



NESEYIF



At NESEYIF, we create clothes with feeling. Pieces that speak to a softer kind of strength. Inspired by vintage finds and moments between friends, shared clothes, quiet confidence, a sense of ease. Every detail matters a scalloped edge, a sheer layer, the way fabric moves with the body.

We design for the girl who dresses for herself. Who mixes old with new, feminine with undone. Nothing too polished, but always intentional.

Our collections are made to move across seasons and through moments. From weekday to weekend, from city to somewhere slower. Always wearable, always hers.

At NESEYIF, we believe in clothes that hold memory. In timeless over trendy. In the quiet power of getting dressed and feeling like yourself.

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By Maddison Nesevif

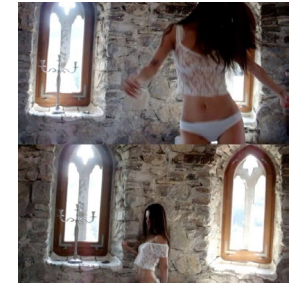
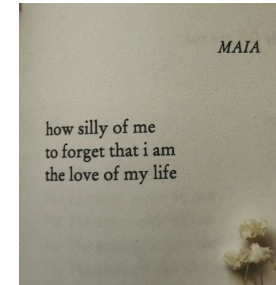
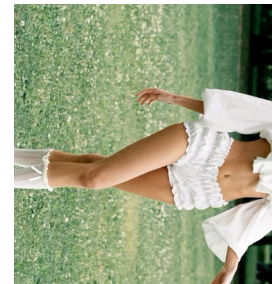


Market Research:

Who is my customer, and what do they value?

How will I connect with and reach them effectively?

Who are my competitors, and what sets me apart?



WHO?



Bridesmaids

I drew significant inspiration from my **CHILDHOOD**, particularly from one of my earliest memories, my parents' **WEDDING**, where I wore a matching bridesmaid dress. Growing up surrounded by strong female influences has deeply shaped the way I design, and that influence is clearly reflected throughout this collection.



Shape and Style:

The collection focuses on **SOFT, FLARED** silhouettes and **LIGHTWEIGHT** fabrics that feel effortlessly feminine.

This shape and style runs throughout, tying the pieces together with a consistent, girlish ease.





Toile Development

Exploring initial silhouette, structure and fit



Lace Application

Refining shape and detail using hand-cut lace panels



Fitting Development

Assesing shape, movement and scale on the body



Final Shoot

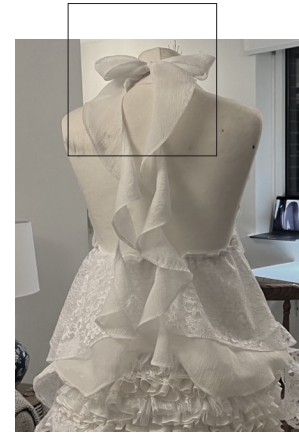
Soft tailoring meets romantic layering

This look explores a NOSTALGIC, feminine silhouette through layered lace, soft tailoring and VINTAGE-inspired trims.



Creating **MATCHING** sets: This collection explores interchangeable clothing, allowing sisters to coordinate while maintaining distinct looks. As Georgie demonstrates, swapping tops between designs creates a sense of **UNITY** without uniformity.

Spiral Cutting Exploration



Lace Trimming Placement



Sleeve Testing Flairs





1.



Bridesmaids

Initial inspiration which informed volume.

2.



Creating volume with pleats and folds.

3.



Moving the volume into frills within seams, dynamic shapes.

4.



Then thinking of making this skirt short and gathered.

5.



Creating this skirt short.

6.



Deciding it needs extra volume in the frills.

7.



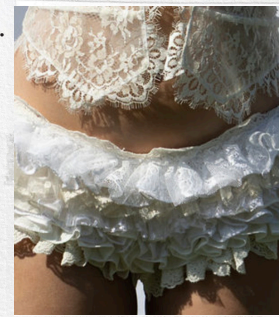
Trialing this with cream coloured fabric and pin hems

8.



Using this technique in a skirt.

9.



Duplicated into shorts.



Exploring **VOLUMINOUS** sleeves, **SHEER** layering, and **FEMININE** structure as the foundation for the collection's romantic tone.

Inspiration imagery informing silhouette, volume, and lace details.



FINAL DESIGN featuring boots and styling inspired by initial references.



Toile Development
Testing lace integration and collar scale



Final Garment in Context
The final design styled and photographed outdoors to highlight its romantic contrast of texture and silhouette.



Styling Variation Reference
A reference outfit featuring similar silhouette and proportion, supporting the garment's visual language and layering logic.





Final Shoot:
Chantily Lace Trench. This was originally the lining to the coat, but then became a stand alone peice with matching shorts and bra. Creating the 'Chantily Lace Set'.



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