

# PROFESSIONAL PORTFOLIO.



## FORMAÉ.

FRAGMENTED NOSTALGIA / PRE FALL 2026



DINARA ATAYEVA



MA Fashion Design



UCA, EPSOM

# DESIGN CONCEPT.

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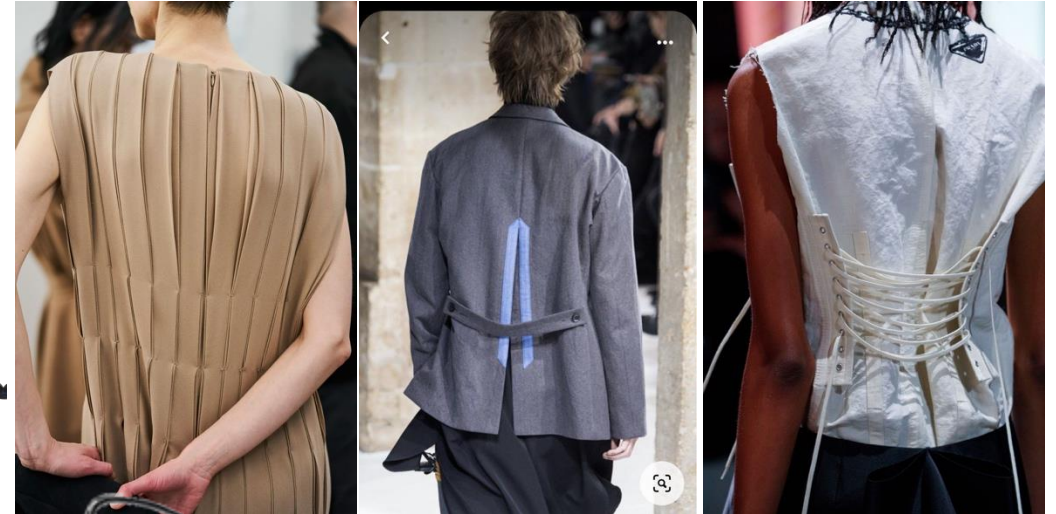
Not a memory of what was, but a reconstruction of how it felt.

Uniformity reimagined through fractured silhouettes.



## SHAPES IN CONTEMPORARY FASHION

## Fabric Manipulation Research



## TEXTILE DESIGN DIRECTION

A reconstructed memory of discipline and innocence, reshaped into silhouettes of strength, surrealism, and future femininity.



# SOVIET UNION - GARMENT STUDY.



Pinafore apron shapes  
Sharp collars + yoke details  
Box pleats / knife pleats  
Shoulder pads (power + structure)  
Fitted bodices vs loose tunics



Studied Soviet Union school uniforms to understand how structure, repetition, and discipline were expressed through clothing. These garments reflect a strict but symbolic design language sharp collars, yoke details, pinafore aprons, and pleated skirts all reinforced a sense of uniformity and identity. What inspired me most was the contrast between fitted bodices and loose tunics, and how shoulder pads suggested both authority and protection. These elements gave me a foundation for reinterpreting formality into modern silhouettes where structure meets softness, and nostalgia is transformed into futuristic tailoring.



# FABRIC & TRIM BOARD.

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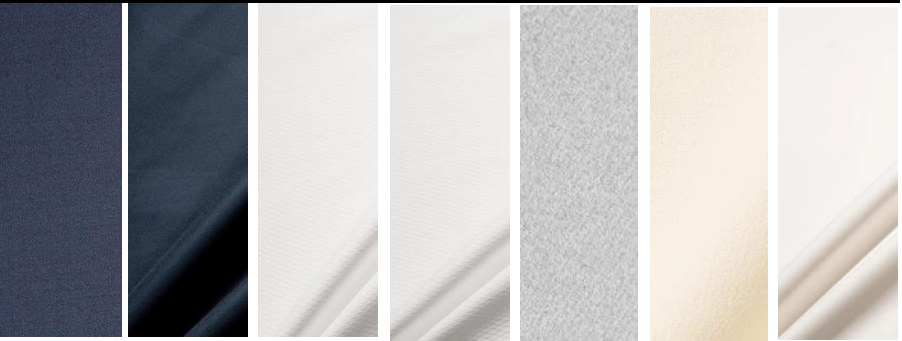
# FORMAÉ.

## TRIMS



## Fabric Selection

Luxury wool blends and gabardine give structure, while silk, chiffon and organza add lightness and movement. Matte and lustrous finishes create a refined architectural balance.



031-83-00	11-7800 LCX
034-84-02	15-0304 LCX
035-80-08	18-1318 LCX
11-11-08	14-4115 LCX
000-84-00	11-2104 LCX
120-55-18	18-3835 LCX



# OUTFIT 2 - DESIGN INSPIRATION.



Tailoring :

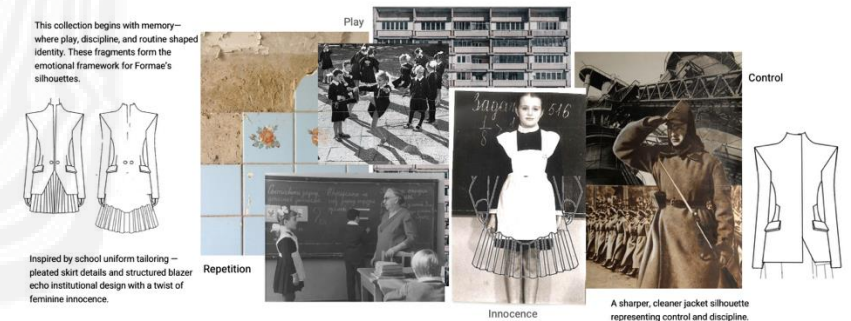


I was initially drawn to strong, futuristic silhouettes , sharp angles, sculpted volume, and tailoring inspired by both surrealist forms and uniform codes. I explored these on the stand, letting the structure guide me.

As I began working in toile and adjusting on the body, the collar became a turning point. Shifting and exaggerating it helped me move away from purely technical tailoring and toward something more personal a softer rebellion.

This was the moment Look 2 began to feel truly Formae balancing controlled construction with subtle distortion, memory, and new shape.

## REFLECTING ON CHILDHOOD.





# COLLECTION LINE UP.

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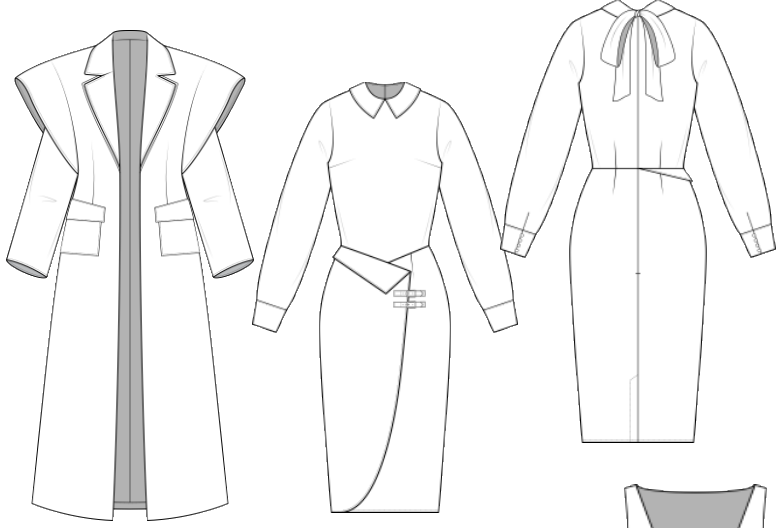


# RANGE PLAN & COLURWAYS.

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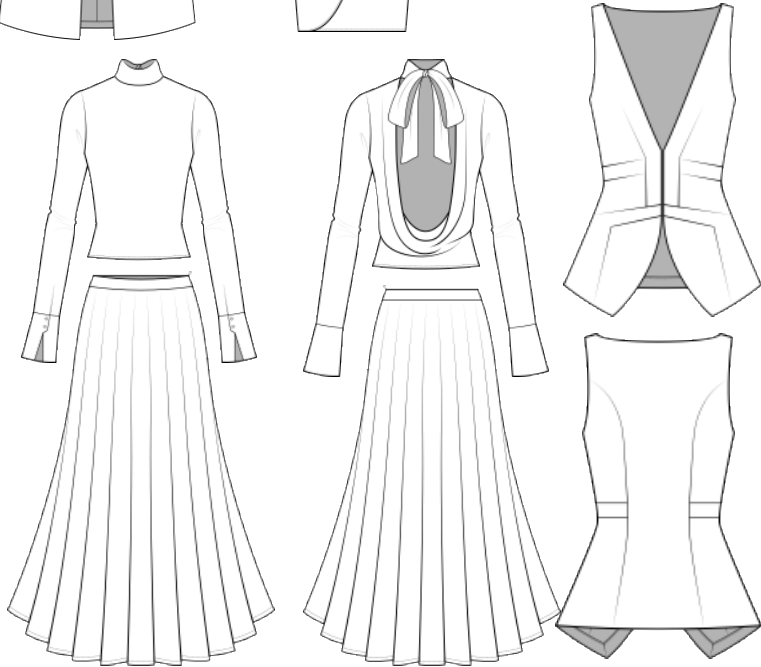
## OUTFIT 1

Midnight Blue	
120-22-18	19-3932 TCX
Optic White	
037-93-00	11-4800 TCX



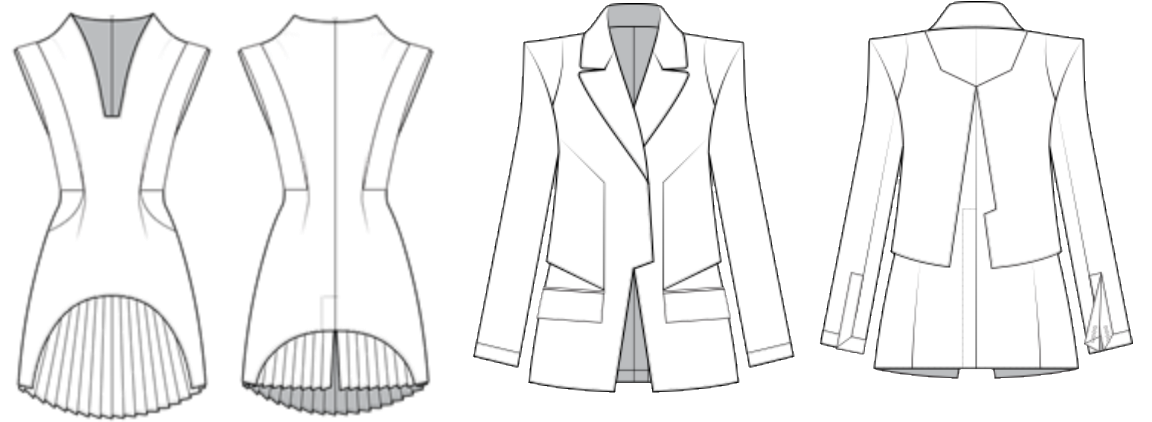
## OUTFIT 3

Midnight Blue	
120-22-18	19-3932 TCX
Optic White	
037-93-00	11-4800 TCX



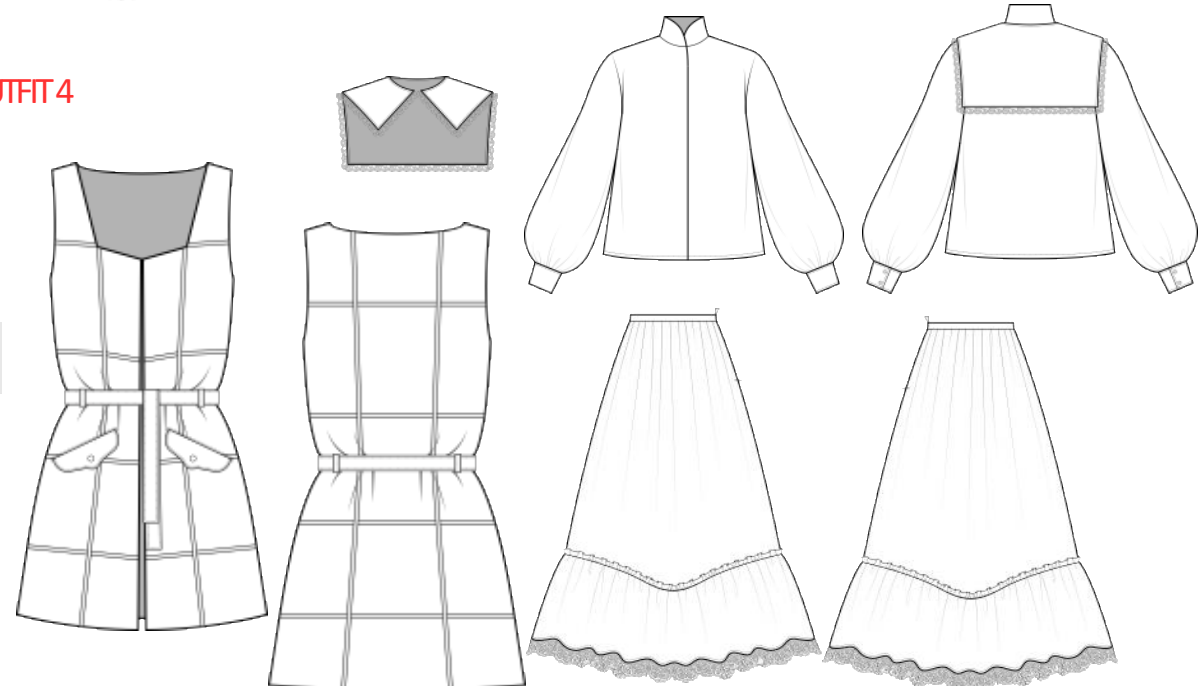
## OUTFIT 2

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



## OUTFIT 4

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



# FORMAÉ.

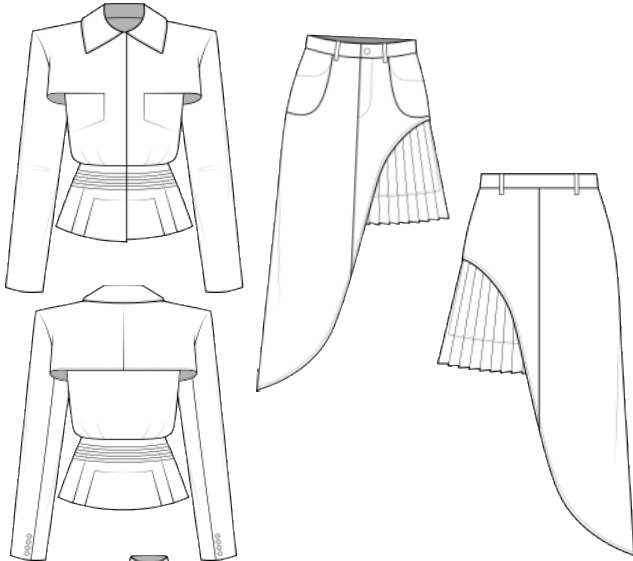
# RANGE PLAN & COLURWAYS.

FRAGMENTED NOSTALGIA / PRE FALL 2026.

# FORMAÉ.

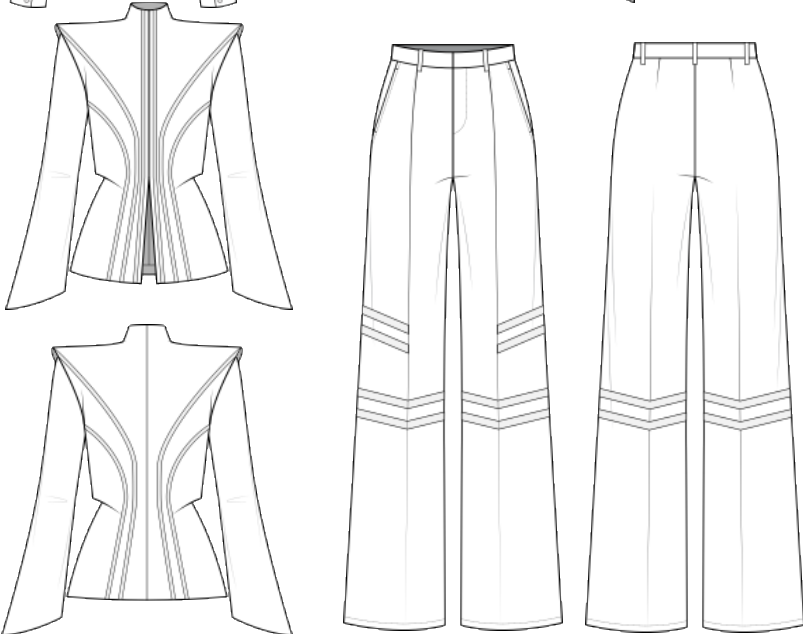
OUTFIT 5

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



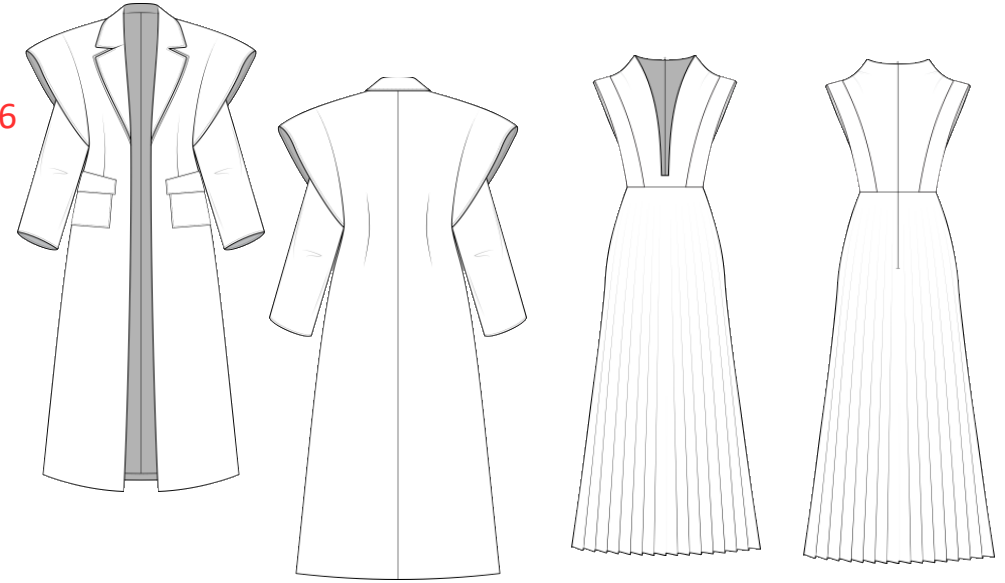
OUTFIT 7

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



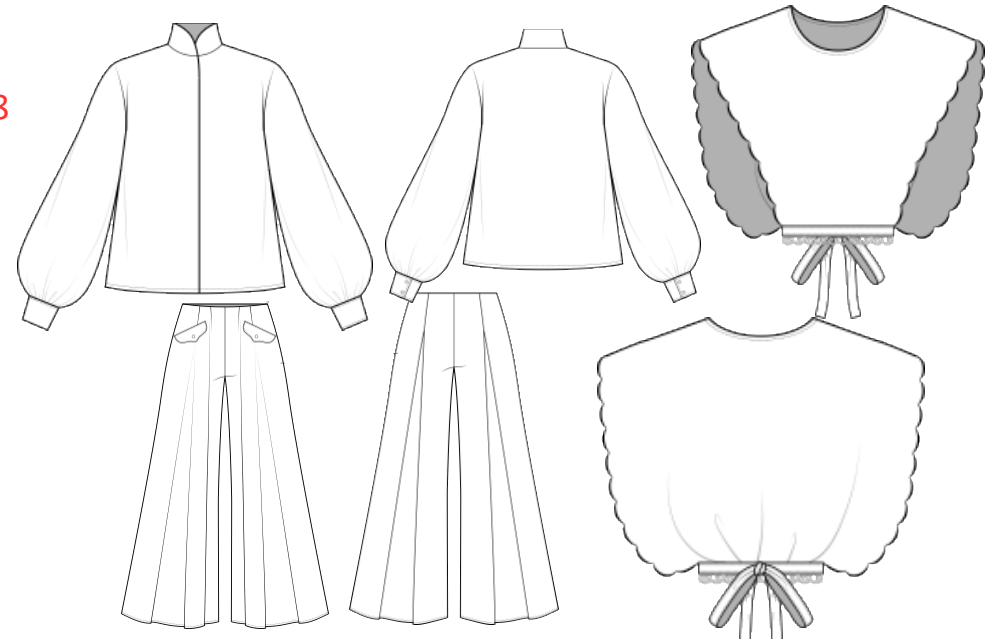
OUTFIT 6

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



OUTFIT 8

Midnight Blue	
120-22-18	19-3932 TCX
Chalk	
034-84-05	12-0304 TCX
Optic White	
037-93-00	11-4800 TCX



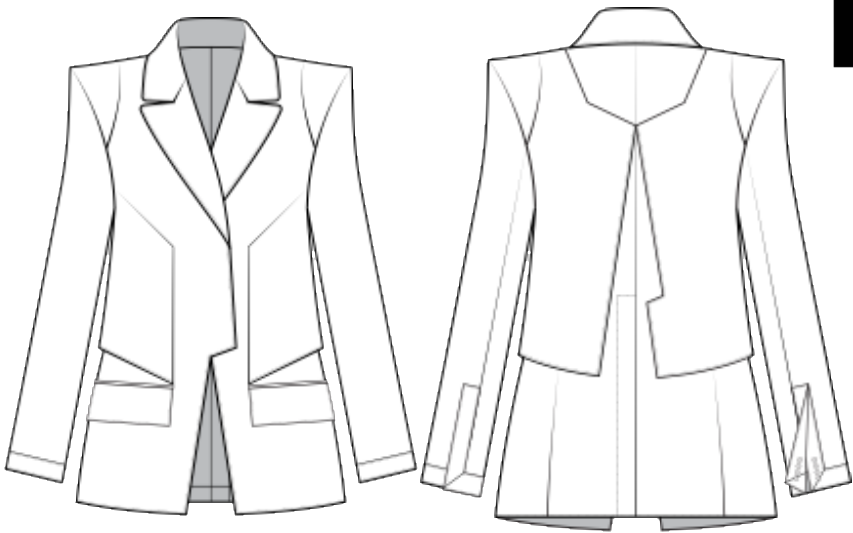


# FINAL OUTFIT.

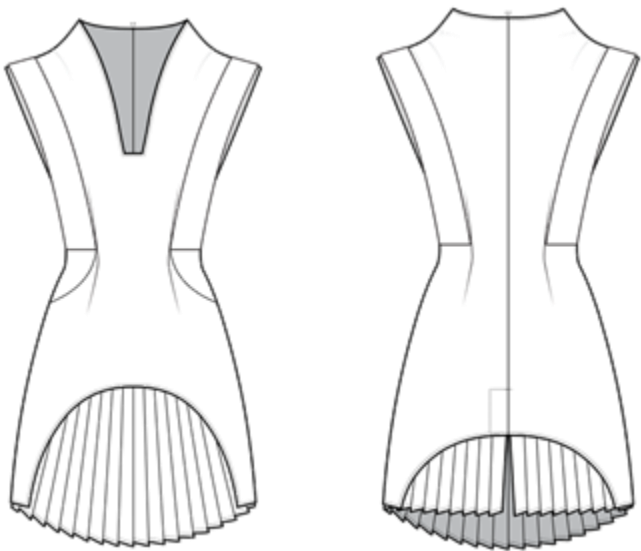
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## JACKET

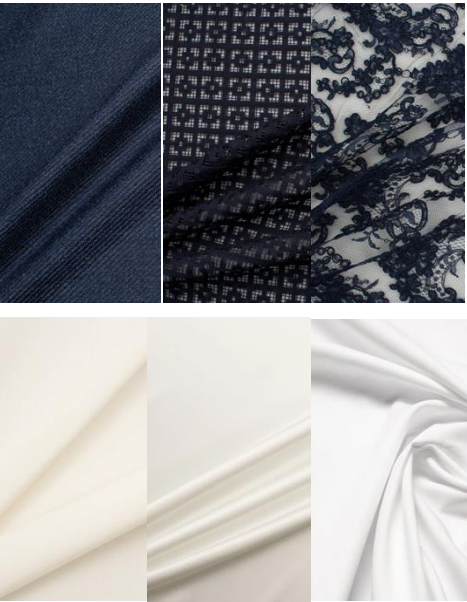


## DRESS



# FORMAÉ.

## FABRIC SWATCH



## COLOUR PALETTE

034-84-05	037-93-00	Optic White
12-0304 TCX	11-4800 TCX	
Midnight Blue		
120-22-18		
19-3932 TCX		

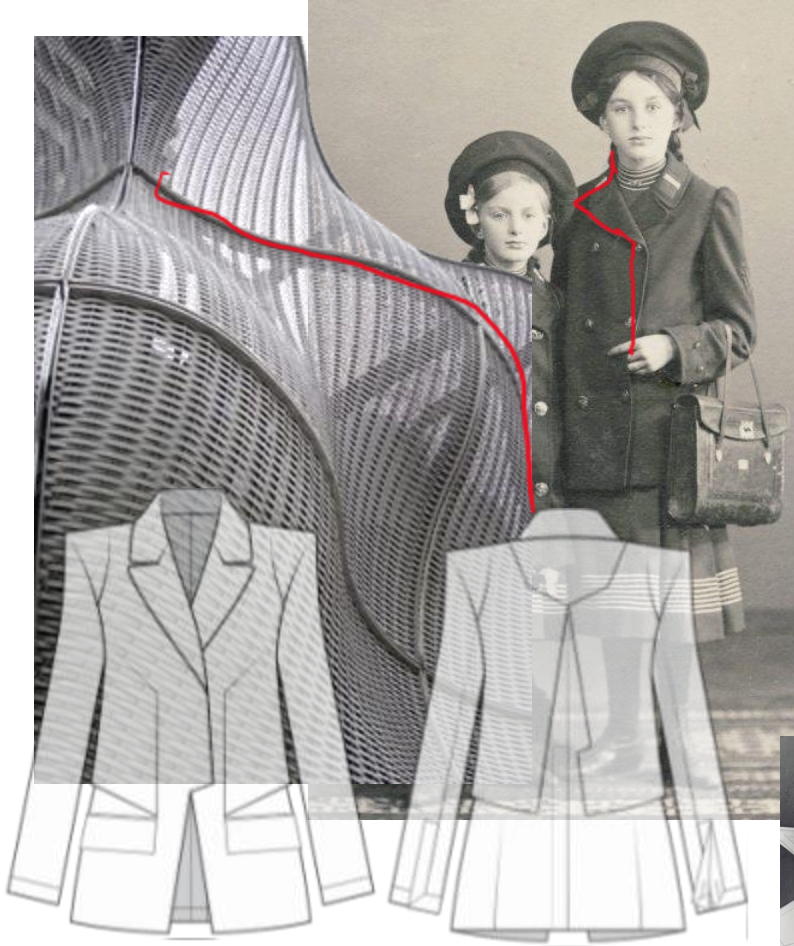


# PATTERN & TOILE DEVELOPMENT.

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## ORGANIC TEXTURES

Research into uniforms and architecture as inspiration.

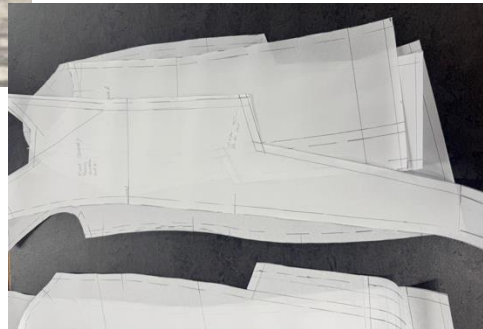
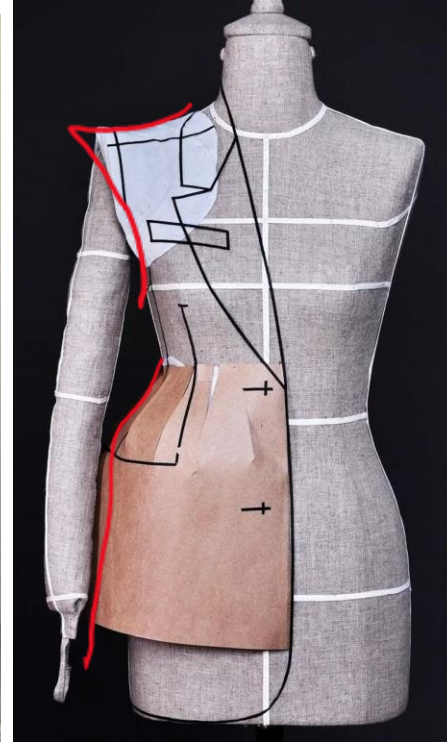


## PATTERN DEVELOPMENT

Exploring dartless cuts and fragmented panels.

## TAILORING

Testing proportions and structure on the stand.



## TOILE OUTCOMES



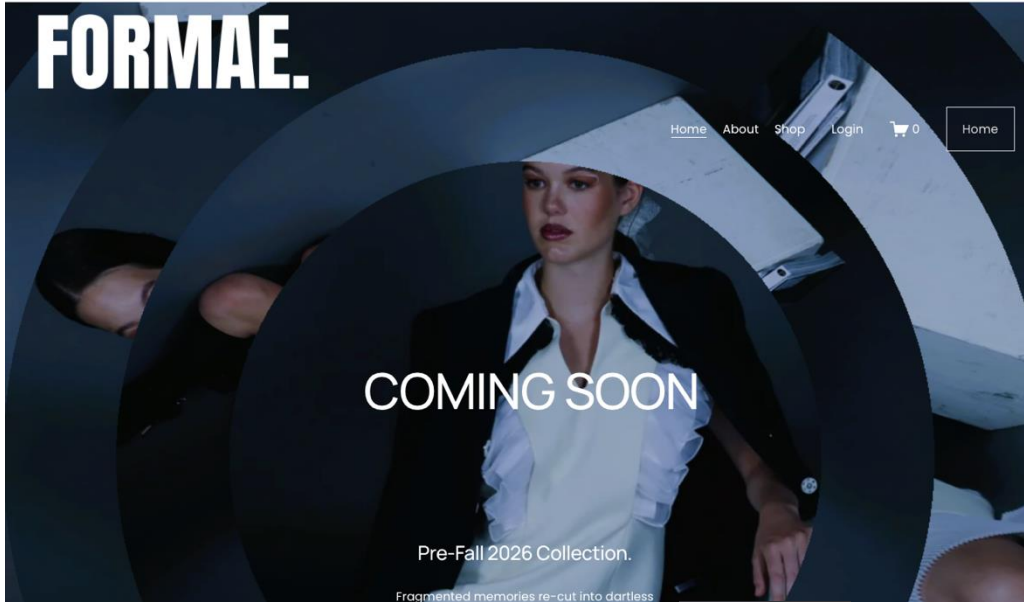
Final toiles showing silhouette and fit.



# OFFICIAL WEBSITE.

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OFFICIAL WEBSITE



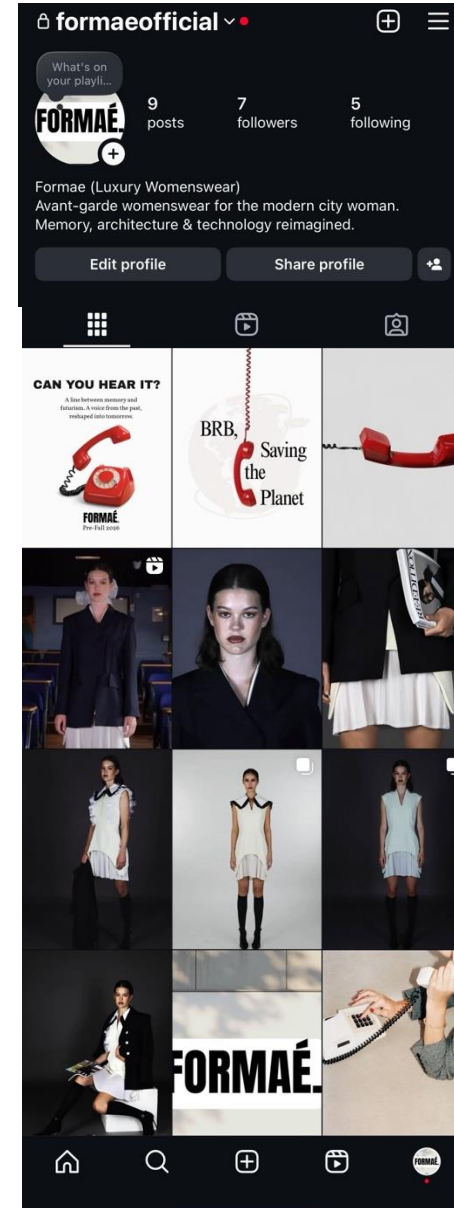
The lookbook is designed to be minimal and direct, highlighting the collection's silhouettes and mood without distraction.



## Digital Presence

Formae's official website and Instagram are designed as extensions of the brand's story Fragmented Nostalgia. The clean, architectural layout reflects precision and modernity, while the imagery captures the contrast between childhood memory and futuristic vision. Instagram acts as a visual diary curated editorial shots, storytelling captions, and behind-the-scenes fragments drawing the audience into the brand's world. The website serves as the main hub for collection launches, pre-orders, and brand storytelling, reinforcing Formae as a luxury label built on imagination, structure, and emotional resonance.

## INSTAGRAM



# FORMAÉ.



❤ @formaeofficial

🌐 www.formaeofficial.com

# BRANDING TRIMS & LABELS.

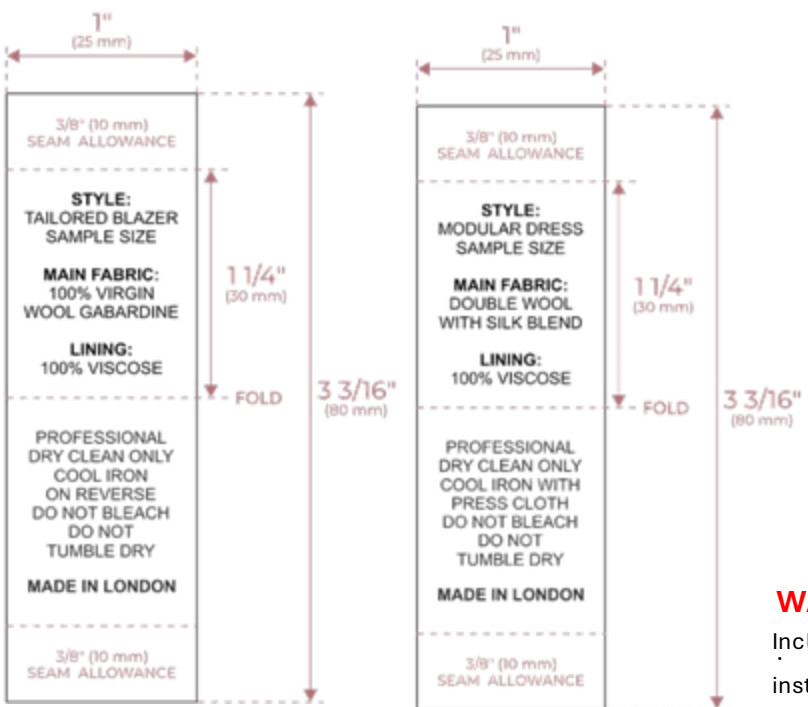


**BRAND LABEL**  
Minimal woven label  
with bold FORMAE logo.

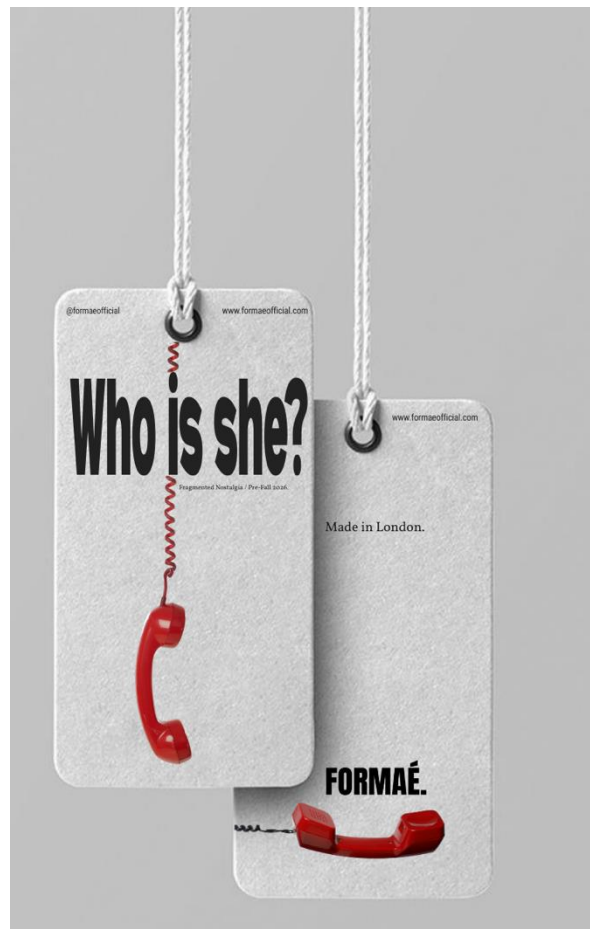


**Material:** Recycled matte card, 350–400gsm  
**Finish:** Embossed logo, black eyelet, cotton cord.

**WASH CARE LABEL**  
Includes fabric details, care  
instructions, and Made in  
London.



# FORMAÉ.



**SWING TAG**  
Campaign-led with red phone motif and “Who is she?” line.



# MARKETING & PACKAGING.

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## POP UP STORE

### Fragmented Nostalgia - Pre Fall 2026

Uniforms once defined us. Today, they are reimagined deconstructed silhouettes layered with precision, evoking childhood memories reshaped into luxury. Formae's Pre-Fall 2026 collection transforms familiarity into futurism, offering garments that embody strength, elegance, and innovation.

## POP UP STORE

Immersive. Exclusive. Pre-order only.



## SHOWROOM

Minimal. Sculptural. Private.

# FORMAÉ.



## PACKAGING

Architectural. Sustainable. Collectible.

# CAMPAIGN SHOOT.

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## Campaign Shoot

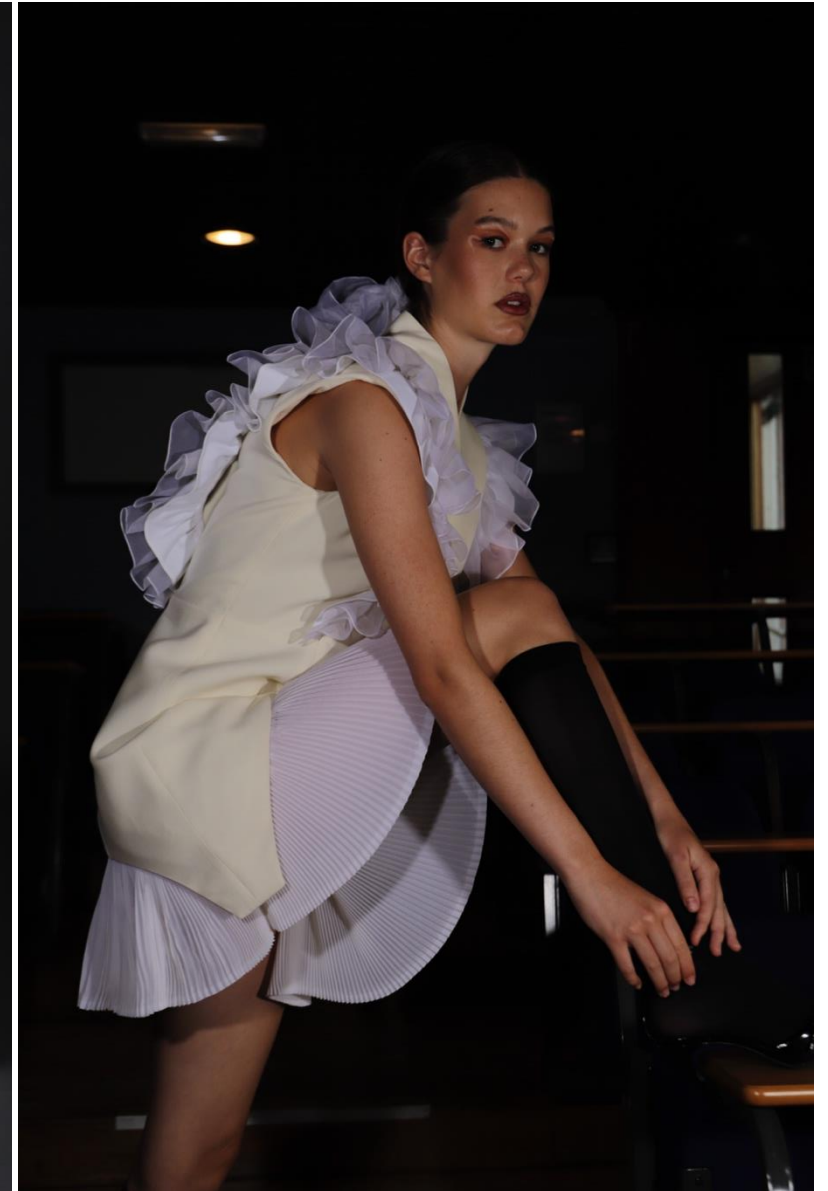
The campaign for Fragmented Nostalgia was shot in a lecture setting, drawing directly from the inspiration of school uniforms and childhood memories. The structured silhouettes and oversized collars reflect discipline and authority, while the styling and composition reimagine these elements in a futuristic, avant-garde way. The concept highlights the tension between past and future—uniformity versus individuality capturing the essence of Formae's vision.





# EDITORIAL SHOOT.

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# LOOKBOOK SHOOT.

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