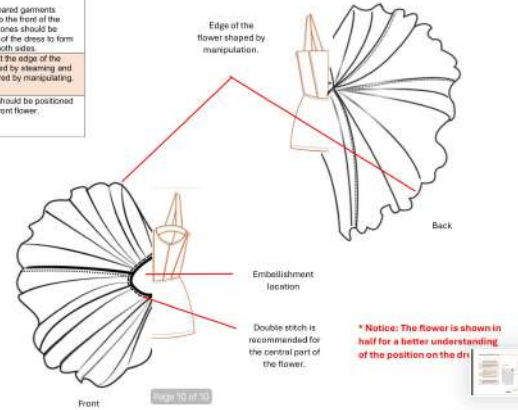
Page 8 of 10

DESCRIPTION OF MANUFACTURING DETAILS

- Cut fabric, lining, and interfacing according to the pattern pieces for the corset and skirt.
- Sew boning channels onto the corset fabric. Insert boning into channels and join the front and back pieces. Attach the lining to the corset fabric, aligning seams and under-stitching.
- Position and sew the invisible zipper on the left side seam of the corset.
- Attach the skirt to the corset at the waistline.
- A double-fold hem is recommended for the neat finish at the bottom of the skirt. Press all seams and the hem for a crisp finish.
- Use overlocks on the inside of the garment to prevent fraying and ensure a clean finish.

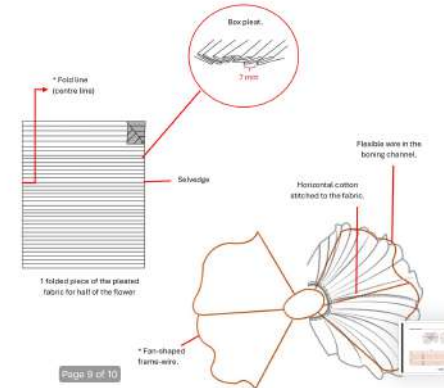


- The two smaller prepared garments should be attached to the front of the dress and the larger ones should be attached to the back of the dress to form flower shapes from both sides.
- Some of the pleats at the edge of the flower should be faded by steaming and then shaped as desired by manipulating.
- The embellishment should be positioned at the centre of the front flower.



DESCRIPTION OF MANUFACTURING DETAILS

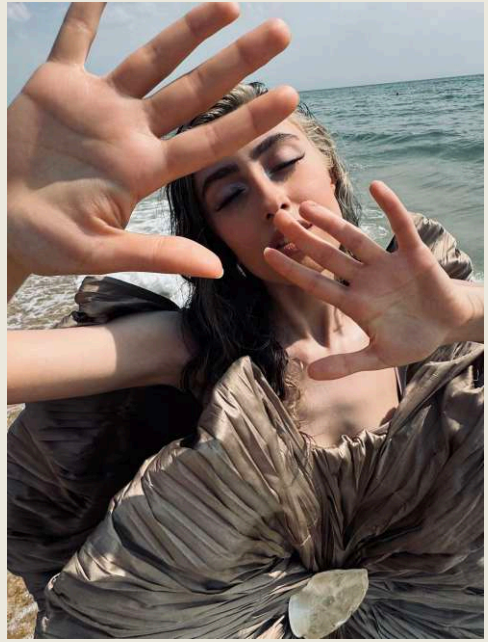
- 4 pieces of pleated fabric should be used for this design, 2 of them for the front flower and 2 of them for the back flower.
- Each of them should be folded in half. Sew boning channels on the centre line of the fabric from the inside.
- The flexible wires should be shaped in a fan-shaped frame for the inner structure.
- Position the wire through the boning channels of the fabrics.
- Gather the open end of the fabric to the centre and sew it securely to the dress.
- 3 cotton-covered boning stitches should be sewn horizontally on the flower to secure the weight of the flower on the dress.





ALCOR

SPRING/SUMMER COUTURE DESIGN AUGUST 2024





Metanoia



SPRING/SUMMER COUTURE DESIGN AUGUST 2024



” *Metanoia* ”
by
ALCOR

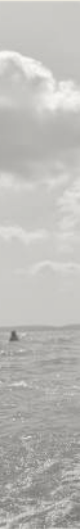


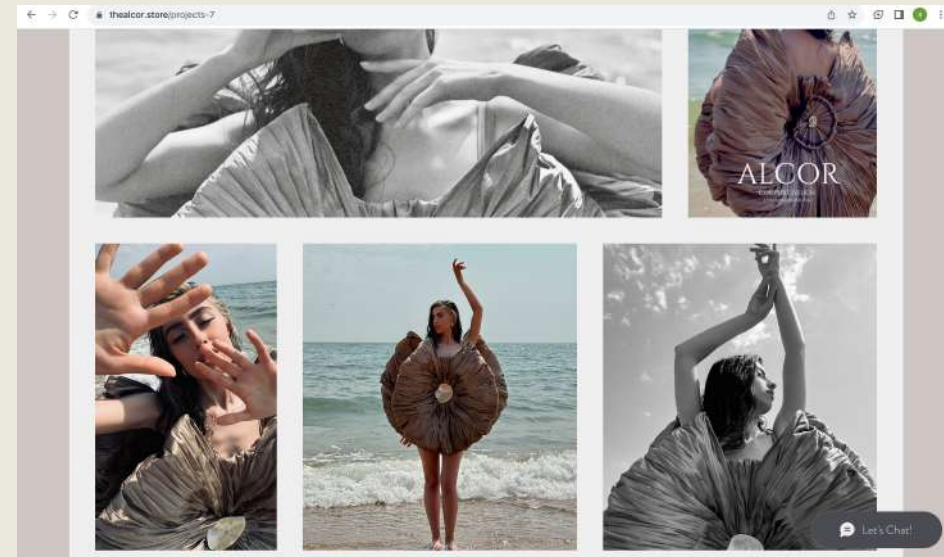
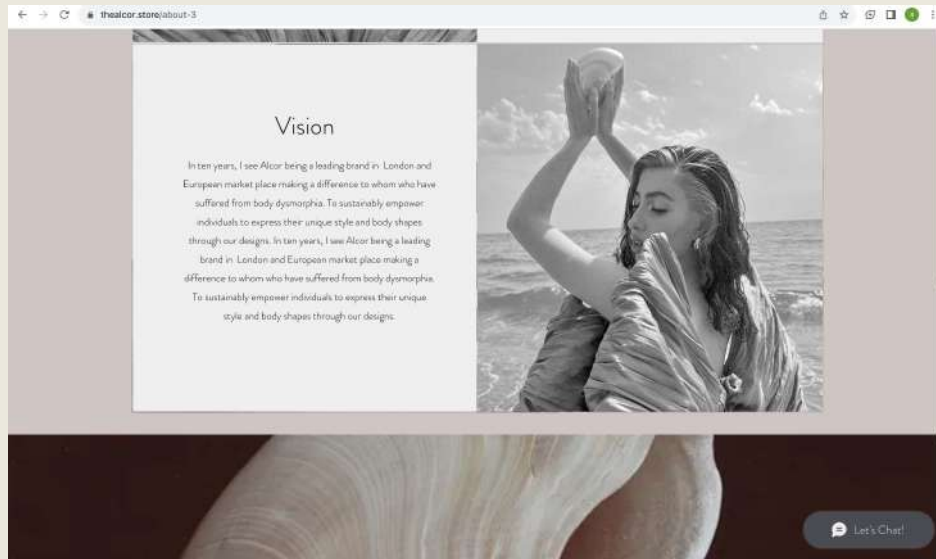
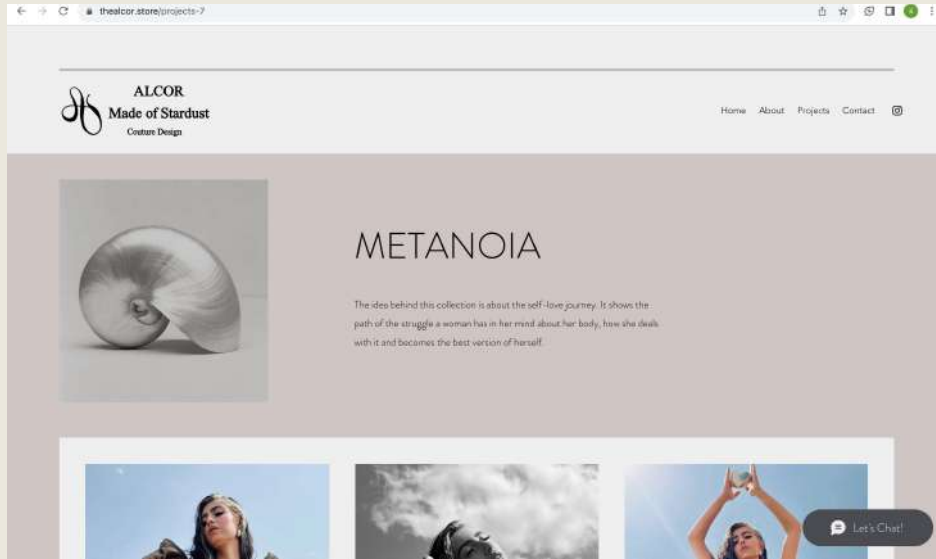
SPRING/SUMMER COUTURE DESIGN AUGUST 2024

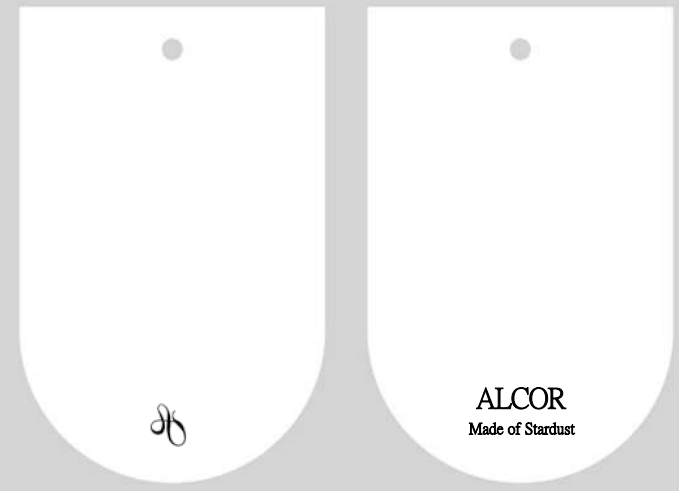


Model
Mae Baker

SPRING/SUMMER COUTURE DESIGN AUGUST 2024



Alcor Website



ALCOR

KEEP IN TOUCH

SOHA KAZEMI
FOUNDER, DESIGNER
EMAIL: SOHAKAZEMI999@YAHOO.COM
INSTAGRAM: @SOHAKZI
@THE.ALCOR

