

JUMANA
UNTAMED HERITAGE
PORTFOLIO

PRODUCT DESIGN
REALISATION

GEMANA ELSAYED
STUDENT ID - 22010095
BA FASHION CONTOUR - YEAR 3
COURSE LEADER - NICOLA JOHNSON

CONCEPT BOARD

WOMANHOOD



HUNTRESS



FAMILY HISTORY

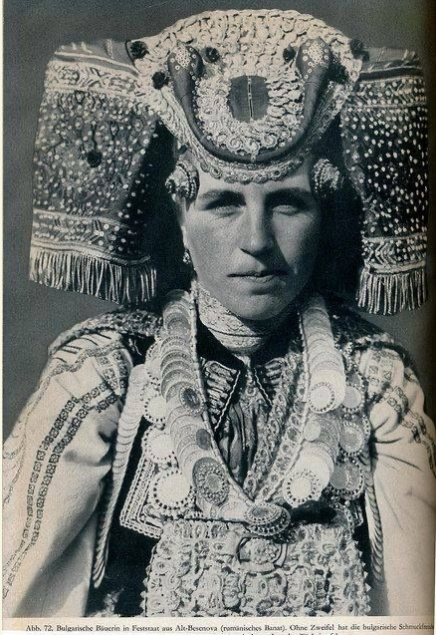


Abb. 72. Bulgarische Biserin in Feinsatz aus Aho-Recevova (romänisches Biser), Ohne Zweifel hat alle bulgarische Schminke



ANCIENT TRADITION

PRIMARY CONSUMER - CITY SOPHISTICATES

CHIC



AMBITIOUS



RISK - TAKER

SOCIAL BUTTERFLY



SECONDARY CONSUMER

FAMILY
ORIENTATED



CREATES
SUSTAINABLE
IMPACT



SELF - ASSURED



INSPIRED BY THE WORLD

TERTIARY CONSUMER



INVESTED IN
CAREER &
GOALS



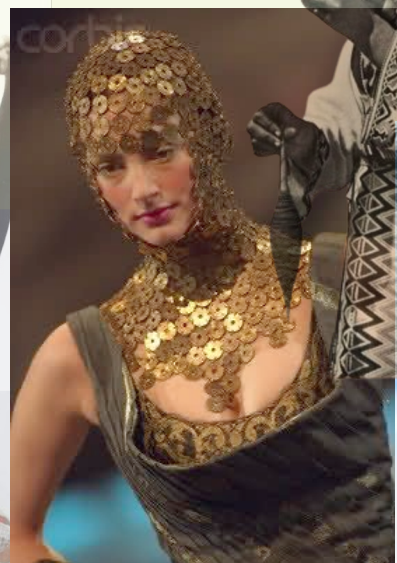
DEDICATED



SEARCHING FOR HER STYLE



BRAND BOARD JUMANA



@DE_HANDELFAR.



DOVE

RANGE NO. 1

DOVE RANGE I CONCEPT BOARD A/W 2026



FIVE O'CLOCK. A sinistra: Piccolo cardigan bianco di cotone a maglia leggera con maniche corte rimboccate e bottoncini di perla. Set completo di linea bianco di CAMTIRE: canottiera e gonna ampia ardicolorata come quelle delle spose messicane: retrattile, bordi, estroveros di pizzo.
OPPIO. A destra: Abito di jersey bianco: corpetto aderente a maglia rasata e gonna a due strati a maglia riposta molto rada con ruches, fessure, fiocchi ricamati. Nella hacienda de Cortés a Cuernavaca, una delle boutique che si dice siano state fondate dal conquistador.



FRAGILITY

PANTONE
11-0601 TCX
Bright White

100% Cotton TCX

sRGB 244 245 240
HEX #F4F4F0

PANTONE
Black 6 C

Formulas Guide Solid Coated



PURITY



GRACE

DELICATE

LINEN & NATURAL FABRICS

SWIRLS



TRANSPARENT



LACE



ANCIENT GOLD

DOVE RANGE
TEXTURE & LINE BOARD
A/W 26



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ual: University of the Arts London College of Fashion

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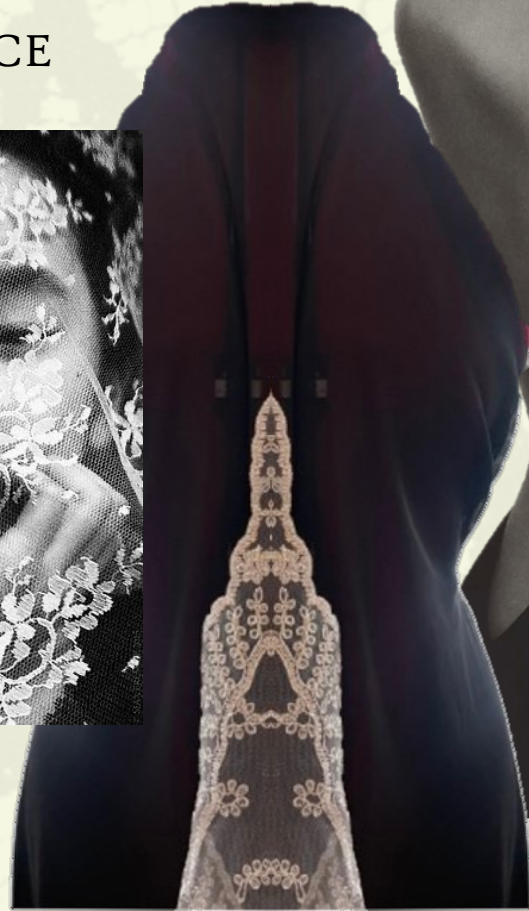
34B 201
COLLEGE OF FASHION

34B 201
COLLEGE OF FASHION

34B 201
COLLEGE OF FASHION

DESIGN DEVELOPMENT

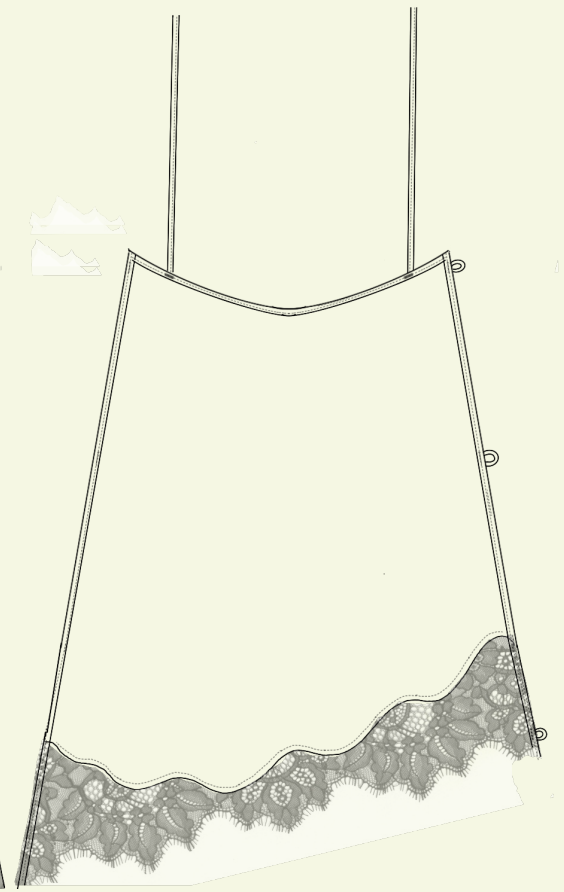
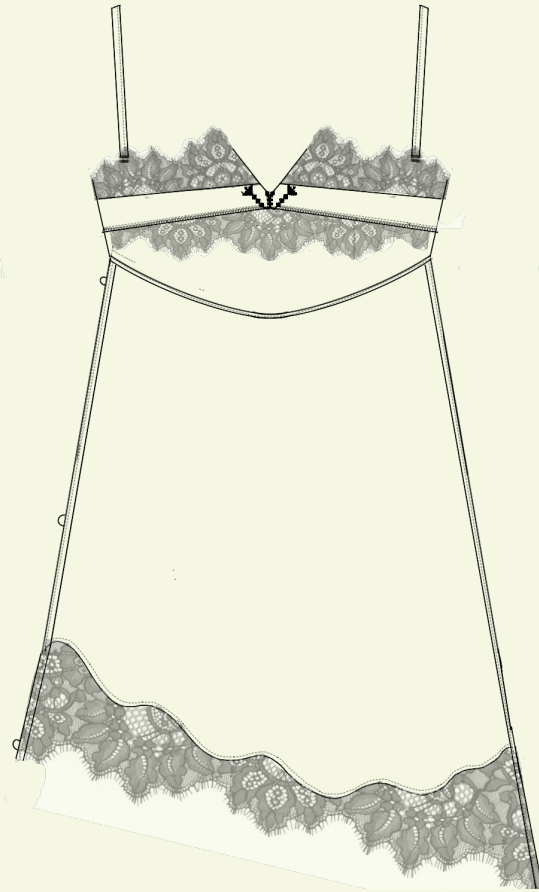
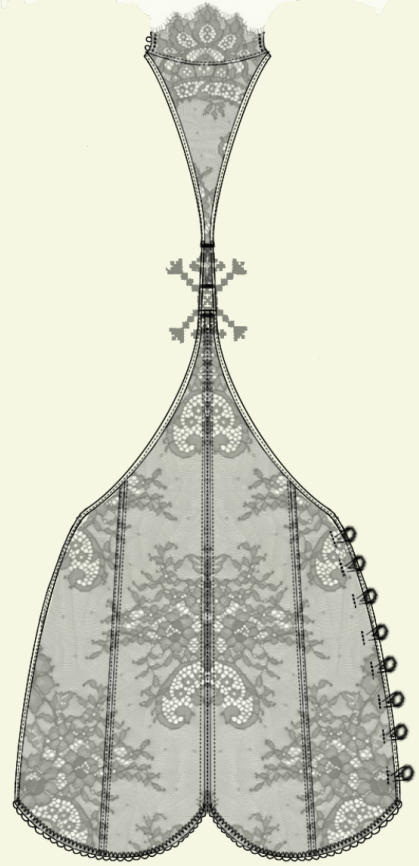
EXPLORING WITH LACE

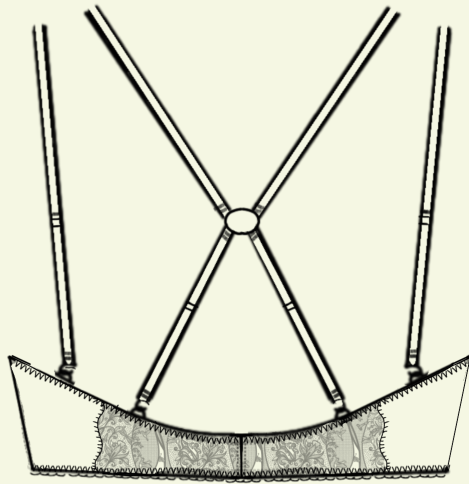
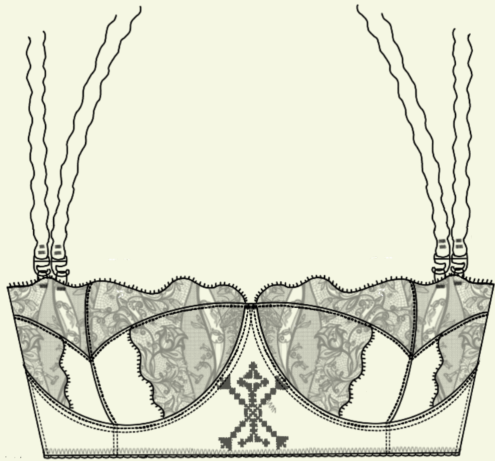


DOVE

RANGE NO. 1











alvanon
ual.

INTIMATESWIM 34B 2017
LONDON COLLEGE OF FASHION
LCF-WMS34B-1702
AVF87861

WOMEN
LEVEL 11
LCF539



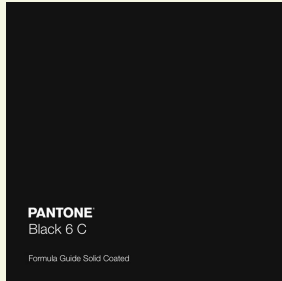
VERDURA

RANGE NO. 2





FAMILY TREE



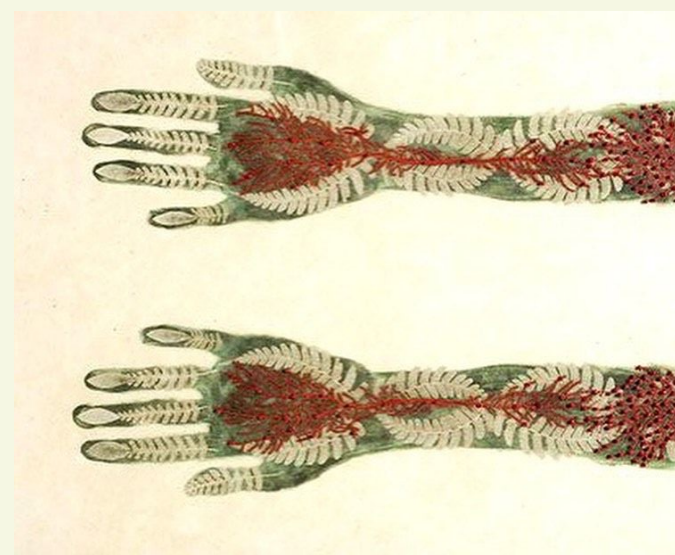
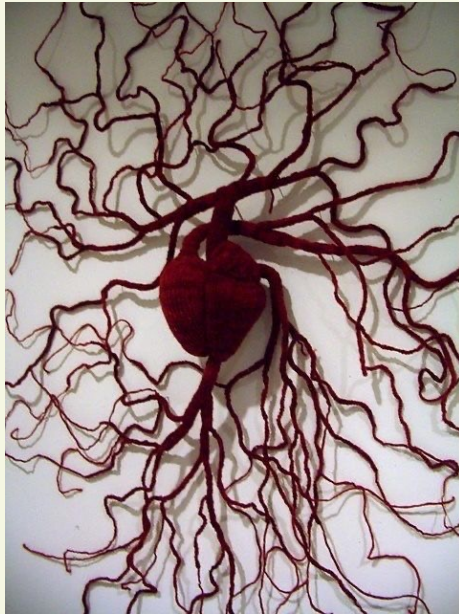
CONNECTIONS



VERDURA RANGE 2 CONCEPT BOARD A/W 26

MOTHER NATURE





ROOTS

EMBROIDERY

PIPING

VERDURA RANGE 2
TEXTURE & LINE BOARD

A/W 26

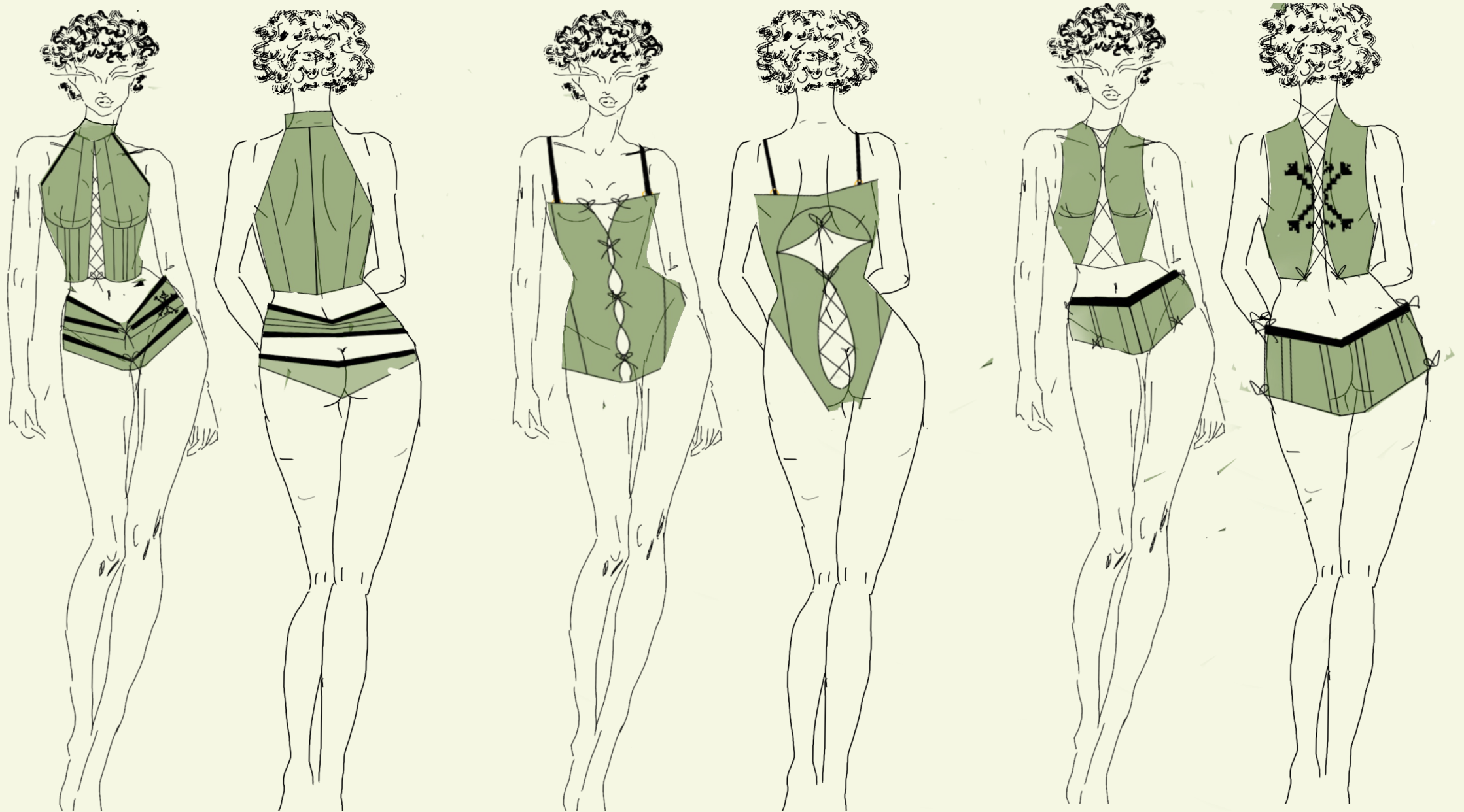
EXPLORING SHAPE AND LINE

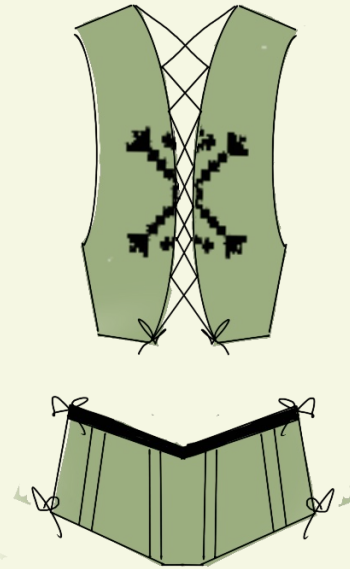
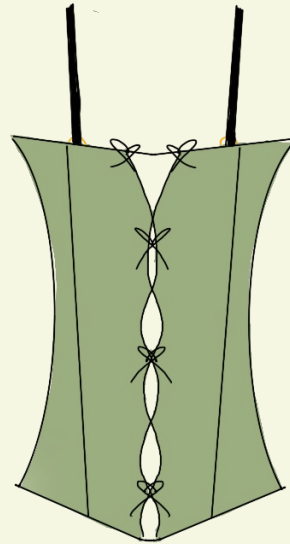
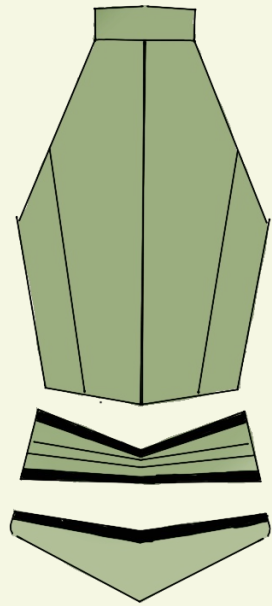
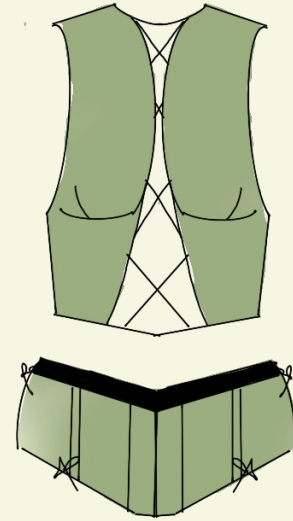
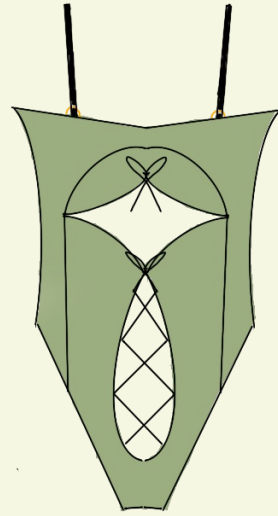
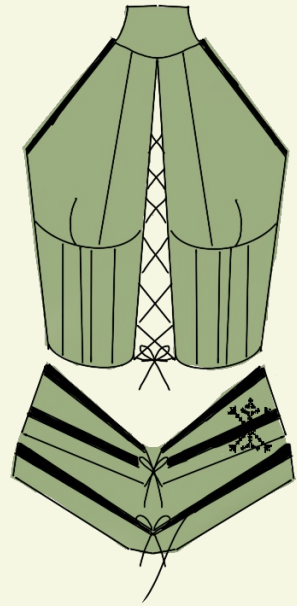


LINEAR LINES REPLICATING ROOTS OF THE TREE

VERDURA

RANGE NO. 2







SCARLETT

RANGE NO.3

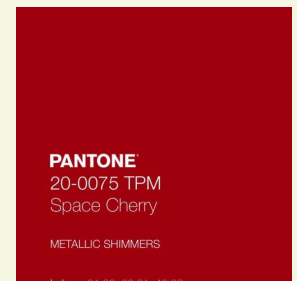
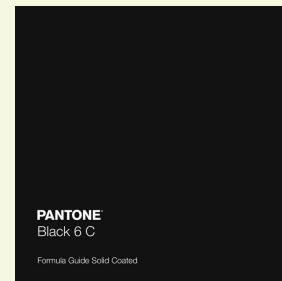
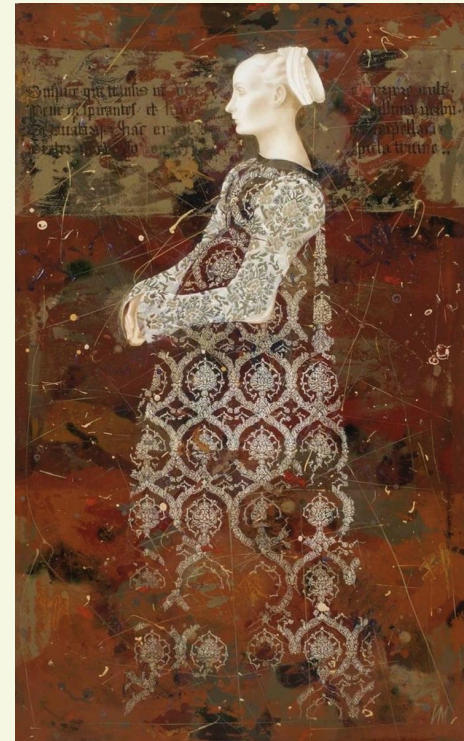
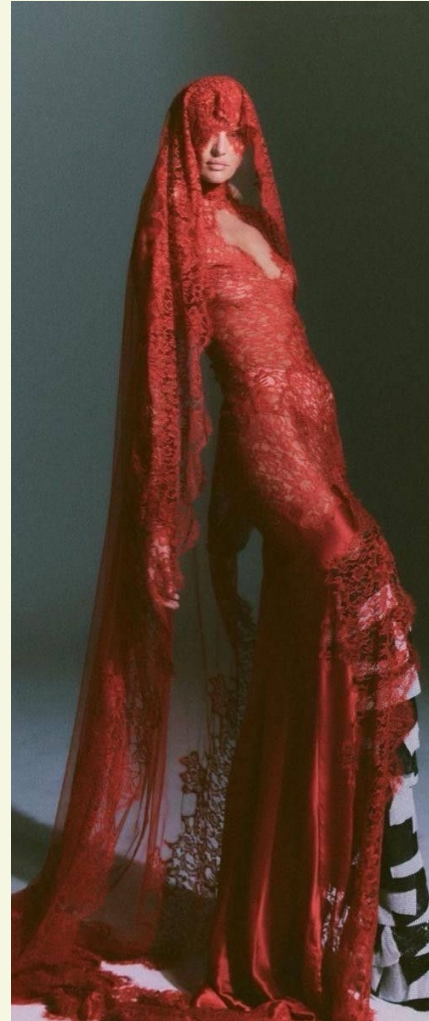
PROTECTION



SCARLET RANGE 2
CONCEPT BOARD
A/W 26



BLOODY & RAW



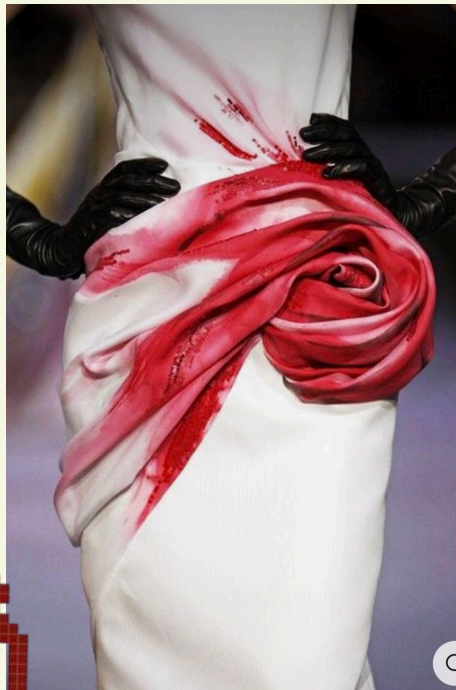
MYSTERIOUS



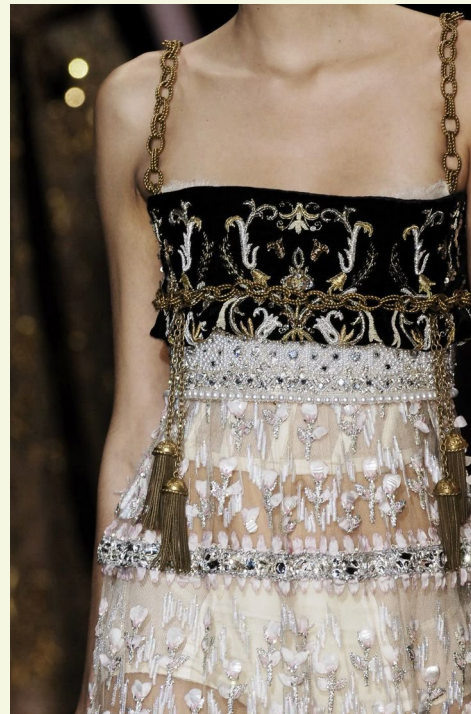
EMBROIDERY



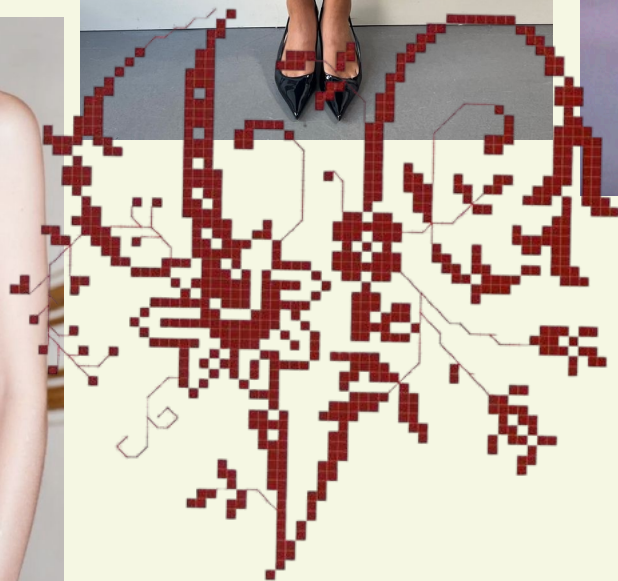
LACE & SATIN



PLEATS



LAYERING

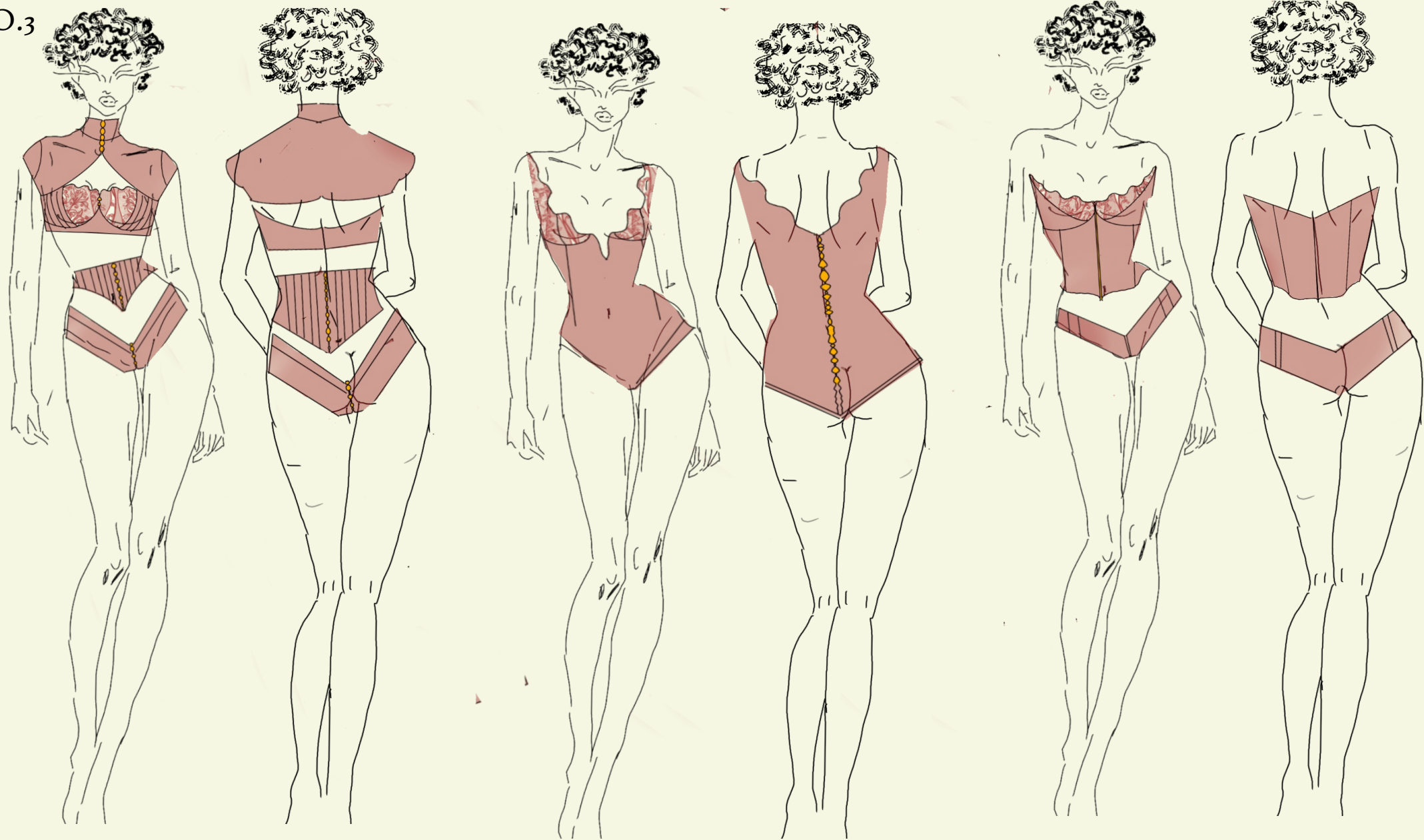


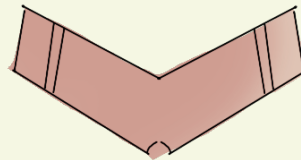
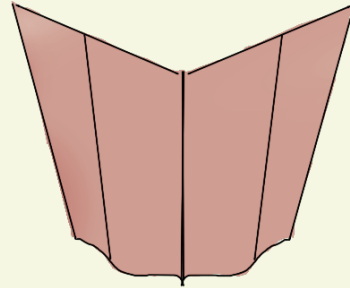
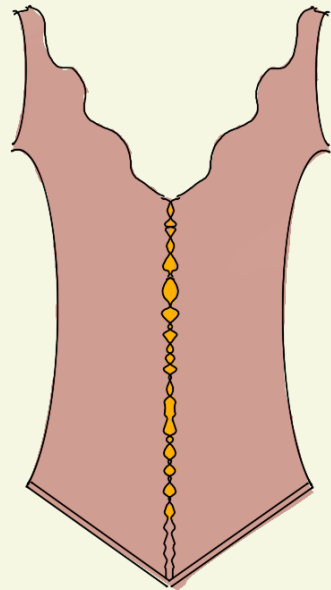
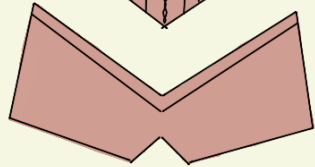
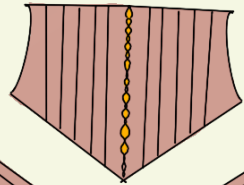
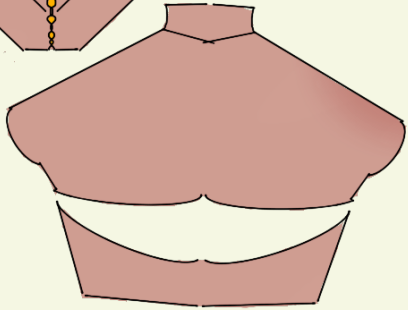
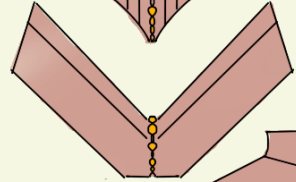
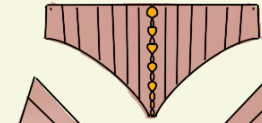
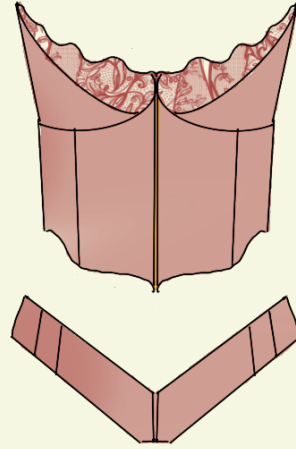
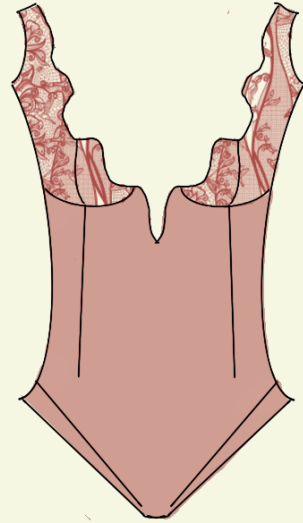
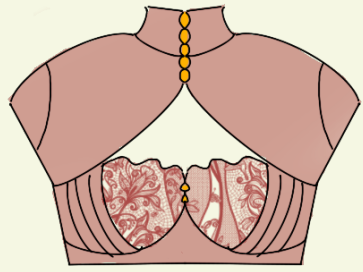
SCARLET RANGE 2
TEXTURE & LINE BOARD
A/W 26



SCARLETT

RANGE NO.3





A decorative border of intricate, light-colored floral and scrollwork patterns frames the central text. The border is composed of several L-shaped sections, one in each corner, with the top-right section being the most prominent and detailed.

JUMANA

THANK YOU

X