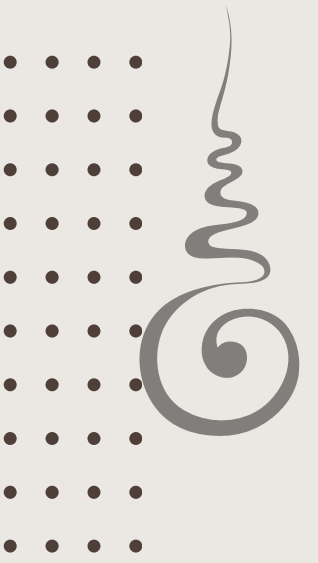


ENDURING



BE YOU

By Naima Binte Fashiuddin Toma | ID: 2316641 | MA in Fashion Design



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BRAND STORY

Enduring advocates for sustainable fashion that respects both the environment and the workers behind the scenes. We are dedicated to utilising eco-friendly materials and minimising waste in our production processes. Our mission is to make sustainable fashion inclusive and accessible to all, irrespective of personal style or preference. Embracing individuality and self-expression, we empower our customers to create distinct looks through customizable options, allowing versatility in wear across various body sizes and shapes.

More than just following trends, our brand focuses on crafting timeless pieces meant to last for years. We take pride in being part of a generation that prioritizes sustainability and ethical standards. Believing in fashion as a positive force, we are committed to contributing to a better world. We aim for our customers to feel good about their clothing choices, knowing they are supporting environmental sustainability and ethical labor practices.

Celebrating individuality, inclusivity, and diversity, our brand stands for making fashion welcoming and accessible to all, regardless of size, shape, or style. Through customization choices, we empower customers to express their unique style confidently. We strive for our customers to feel empowered, wearing attire that mirrors their values and personal fashion sense.



BRAND NAME & LOGO



ENDURING

TIMELESS QUALITY, FOREVER YOURS !

The name "Enduring" represents longevity, resilience, and timeless elegance, making it a perfect fit for my clothing brand which aims to offer durable and size-changeable clothing options. The name "Enduring" is fitting for my clothing brand because it represents timeless appeal, quality craftsmanship, versatility, brand values, emotional connection, and global appeal. The brand aims to create clothing that remains stylish and relevant for years to come, with a focus on durability and long-lasting appearance. The name also suggests a commitment to sustainability and slow fashion, while creating an emotional connection with customers who seek reliable and trustworthy clothing. Additionally, the name is simple and easy to pronounce in different languages, making it suitable for international markets. Overall, "Enduring" is a strong choice for my clothing brand that prioritizes enduring style and quality in the ever-changing world of fashion.



DESIGN BOARD



BE YOU



Futuristic design



Fusion between nature & modernism



Technical & Functional



Muted colour



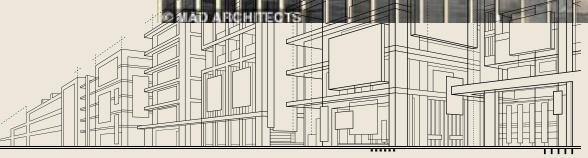
Body positivity



Constructive & Asymmetrical



Unisex & Vintage



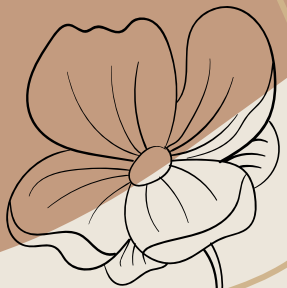
TREND BOARD



COLOUR BOARD



My collection draws inspiration from the natural palette of timeless colors known for their neutral tones. These hues, being seasonless, are versatile and suitable for all genders and categories. For the A/W 25/26 collection, I have ensured a consistent color scheme that promotes sustainability throughout the theme of the collection.



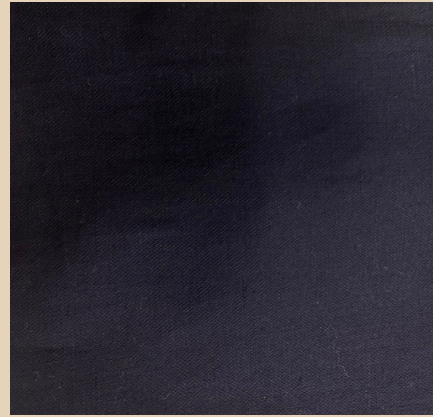
Long-term colour

S/S 25, A/W 25/26 and beyond

Carried over from last season, our long-term palette encourages timelessness. It features a range of neutral tones designed to be seasonless core basics. They work as foundational hues across genders and categories, and can be used to ground seasonal updates. Their consistency helps tie seasons together, encouraging consumers to shop with a long-term mindset.



MATERIAL BOARD



100% Linen Fabric



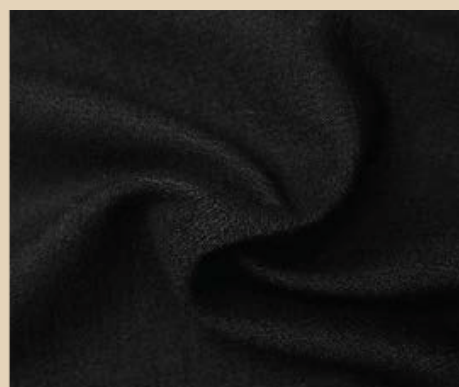
Wool blended
60% wool 30% Viscos 10% Cotton



Wool striped.
100% Italian wool



100% Linen Fabric



Medium Weight Wool
100% Italian wool



Jacquard Fabric in Floral
90% Viscose 10% Polyamide



Heavy mélangé Grey Wool
100% Cashmere

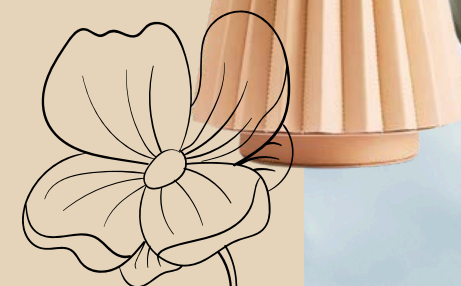


Light Houndstooth Wool
100% wool

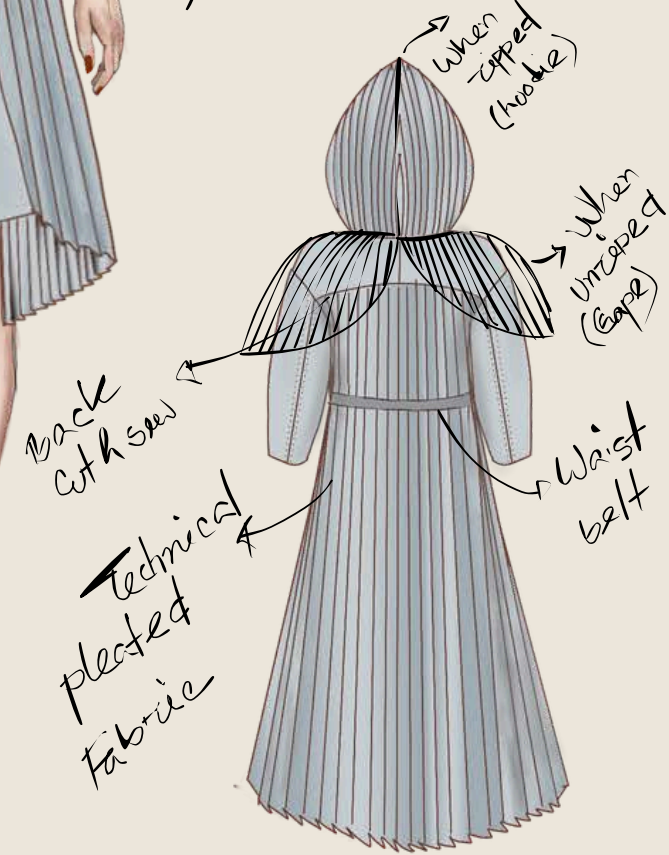
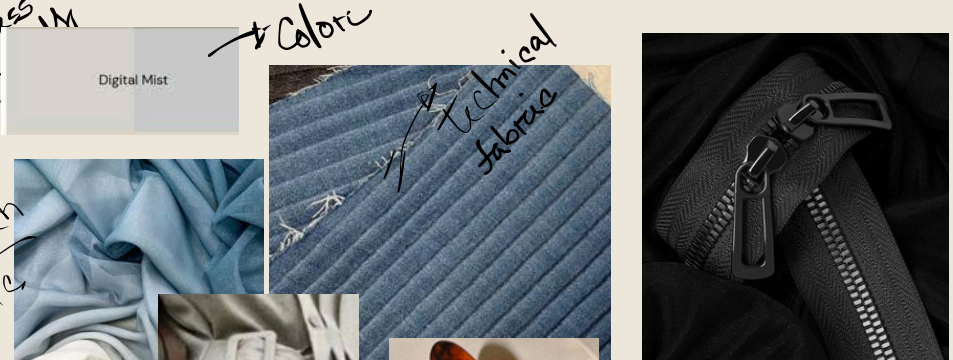
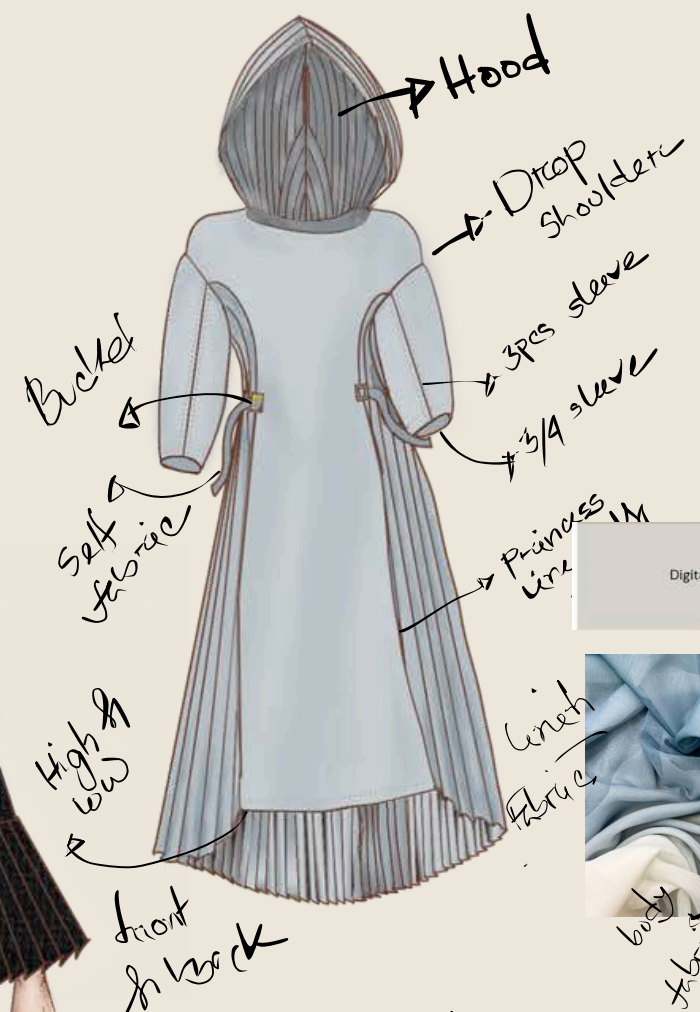


Light Weight Silk
100% silk

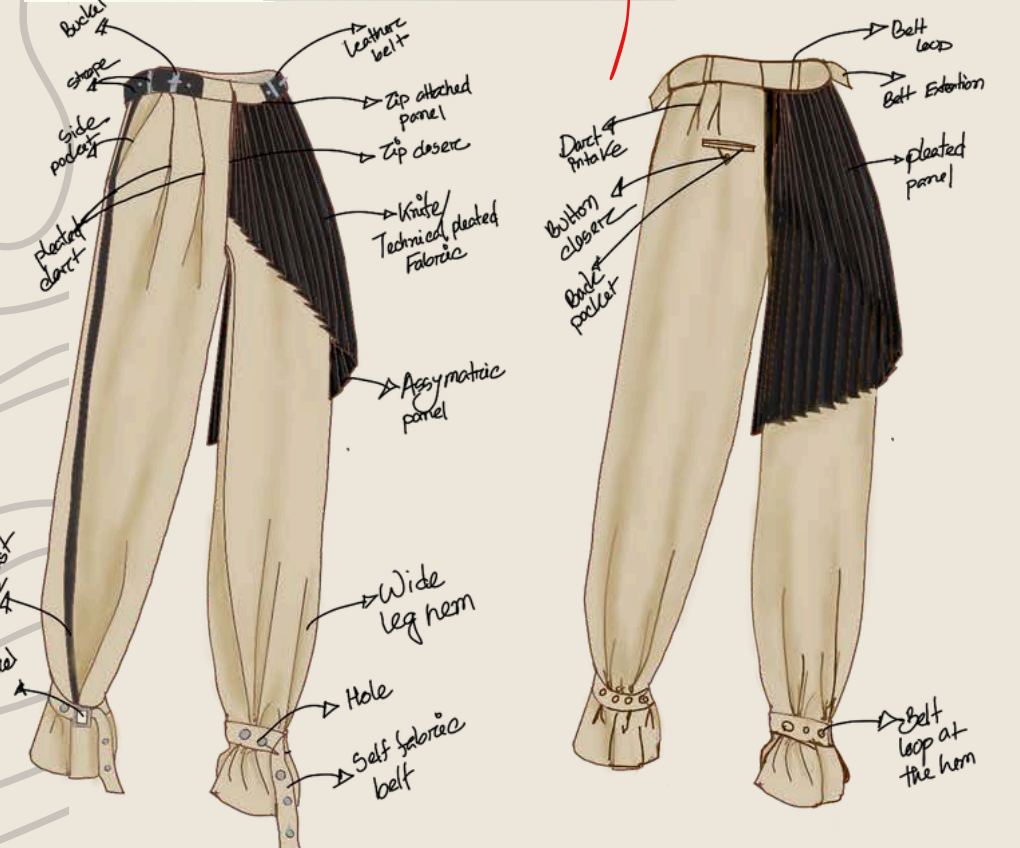
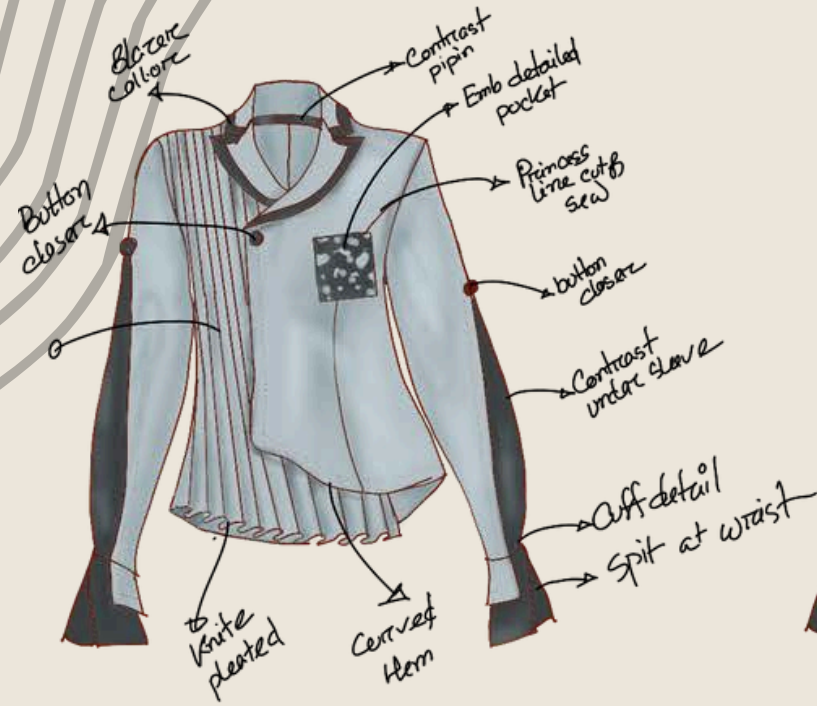
My fabric swatches consist mostly of lightweight wool, some of which are fully blended with stripes or checks. Additionally, there is one with a houndstooth weave. The second most frequently used fabrics in my collection are Linen Neil, known for being sustainable and organic.. When it comes to lining the garments, I am considering using lightweight silk and polyester fabric for the pocketing.



SKETCH PROCESS



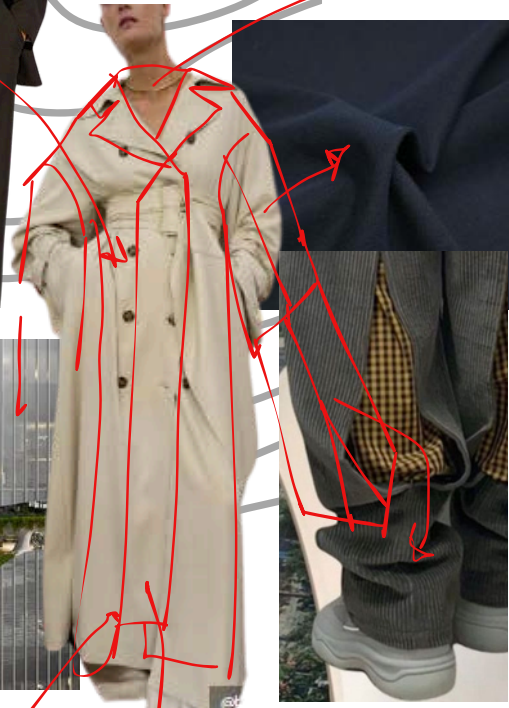
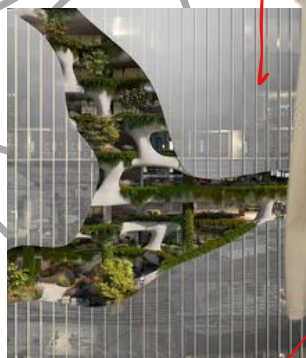
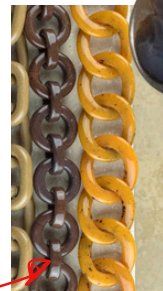
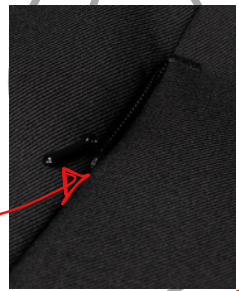
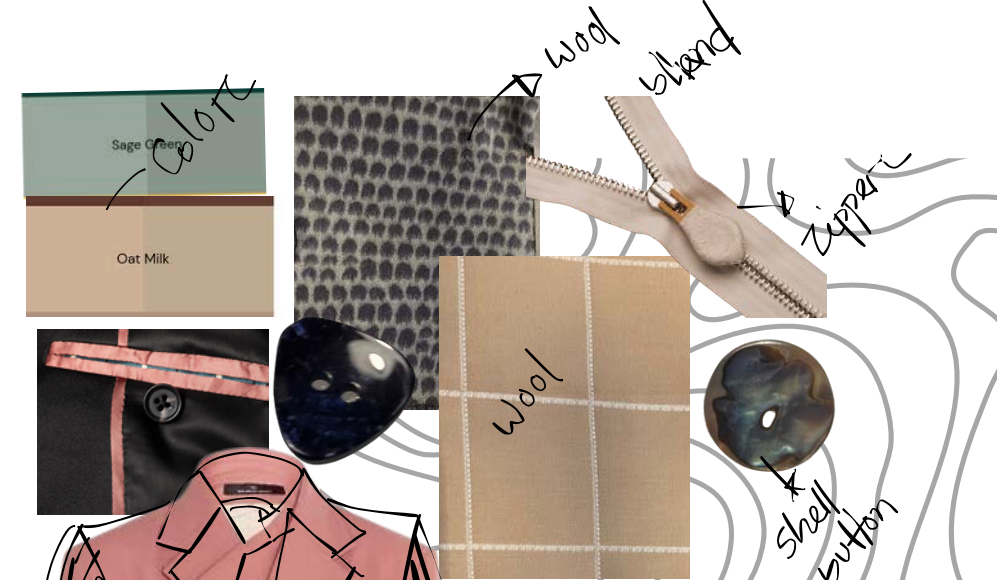
SKETCH PROCESS



In the 1930s, a top with an asymmetrical hem made of technical pleated fabric for flexibility and flow was in vogue. The design allows for growth with the body, features contrasting double sleeve styles, and includes an embroidery pocket inspired by nature.

The trousers are designed to be convertible, worn in two ways, and adjustable to grow with the body. The pleated look can be removed with a hidden zipper, allowing for a wide-leg style without the ankle belt, catering to customers who repeat outfits.

SKETCH PROCESS

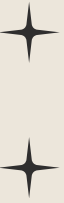


FINAL LINE UP

ENDURING

BE YOU

AW 25/26



GARMENTS DEVELOPMENT



After creating the tech pack, the pattern process began with pants featuring dart intakes, belt loops, and pleats. The design was rounded up and cut asymmetrically. A statement accessory was then crafted - a bold belt with a distinctive buckle to cinch the waist and complete the look.

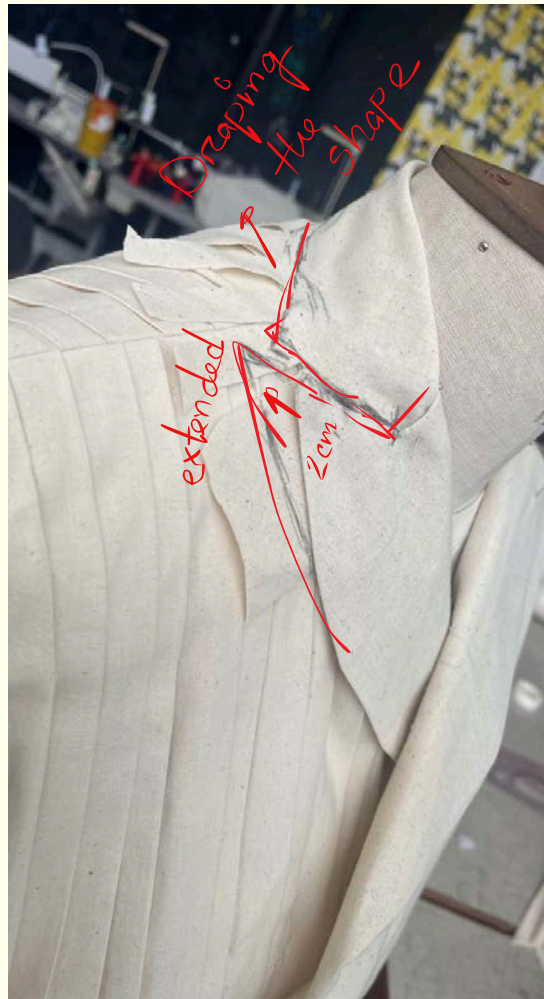
updated



Different way you can I have used how both sides open hidden zipper attested in the west to the west belt so it can be removed all the way so it just it's can be worn in a multiple way at the same time if you want to make it more streetwear it can be like this plated panel making it a scorched and when feel like to make it more casual it can be worn with the plated so it has a little bit formal looking more clean slipped finish

GARMENTS DEVELOPMENT

After I was happy with the pattern, I moved on to working on the toile. Where I had a few drawbacks, first I had to learn to do double-vested lining. Another thing, I felt that the pleated parts had no shape at the sides and looked a little baggy, which I needed to rework. After the lapel was done, I felt like it didn't look the shape I envisioned, so I planned to redo it in the pattern. The back neck needed to be draped on the dummy for a better fit, which came out fully fitted to the neck was better than I imagined.



The under panel which cross over need to sewn on one button and one button hole. The top layer has one button underneath which has to be made out of flat plastic. So it does not bulk up. As for the show button I chose to use seal button which are way more sustainable at the same time the collar match the whole contrast lining fabric I am working with.

After struggling with layering two sleeves correctly, the gather got stuck in the top layer during the first attempt. Additionally, the sleeves were slightly oversized, extending past the knuckles.



TECH PACK

	BRAND: ENDURING	STYLE NAME: LONG COAT	SIZE: ENDURING
	COLLECTION: BE YOU	STYLE NUMBER: ELCOAT008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA

FRONT VIEW

BACK VIEW

FABRIC & COLOR

WOOL

SILK

WOOL BLEND

PAN TONE 16-1336 TCX

PAN TONE 19-4203 TAX

TRIMS

**ACRYLIC
BUTTON**

	BRAND: ENDURING	STYLE NAME: LONG COAT	SIZE: ENDURING
	COLLECTION: BE YOU	STYLE NUMBER: ELCOAT008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA

Main label has to be in the back 4 cm from the back neck collar band. At the CB.

5.5 Cm

5.5 Cm

12 Cm

18 Cm

Inner side pockets need to be made out of self fabric which is wool just for a contrast look with the lining fabric

A cut and sew loop which is 12 cm for the left top flap to loop through in the right part of the lapel. Need to have button hole type finishing at the edges.

2.25 Cm
**S
SMALL**

2.25 Cm

 2.25 Cm

Both care label and the size label will be sewn in the front side of the coat when joining the lining and main fabric. Will be tucked 0.5 cm for security.

	BRAND: ENDURING	STYLE NAME: LONG COAT	SIZE: ENDURING
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- Lapel in top panel
- Left side top panel
- Left side bottom panel
- Right hand side single panel
- Contrast pining in the cut and sew
- Back panel hemming with
- Lining fabric in the back panel

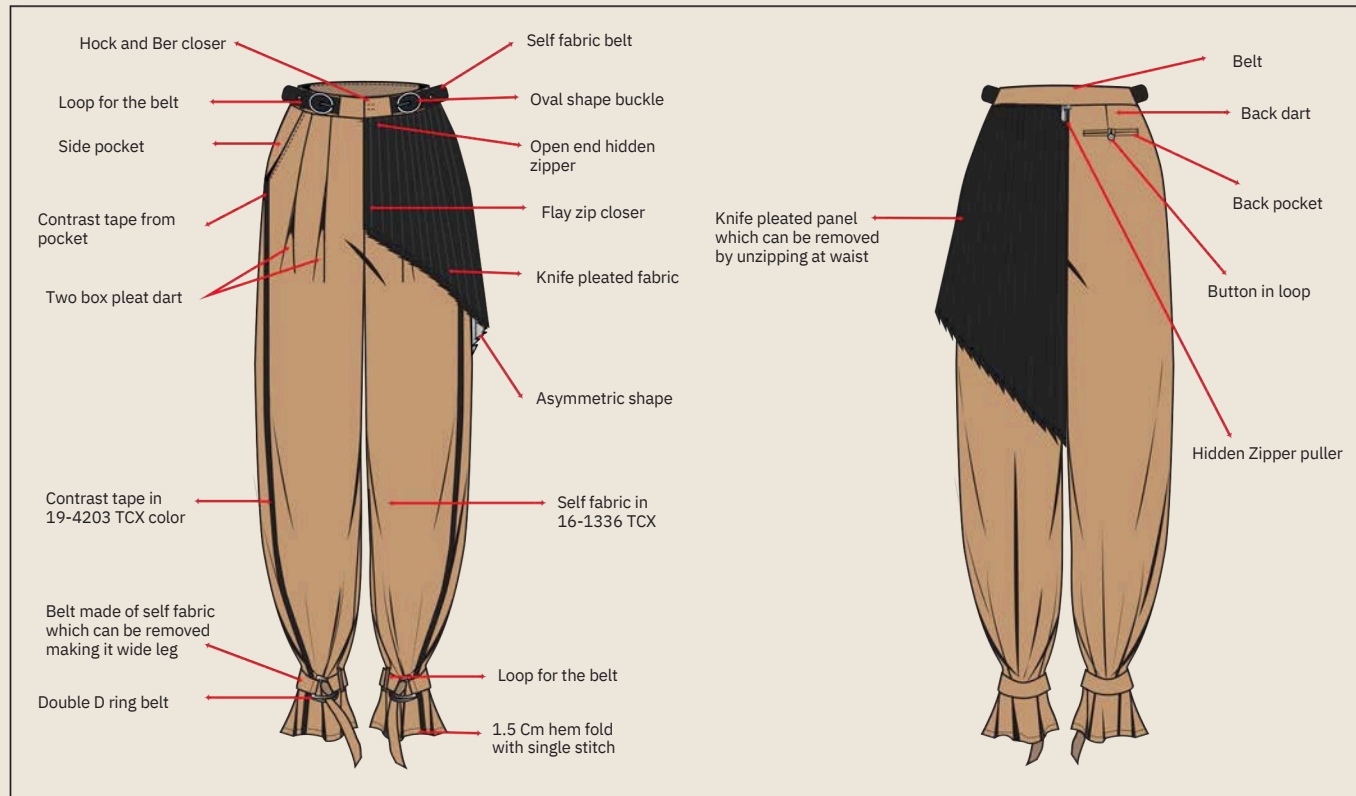
- Contrast back loop
- Main label at back
- Lining fabric
- Princess line seam
- A hole in the collar lapel for extra flat to loop through
- Acrylic button
- Cut and sew sleeve
- Gaping starting from here
- Gap in the front sleeve
- Double Vested Long Coat

- Cut and sew sleeve
- Attached with box pleat at the neck for extra space
- Cut and sew at the Center back
- Piping at the both side

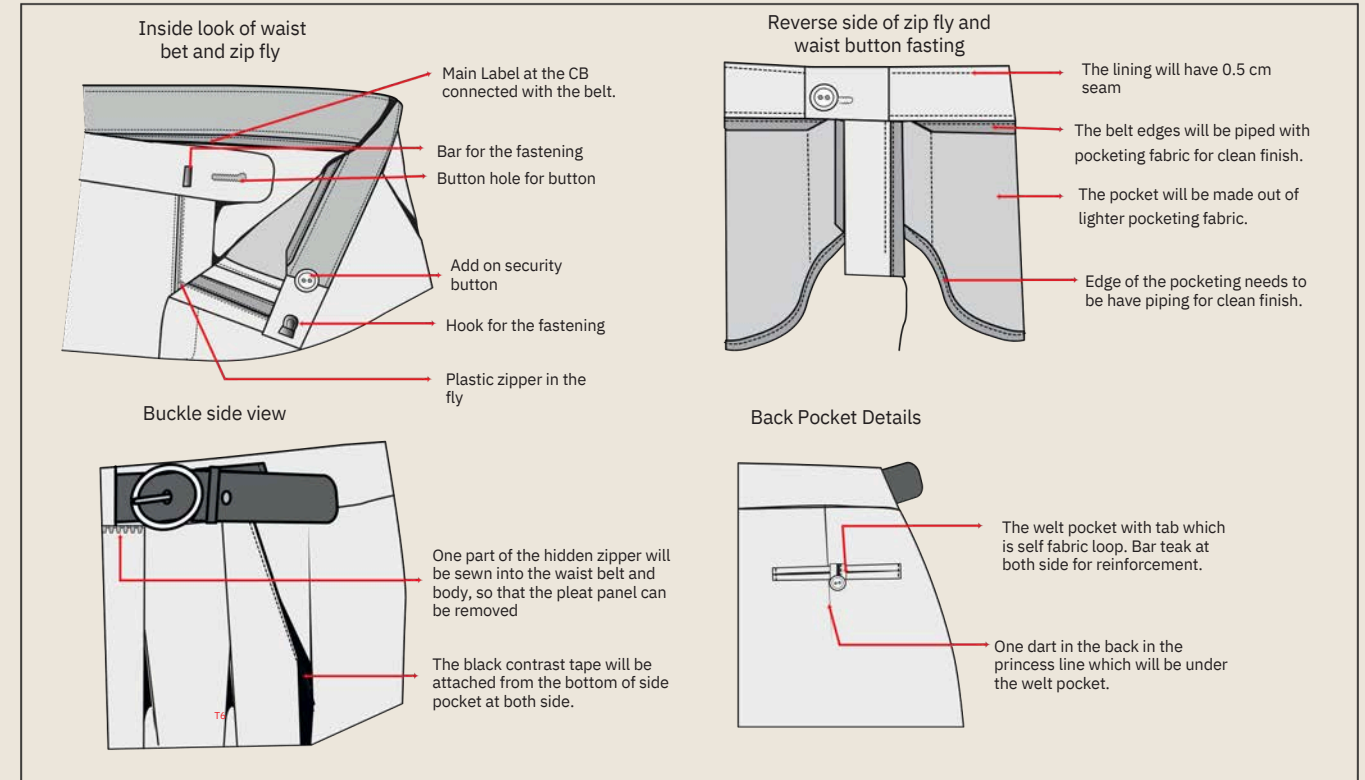
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	COLLECTION: BE YOU	STYLE NUMBER: ELCOAT008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA

TECH PACK

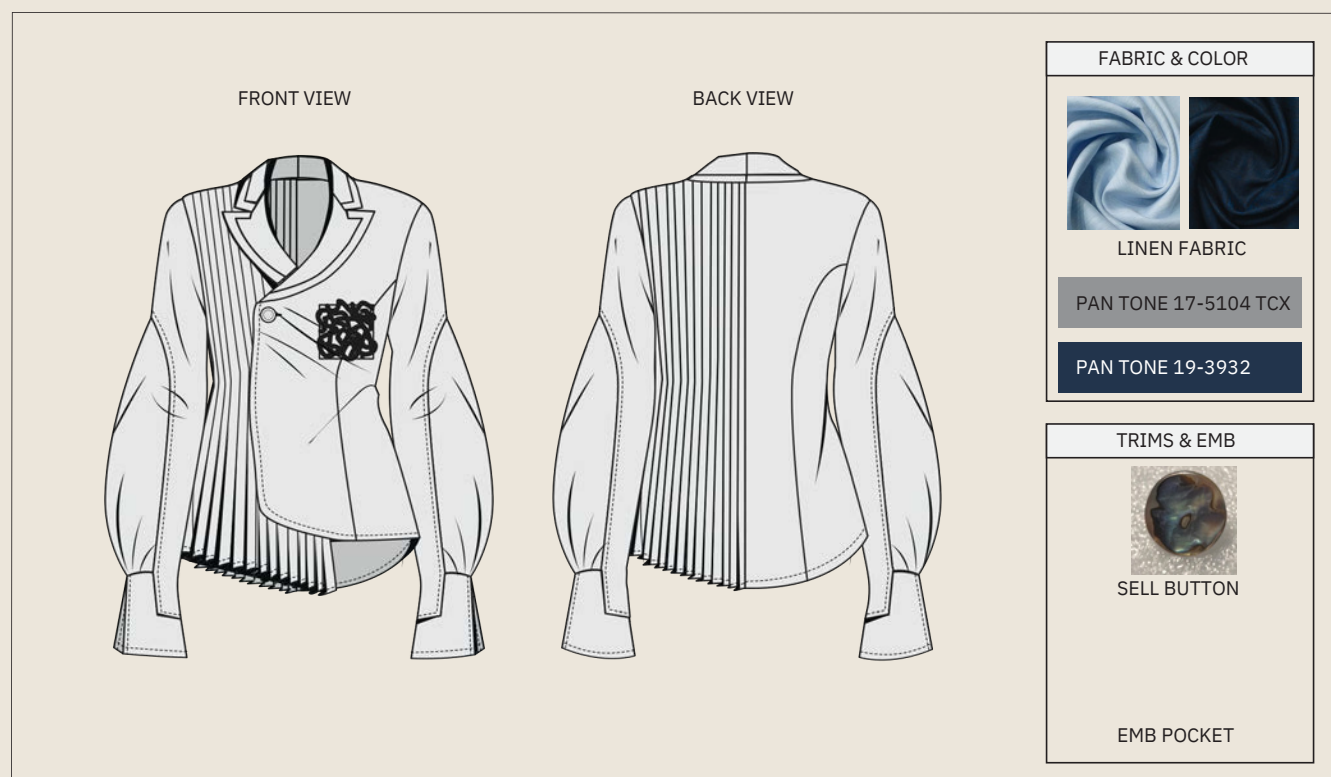
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	COLLECTION: BE YOU	STYLE NUMBER: EBOTTOM008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA



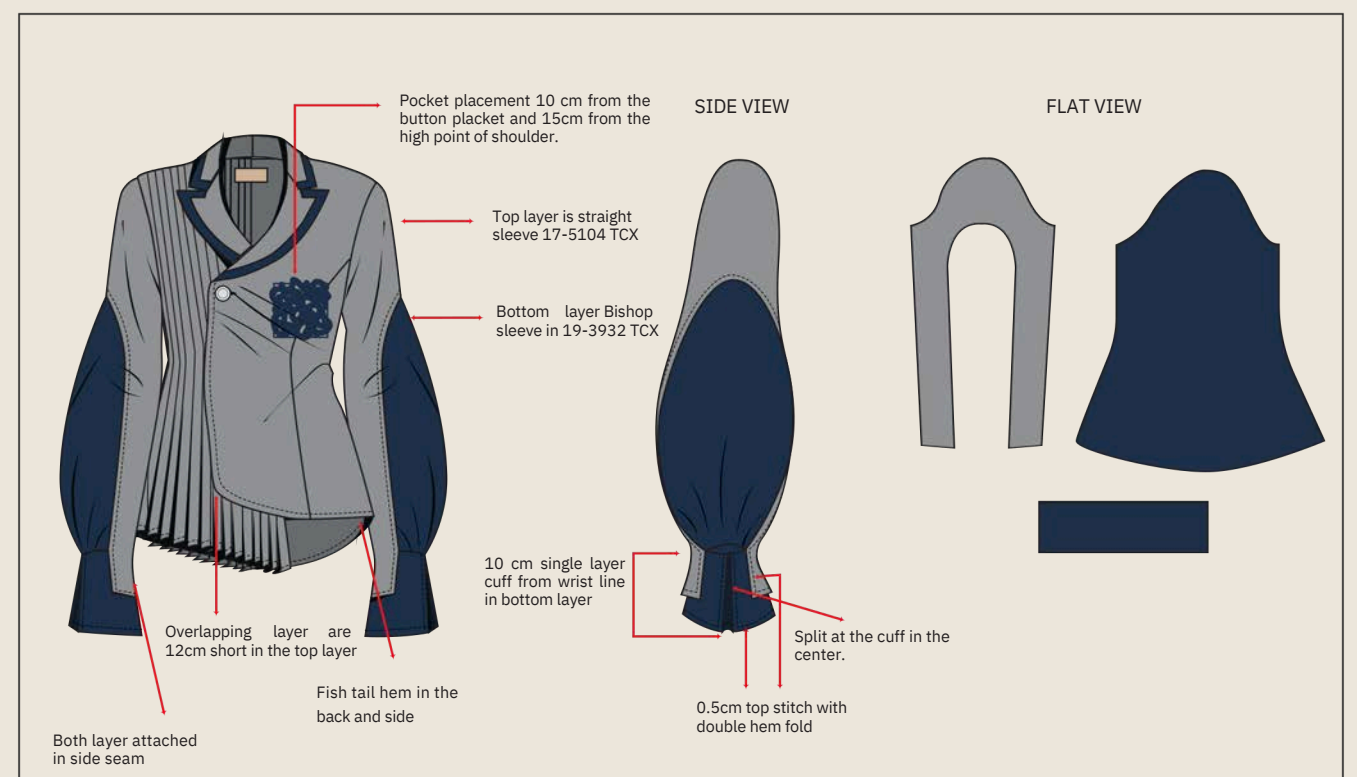
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	COLLECTION: BE YOU	STYLE NUMBER: EBOTTOM008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA



	BRAND: ENDURING	STYLE NAME: PLEATED SHIRT	SIZE: ENDURING
	COLLECTION: BE YOU	STYLE NUMBER: ETOP008	RELEASE DATE: 24/05/24
	MENUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA



	BRAND: ENDURING	STYLE NAME: PLEATED SHIRT	SIZE: ENDURING
	COLLECTION: BE YOU	STYLE NUMBER: ETOP008	RELEASE DATE: 24/05/24
	MANUFACTURER:	SEASON: AW 25/26	DESIGNER: TOMA



THE EDITORIAL

“BE YOU” BY ENDURING AW 25/26 COLLECTION

MODEL

LORA

PHOTOGRAPHER

JERIN

DESIGNER

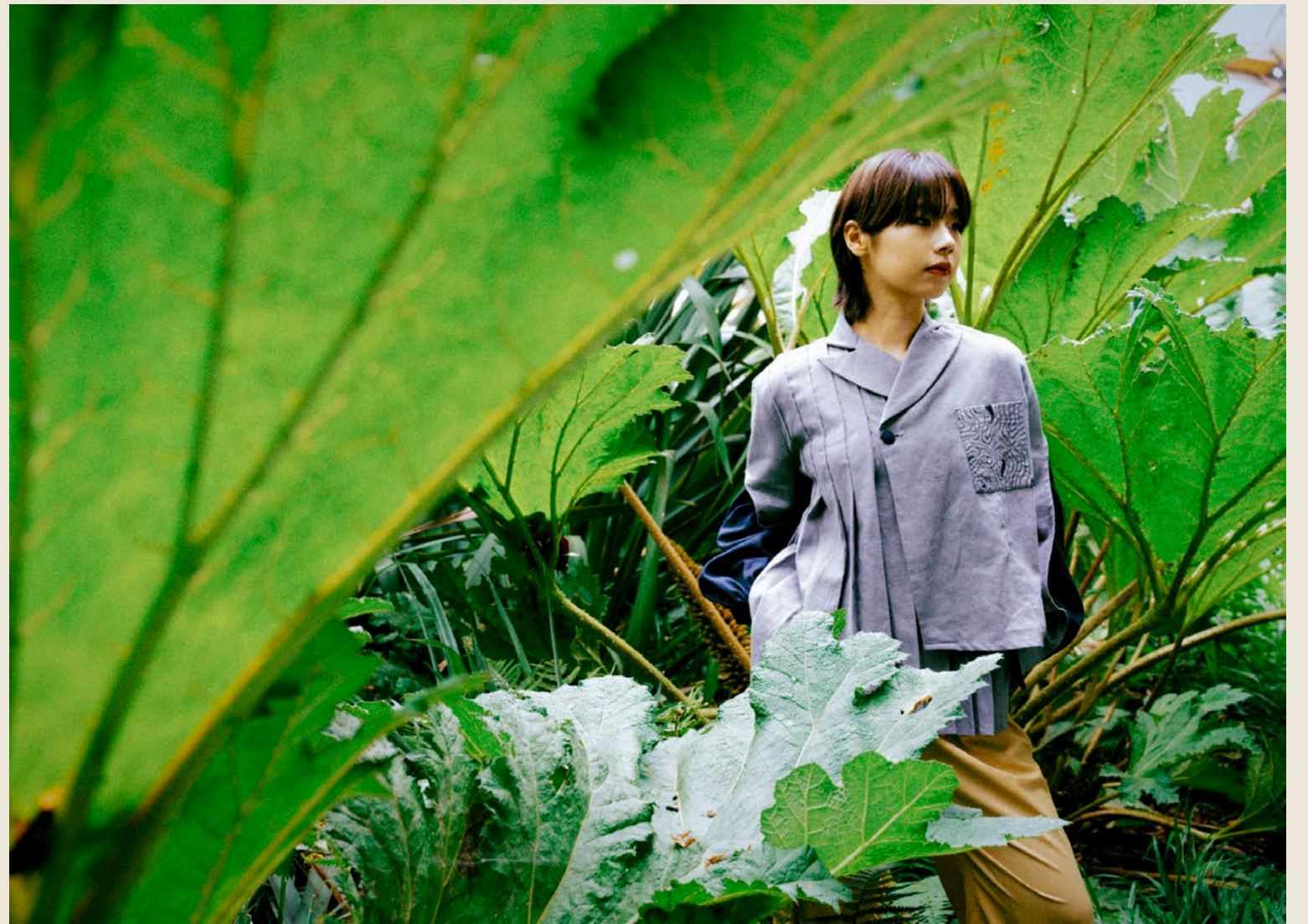
TOMA

LOCATION

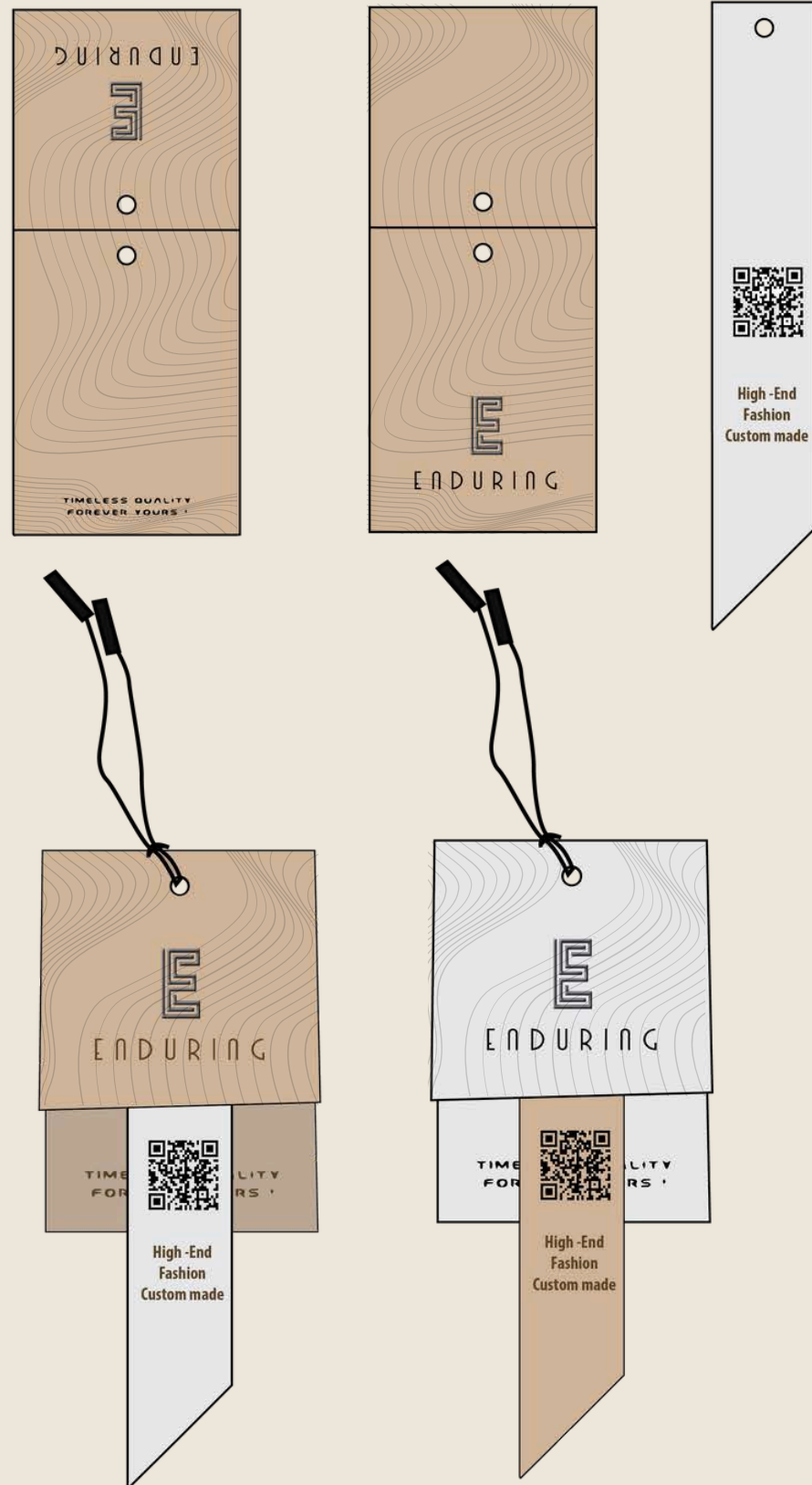
LONDON







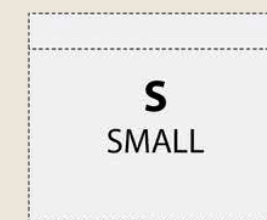
BRANDING

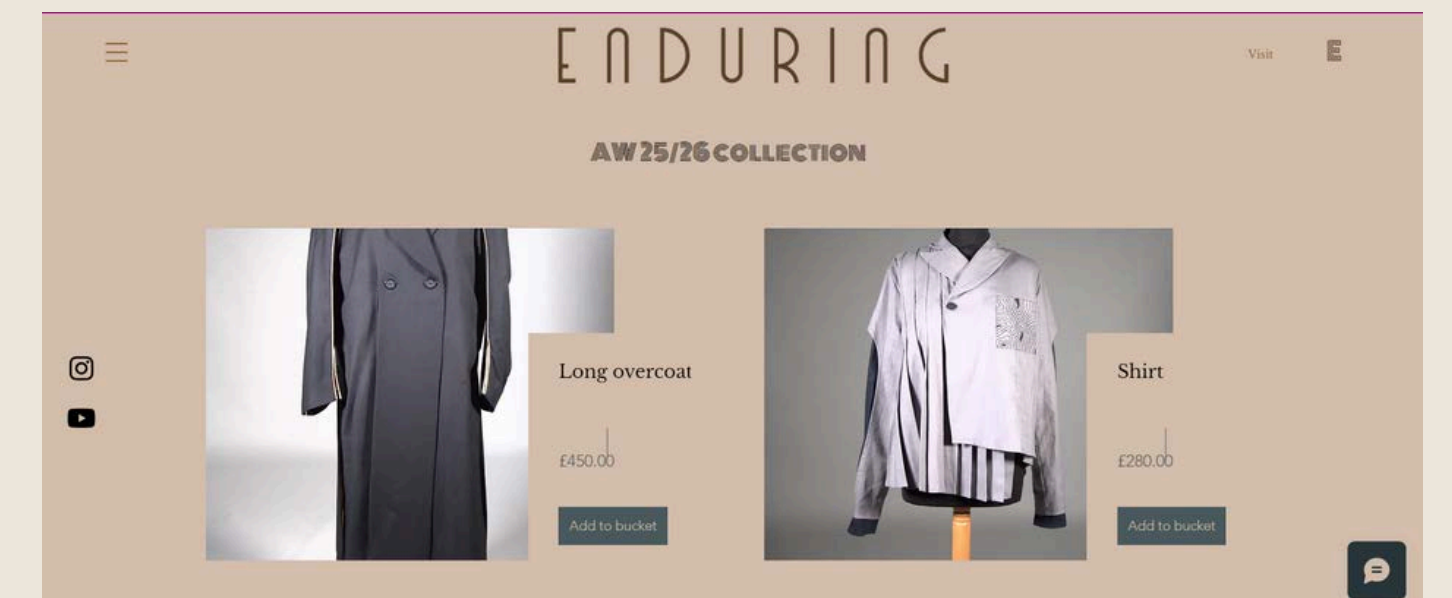
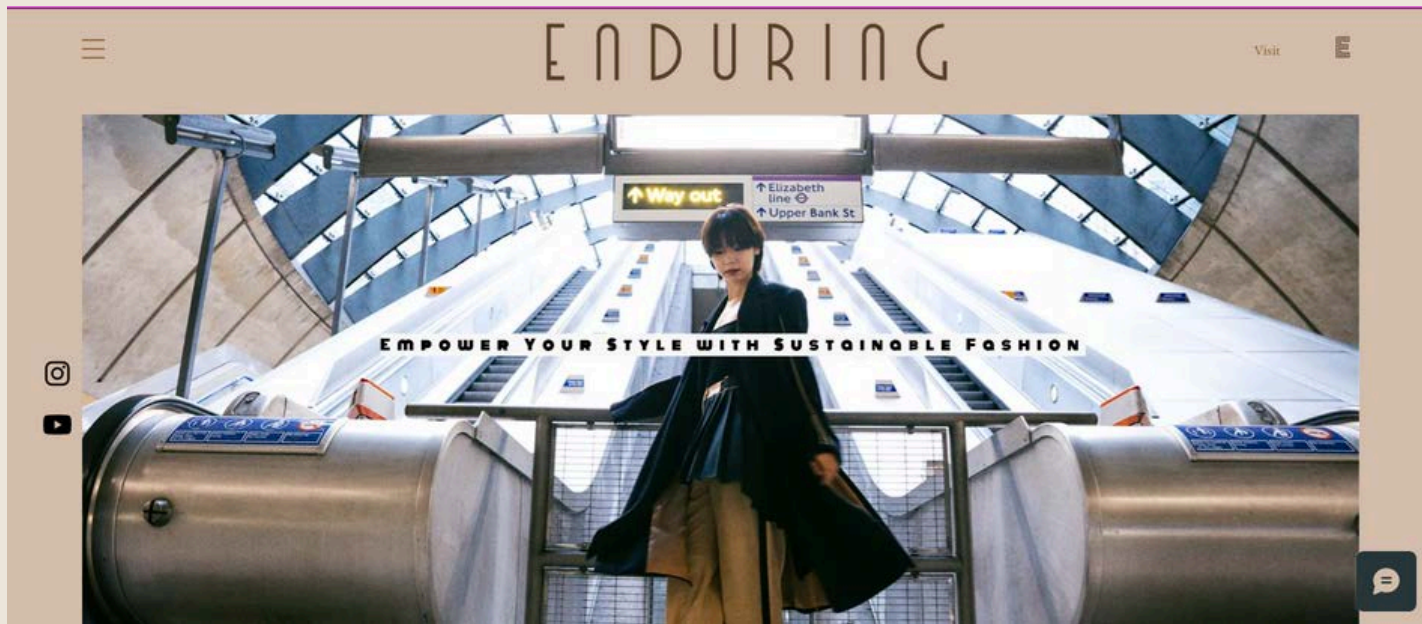


The hand tags are designed in two contrasting colors that closely relate to the brand, while also being in neutral tones.

The hang tag features a 3D embossed logo **E**, providing a tactile experience for customers. Additionally, the tags are crafted from recycled paper without any glossy coating, allowing them to be recycled repeatedly.

Also the hang tag has QR code in it. Which turn to the website of Enduring for more exposers.





ENDURING

NAIMA BINTE FASHIUDDIN TOMA

FOUNDER, DESIGNER

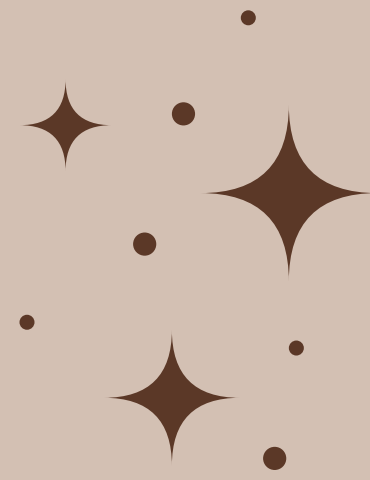
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 [Enduring Website](#)

 [Enduring](#)





THANK
YOU