



HOSNE

ROOTED IN TRADITION, REFINED IN STYLE



MOOD BOARD

HOSNE



Stitches

recycled denim

FLARED

RUFFED

Recycle

Kantha

UPCYCLED HAT

QUFFED DESIGN

2

Represents
Haritage

Hand stitched craft
/embroidery

Resconstructed

Functional fashion

Sustainable

Trend Board

H O S N E

Hosne aligns with several emerging global fashion trends:

Sustainable & Circular Fashion

- Repurposing sarees into new garments
- Use of deadstock denim for contrast elements
- Minimising textile waste through reconstruction

Craft as Luxury

- Hand-stitching elevated as a premium design feature
- Visible Kantha stitches as identity markers

Modest Fashion Expansion

- Growth of global modest fashion market
- Demand for culturally sensitive yet modern clothing

Functional Fashion

- Climate-responsive garments
- Clothing designed for warmth, layering, and adaptability
- Cultural Storytelling
- Consumers valuing narrative and authenticity
- Heritage becoming a form of personal expression

Kantha stitched

Resconstructed &
modest

Cultural identity

Dead
stock
Denim

Design Concept

Hosne's design concept is rooted in the reinterpretation of Bangladeshi Nakshi Kantha as a functional textile system, rather than purely decorative craft. The concept challenges the geographical limitation of cotton-based heritage by transforming it into layered, insulating garments suitable for colder climates. The collection explores:

- Heritage as construction rather than surface embellishment
- Faith-driven modest fashion as a design foundation
- Repurposed sarees as carriers of memory and identity
- Layering and quilting as a method for warmth and structure
- Repurposing denim⁴



Nakshi
Kantha
Quilting

Sashiko Stitches



Denim jacket made
from dead stocks



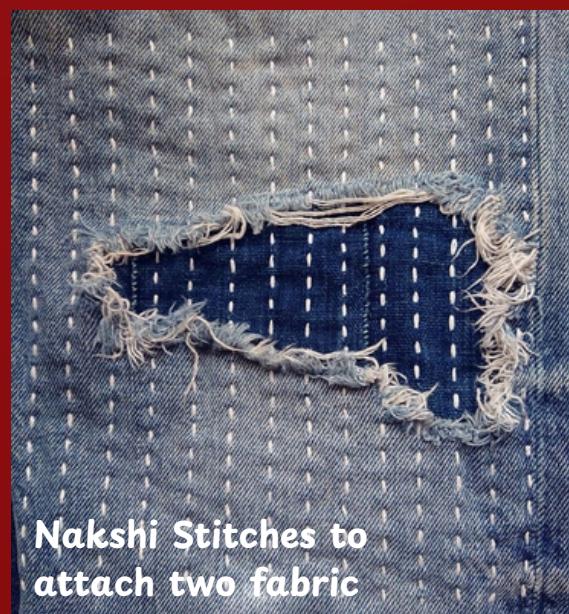
Denim jacket made
from dead stocks



Nakshi
Kantha
made with
old or used
saree



Nakshi Kantha made with
old or used saree



Nakshi Stitches to
attach two fabric



Garments made
from different
sarees



Nakshi kantha petterns

Garments made
with cutouts
saree,
decorated with
Nakshi stitches



CONCEPT BOARD

The Hosne explores the relationship between Bangladeshi heritage craftsmanship, contemporary luxury, and sustainable innovation. Inspired by traditional Kantha stitching, the concept reimagines discarded and existing textiles, particularly blue denim, through hand-stitching, layering, patchwork, and reconstructed forms.

The visual direction combines ivory, denim blue, and deep red, representing refinement, durability, and the expressive character of traditional craft. Textural surfaces, visible stitches, handcrafted details, and modern silhouettes communicate the transformation of old materials into new luxury pieces.

Guided by “Repurpose, Reshape, Sustain,” the concept board presents Hosne as a brand where cultural heritage and craftsmanship are preserved while being reshaped for contemporary fashion.



DESIGN BOARD

H O S N E

This collection translates Hosne's heritage-meets-contemporary concept into a cohesive luxury collection. The silhouettes combine modest layering, flowing volume and structured denim elements, enriched with Kantha-inspired stitching, embroidery and handcrafted details. A palette of ivory, denim blue and warm earthy accents creates a timeless aesthetic, while reconstructed panels and adaptable layers reflect the brand's philosophy of "Repurpose, Reshape, Sustain."





**FINAL
LOOK ON
MODEL**

MODULAR DESIGN — ADAPTABLE LAYERS

- These looks explore modularity through detachable and interchangeable layers, allowing each garment to be restyled and reshaped for different occasions. Reversible vests, removable hoods, layered outer pieces, adaptable pockets, and denim separates create multiple styling possibilities from fewer garments.

- The combination of Kantha-inspired textiles and repurposed denim connects traditional craftsmanship with contemporary functionality. By encouraging the wearer to detach, layer, combine, and re-wear, each piece can evolve rather than be replaced. This reflects Hosne's philosophy of "Repurpose, Reshape, Sustain," extending garment life while reducing the need for fast-fashion consumption.





HOSNE — BRAND VISION

About Vision

Hosne's vision is to build a responsible luxury fashion brand where Bangladeshi heritage craftsmanship becomes part of contemporary and future-facing design. The brand aims to preserve and reinterpret traditional Kantha craftsmanship by combining it with repurposed textiles, particularly denim, modern silhouettes, and modular construction.

Through the principles of "Repurpose, Reshape, Sustain," Hosne seeks to reduce textile waste, extend garment life, support the value of handcraft, and encourage more conscious consumption. The long-term vision is to establish Hosne as a globally recognised luxury brand where cultural heritage, craftsmanship, innovation, and circular design work together to create clothing with lasting aesthetic and emotional value.

HOSNE — BRAND MISSION

About Mission

Hosne's mission is to create **luxury fashion that combines Bangladeshi Kantha craftsmanship, repurposed textiles, and modular design** to reduce waste and extend garment life.

Measurable Goals:

- Use **50%+ repurposed or responsibly sourced materials** per collection.
- Incorporate **Kantha craftsmanship** into every collection.
- Design **30%+ of garments with modular or adaptable features**.
- Operate through **small-batch production** to minimise overproduction.
- Develop garments for **long-term wear, repair and reuse**.

Repurpose. Reshape. Sustain.





GARMENT



DETAILS





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