

PORTFOLIO

Reihaneh Babaie
2023 – 2024
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As the metaverse and 3D virtual spaces become more developed and accessible, more people will get engaged. This will have a great impact on different aspects of our lives and alter our needs. We can see and feel the difference even now in its early stages. Metaverse affects everything from day-to-day interactions and entertainment to education and business. Events and meetings are already happening in the metaverse in 2023 and this will be continued in the next years.

This encouraged our brand to design virtual and physical goods suitable for our interesting digital future but also inspired by rich art and stories from the past. NIKAV will tell a new story for each collection, mostly inspired by Persian art and artists, ancient and contemporary poems, paintings, and architecture. Physical and digital pieces with a deep meaning.



VISION STATEMENT

NIKAV's vision is to be part of shaping the future of digital fashion and have a great impact on user's virtual identity. Our products expect to be one of the first that mix the forced-to-be-forgotten past with the freedom of the digital future. This will hopefully help our customers to feel unique.

Collaborations with game and character designers, architectures, and participation in virtual events are just some parts of our way to promote our designs. We plan to have a shop in London to support our physical products alongside a design studio to support our virtual products and promotions.

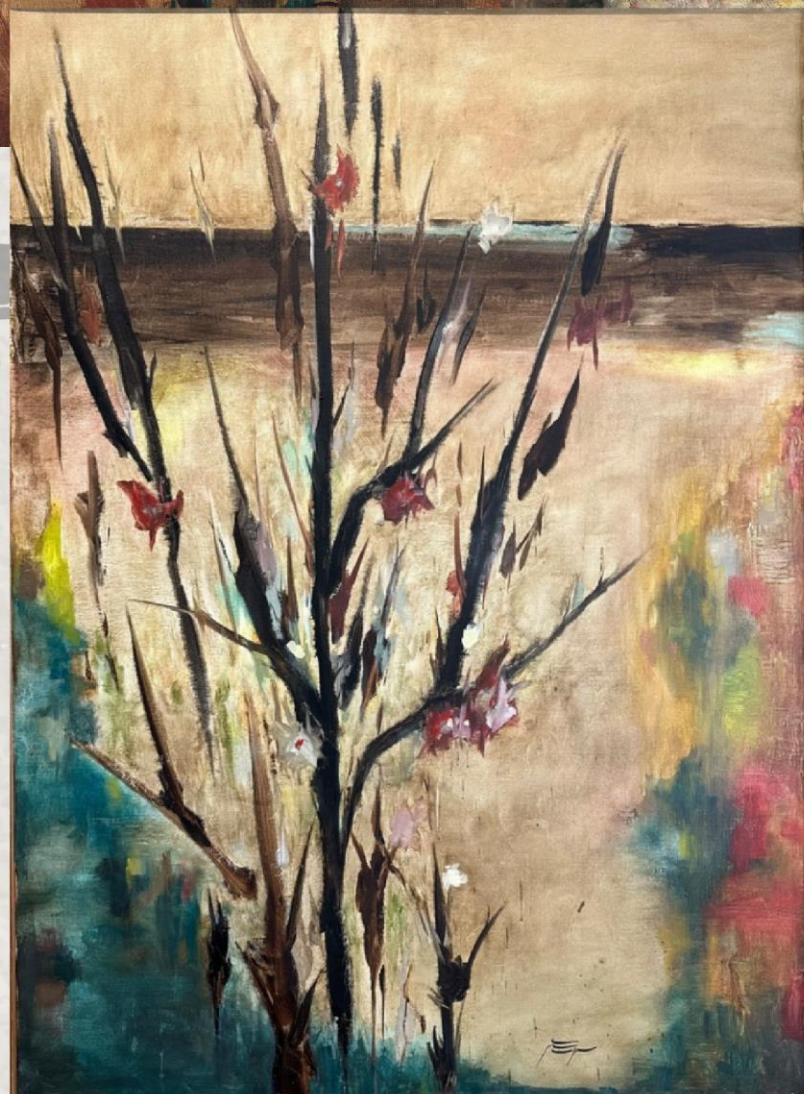
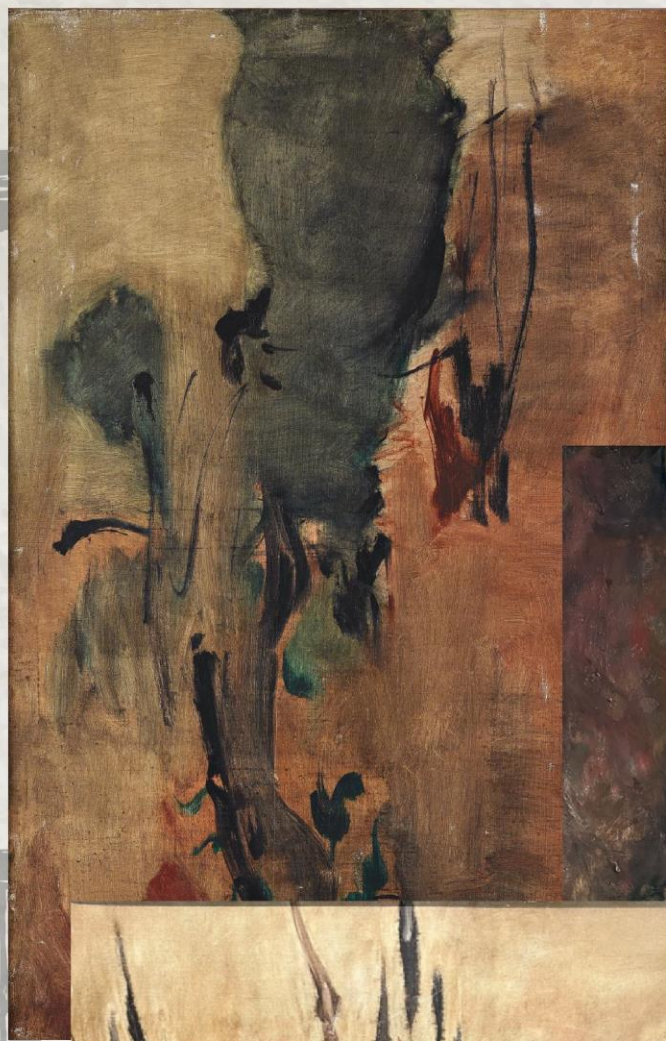


MISSION STATEMENT

NIKAV is focused on exploring the balance between the past and the future. To enrich the future of fashion in both the virtual and physical world with magnificent but neglected art, architecture, literature, sculptors, and paintings of Iran. We believe our designs are unique and meaningful but practical and comfortable at the same time.

We are aware of our target customer's needs. Metaverse is the future of human communication. Learning, playing, connecting, selling, or buying, all will be throughout the metaverse soon. GEN-Z and even ALPHA will use digital fashion as a way of shaping their virtual identity in the metaverse.

To fulfill our goals, we will have a digital copy of each of our physical pieces, be constantly active in different parts of the digital realm to stay connected with our customers, and make sure all of our designs have a wonderful story to explore and engage with. Extraordinary trims, accessories, and details for every collection are our final touch to give our designs more character.



Unique Selling Point

NIKAV is a both men and womenswear brand in London, with touch of Persian art and history, futurism, cutouts, and subversive elements. Tells a story from a neglected past for the future.

2.

Every collection have a story that nobody else tells before in fashion, mostly inspired by Persian ancient myths, poems, art and architecture. The story of each collection effects all the brand products, trims and accessories. Every line, every cutout or pattern have a story behind it.

3.

NIKAV goal is to keep up with ever growing technology. This is part of our brand strategy to meet our potential customer (GEN-Z) needs and stay connected with them in digital realm.

4.

It is important for our brand to mention climate crises and design products with long cycle of life by using the best quality of fabrics and trims. Quality of our product will always stay the same as being reliable is important to our target market.

NIKAV have both virtual and physical product so costumers can enjoy same cloth they wear in the streets in virtual world.



Collection Concept
Research

UNWANTED

NIKAV
Autumn Winter 2025/2026

Inspired by colours and shapes and curves and metal ness a Of his paintings and sculptures.



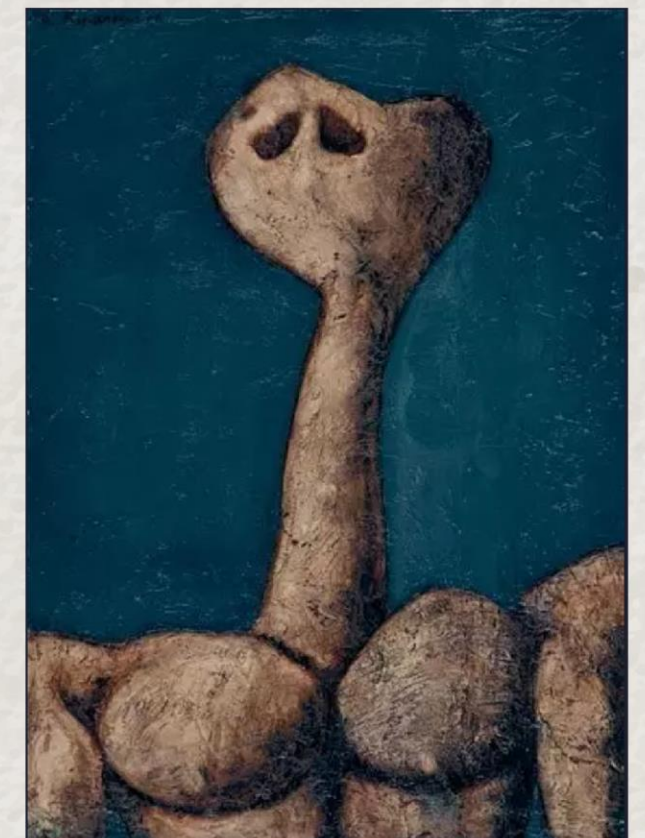
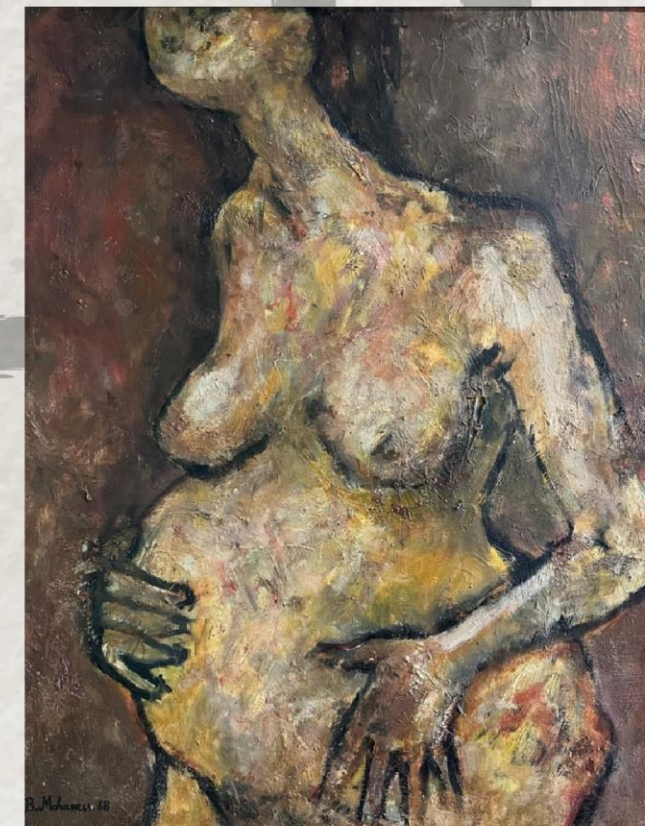
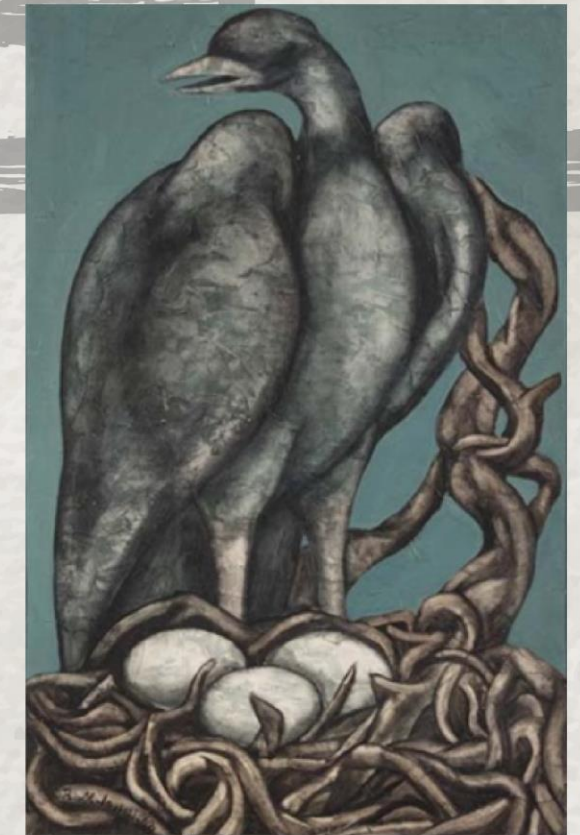
Design Concept

A: Future Dusk	D: Transendant Pink
B: Forrowed Blue	E: Cosmetic Pink
C: Circular grey	F: Unbleached Cotton
A: Cherry Lacquer	D: Black
B: Timeless Taupe	E: Wild Green
C: Pale Gold	F: Rustic Caramel

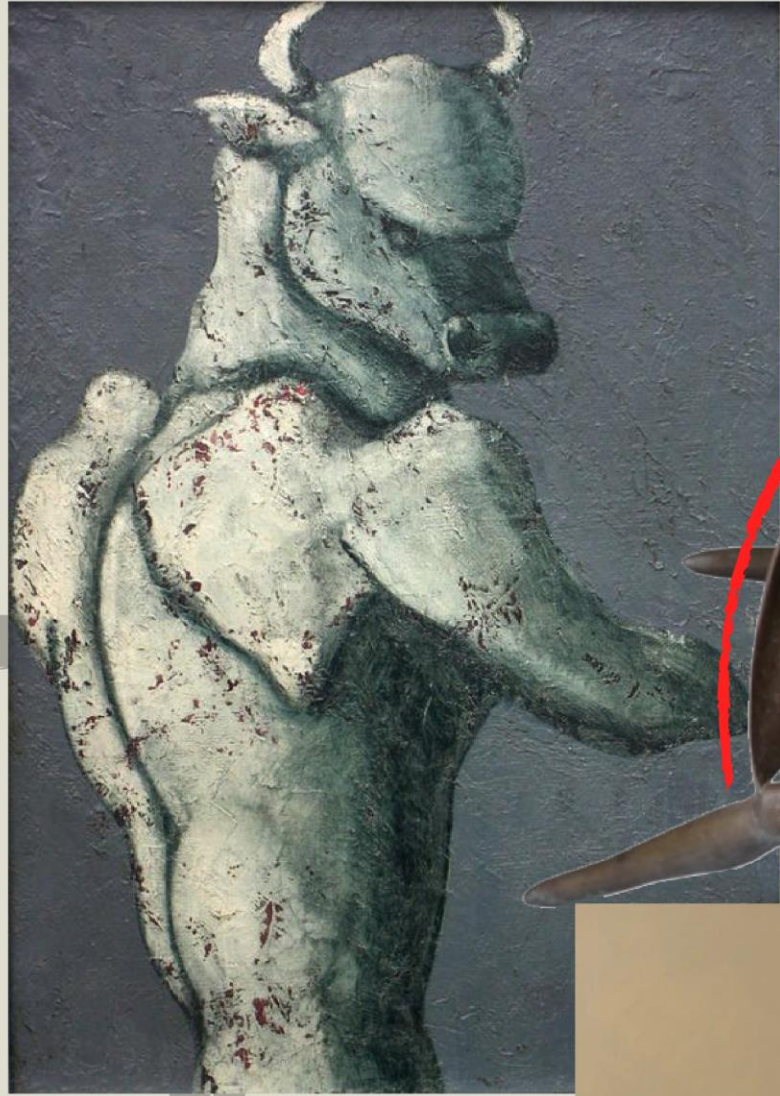
Introduction

NIKAV based on the idea of having a meaningful, futuristic and practical pieces. In order to rich this, every collection will tell a story inspired by Iranian art, artists, architecture, myths, stories and

The idea of this collection of NIKAV (A/W 25-26) begins with my obsession with Bahman Mohasses art works. He is one the most well known Iranian contemporary artists. His work is a mixture of western art but with Iranian soul.



The Main Elements of BAHMAN Work



Bahman Mohasess frequently used Persian mythology and classical literature and mixed them with modernism techniques. Using monochromatic pallets, rough and unfinished quality textures emphasizing raw and solid emotion and physicality. This choices shows his mood of work which is focusing on form rather than colour.

In his sculptures we usually see human like figures mixed with mythological elements. These figures are often stretched out or exaggerated. They have rough and solid texture but the have dramatic poses which suggest movement and dynamic. He successfully blended western modernism elements with Iranian motifs, creating a beautiful and unique aesthetic.



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Digital Fashion Influence on Collection

Throughout my studies about digital fashion, I realized how important and game changing metaverse is. It already have a huge impact on fashion industry and advertising. So to make sure that NIKAV can survive and grow in this industry I decided to have both physical and digital products.

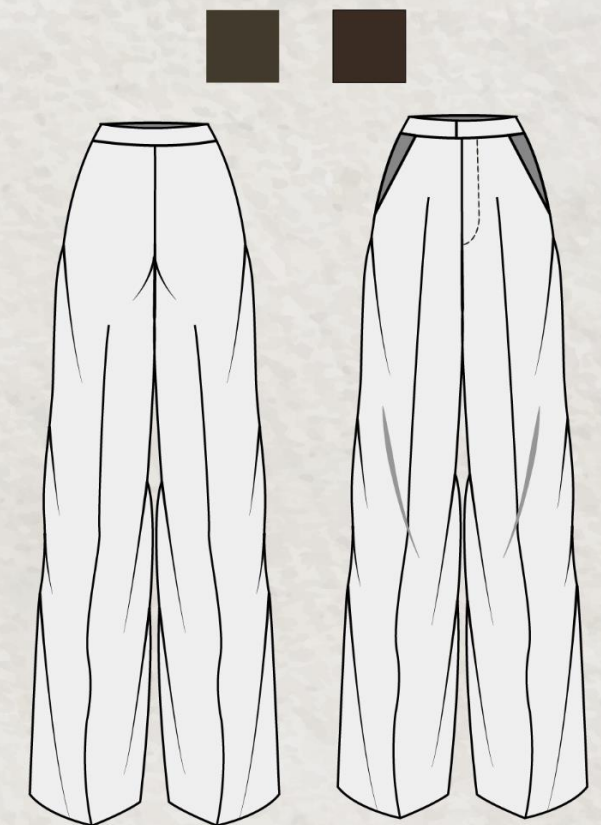
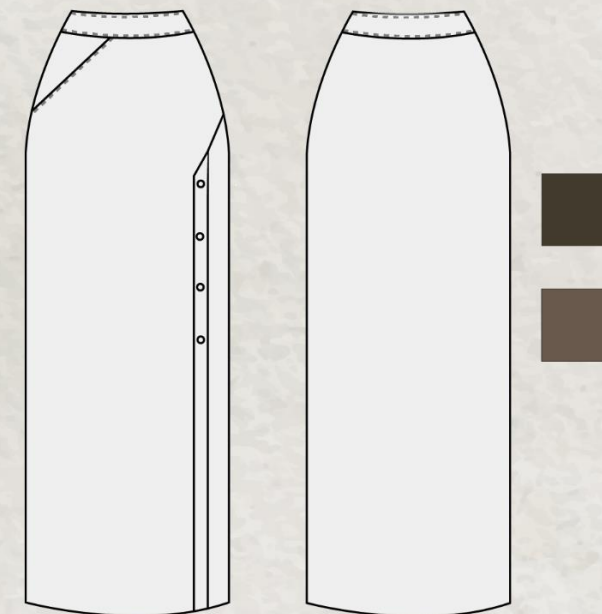
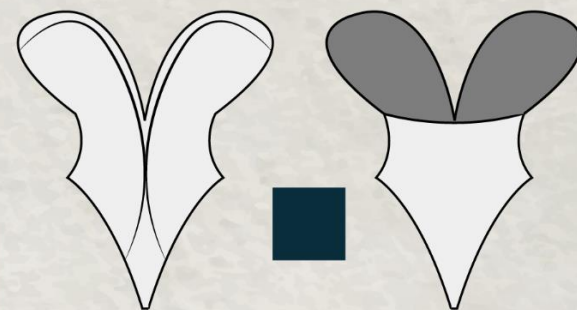
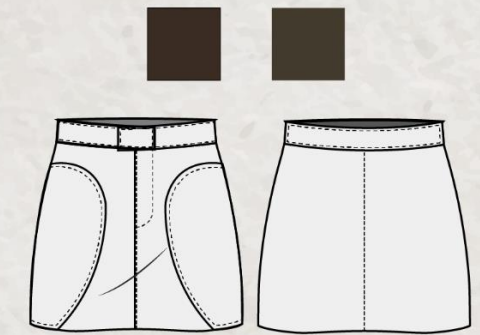
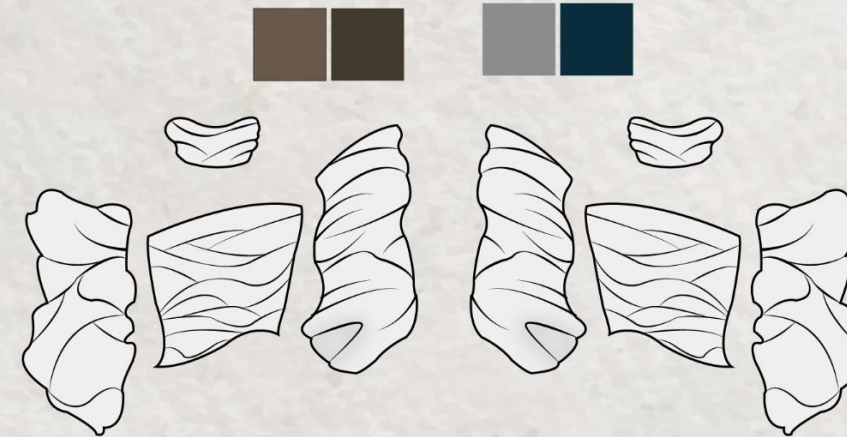
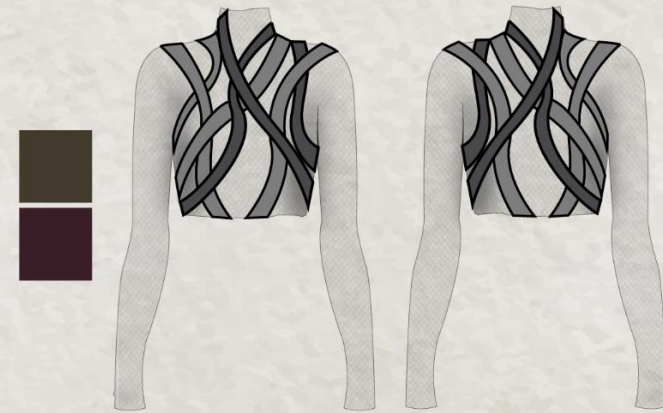
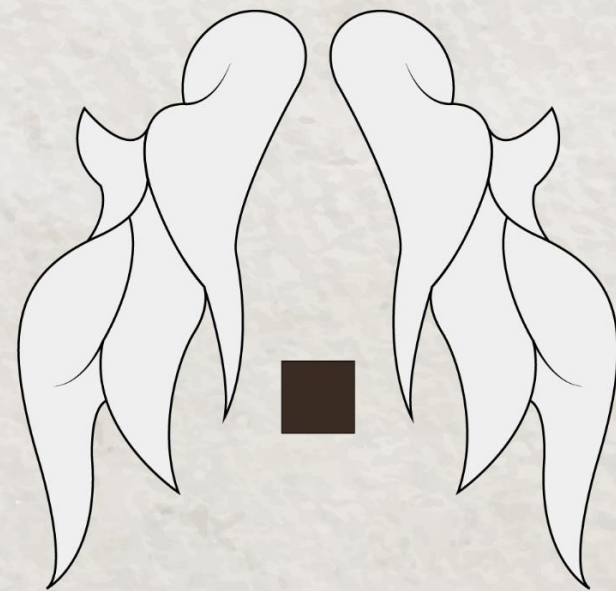
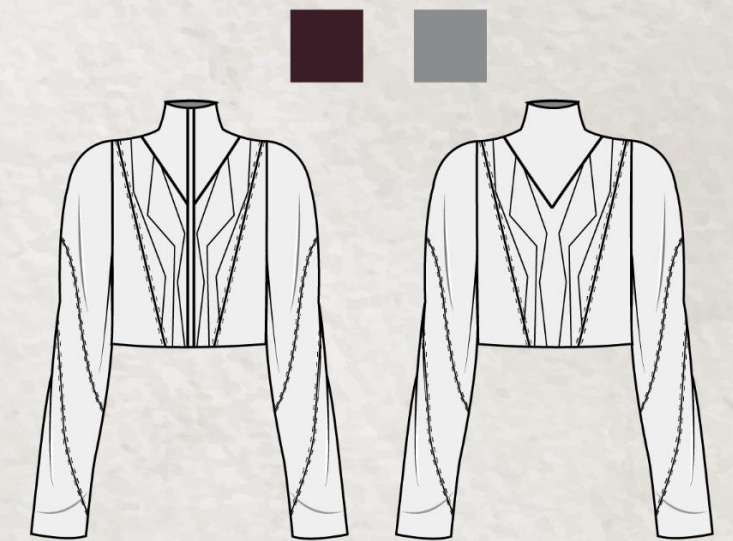
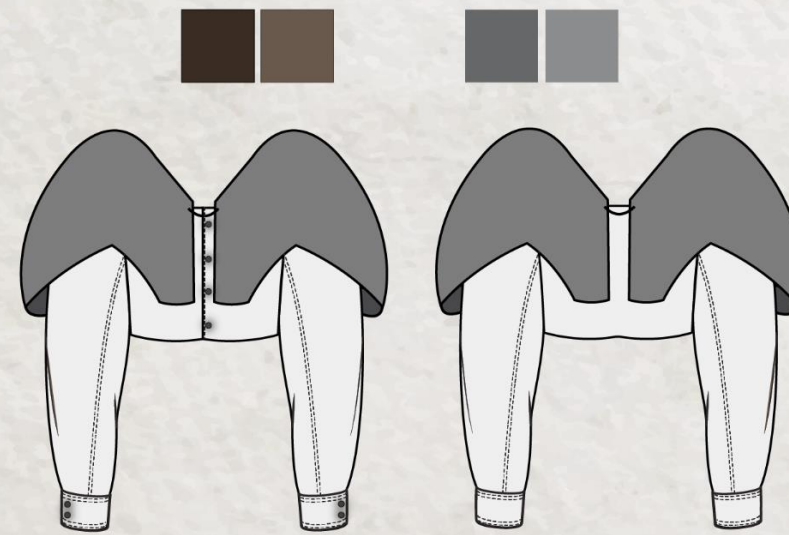
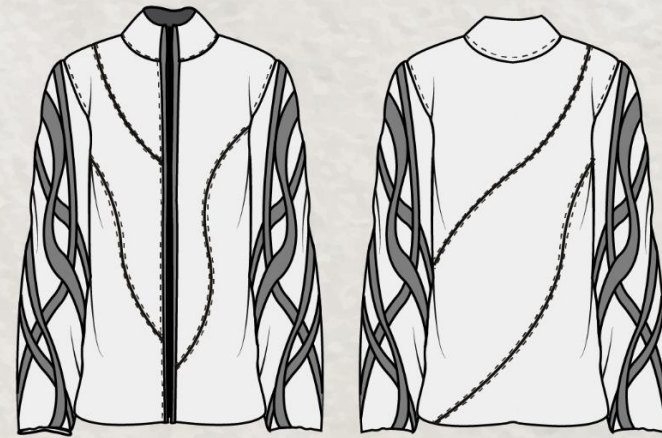
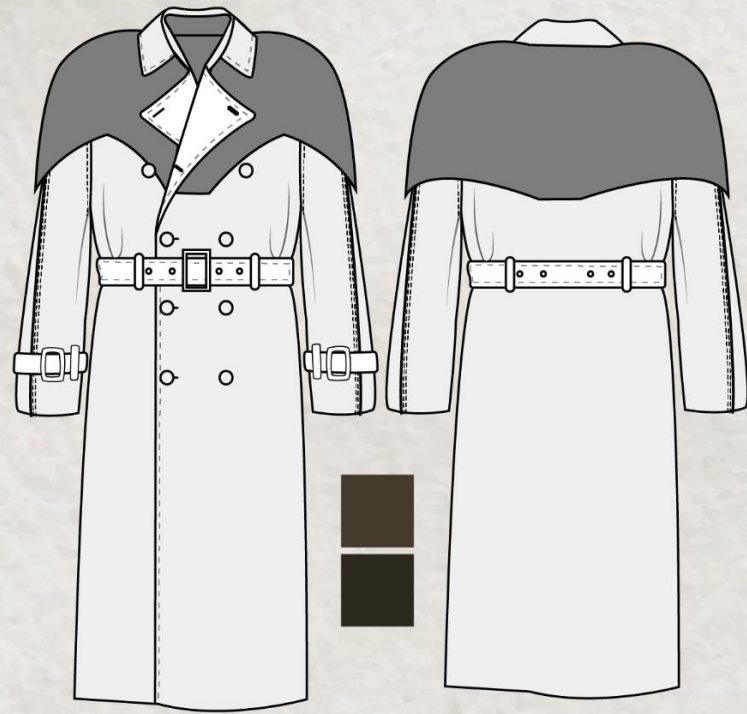
Digital fashion have its own elements silhouette which will effect our products.





Range Plane

NIKAV Autumn/ Winter
25 26 collection





GARMENT DEVELOPMENT

Brand: NIKAV

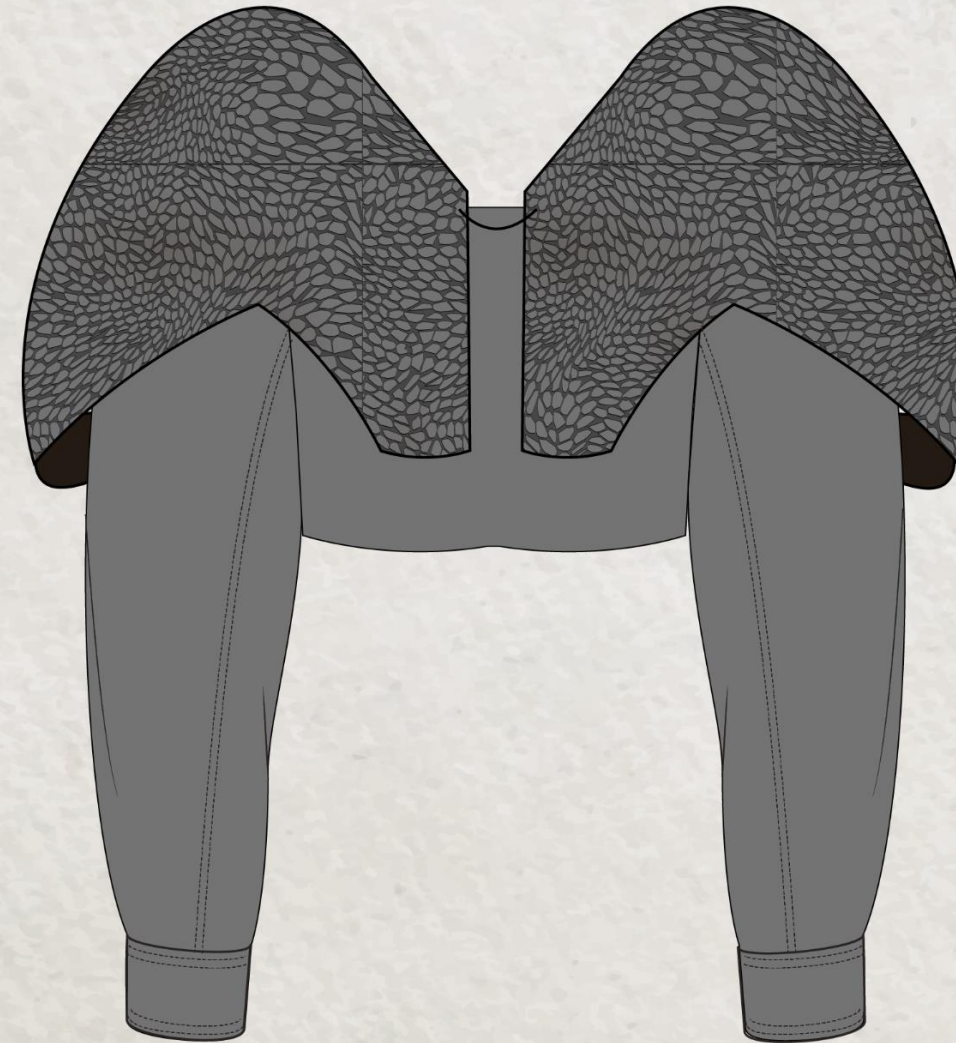
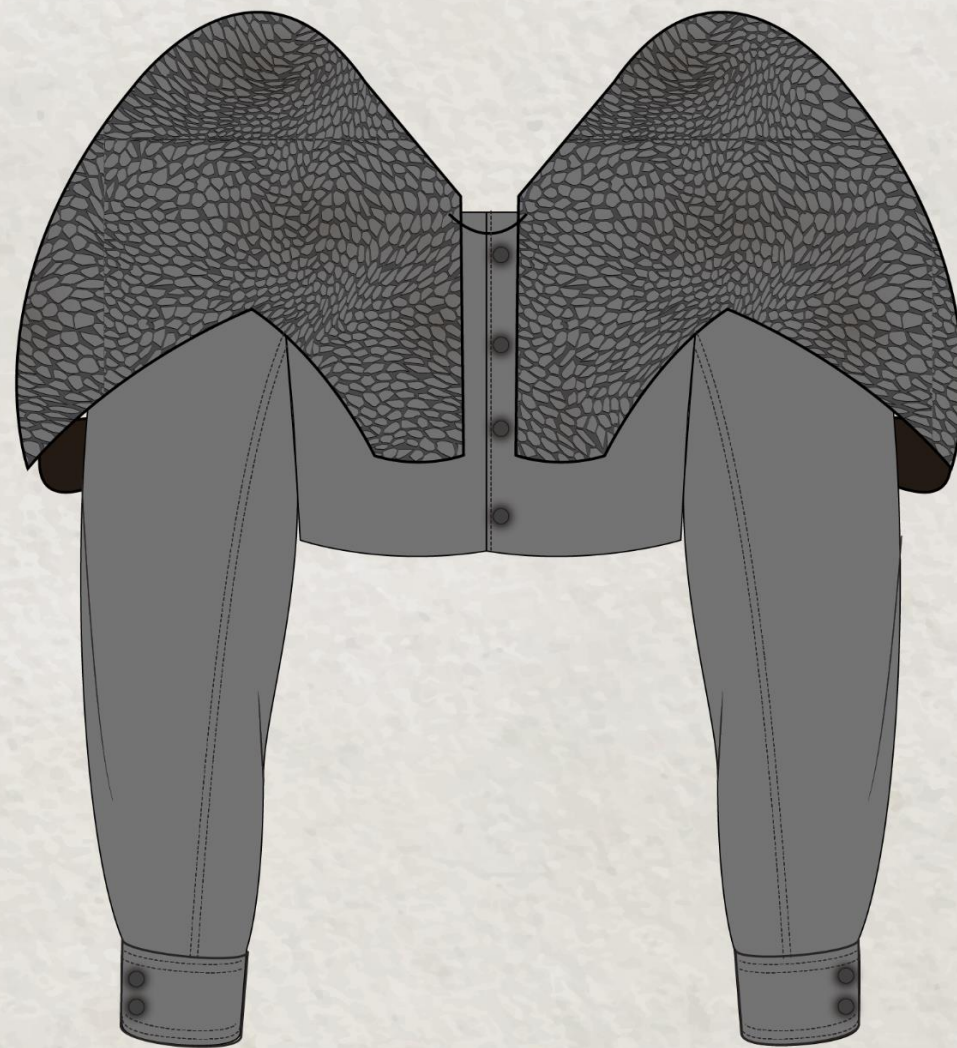
Season: A/W 25-26

Name of the design: Fifi gray Jacket

Designer: Reihaneh Babaie

Date: summer 2024

Style: Loose Fit, Crop



Fabrics: Leather for shoulder layer in color dark gray

Trims: Heavy Duty Snap Fasteners Flat Cap Press

Fabrics: Heavy Wool felt in color light gray fabric

Trims: Silver Metal Chains for front and back

Brand: NIKAV

Season: A/W 25-26

Name of the design: Fifi gray leather skirt

Designer: Reihaneh Babaie

Date: summer 2024



Fabrics: Leather in color dark gray

Trims: Heavy Duty Snap Fasteners Flat Cap Press

Trims: Side Hidden Zip

FINAL PHOTO SHOOTING

UNWANTED by Nikav Studio

A/W 25-26 Collection

Designer: Reihaneh Babaie

Model: Maryam Dolatgar



Thank You