



PORTFOLIO

BA Fashion Design and Development
Product Design Realisation
FDD Year 3(Group G)
Una Maricevic

MANIFESTO

The brand draws its inspiration from Art, culture and heritage. UNA is steeped deep in the vision of its founder. With an architect father, she was encouraged to creatively observe and interpret the surrounding world. UNA continues to carry this meaning and exploration as a brand. From visiting museums and discussions about the expression and emotion behind paintings, to understanding their deeper meanings.

"My father would ask me during travels to identify architectural styles around us-'What do you see?' Art was everything, for him; it was not only the beauty we saw, but was also the deep feelings we experienced."

From this foundation arose the philosophy of the brand: to find beauty in emotions, to speak of what matters, and to make objects that tell stories.

The founder was raised in Serbia and immersed in a world of traditions. The spiritual meaning of traditional clothing enchanted her-clothing that tells personal stories, creates identities, and carries values. These puetus of culture become the real substance of UNA: fashion as a language of storytelling.

UNA also celebrates individuality and empowerment. "I have always admired the female figure, and I want to design pieces that suit all bodies. My sister, who struggled with her confidence and finding clothes that made her feel beautiful, inspired me. She was my starting force."

UNA exists to create clothing that makes women feel confident, joyful, and seen, celebrate who they are inside and out about.






ΕΤΗΟΣ

Fast fashion is not pursued; a meaning is sewn into every design for people and Earth, where artistry pairs with **longevity**.

UNA rejects the ephemeral nature of fast fashion-every thread has meaning, a deliberate weaving for the people and the planet. Here, art and longevity come into fruition into curated pieces made to be treasured, enshrined, not thrown away. We believe fashion is far more than mere fabric. It is another language of **self-expression**, a mirror to **identity**, and the living memory of **culture** and **craftsmanship**. True style never fades, and therefore so must our wear, for every bit should weigh, speak stories, and trench time.

UNA makes pieces that are meant to be held closely, accepted by the past, having fun in the present, and creating a just future filled with stories, laughter, and resilience. It is not just clothes, it is a movement! A movement that rests on **creativity**, **individuality**, and the never ending spirit of **art**.





UNA - OUR VALUES

UNA is a movement to thinking about the understanding, creative, and long-lasting fashion.

- ✿ **Art & Culture** - Our designs are a clean slate for storytelling, influenced by heritage, craftsmanship, and artistic expression from around the world.
- ✿ **Wear It for Life**- Every garment is made to last, and we provide about all of UNA's lines free repairs for years to keep them in your store.
- ✿ **Transparency**- Trust is everything. We let you know how every garment affects the environment and the people because you deserve to hear the story behind your wear.
- ✿ **Sustainability at All Levels**- We go beyond waste to regenerate the environment and celebrate craft, from eco-sourcing to ethical production and, sustainable packaging.
- ✿ **Creative Empowerment**- Through workshops and hands-on learning, we invite our community to explore innovative, eco-friendly fabrics while discovering the beauty of responsible design.
- ✿ **Returning the Earth to Itself**- Part of the profit from sales is earmarked to regenerative agriculture, which restores ecosystems and nurtures the very land that inspire us.



UNIQUE SELLING POINTS

Wearable Art (UNA). Designed to Last. Intended to Be Important.

UNA transforms fashion into narrative. Each item is made from eco-friendly, regenerative textiles and is intended to inspire, endure, and foster connections. Our clothing, which is rooted in tradition and influenced by culture, is designed to acquire significance over time, rejecting fast fashion in favour of items that genuinely last.

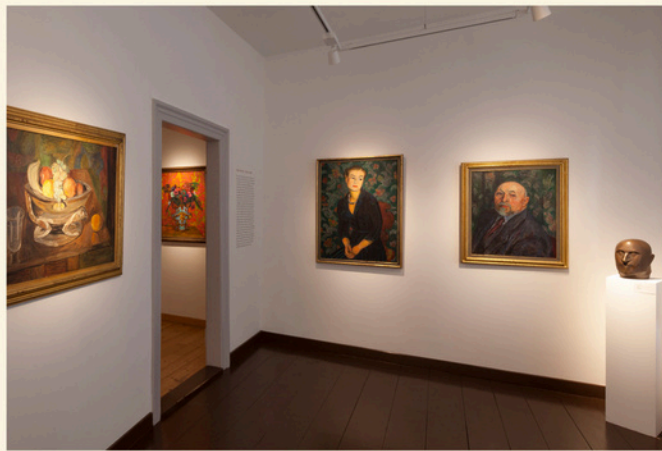
To respect the environment and the lives our clothing touches, we provide free repairs. Every order comes with seeds—an invitation to grow, to care, to reconnect is included with every order.

UNA clothing is soul-inspired, culturally influenced, and designed for all bodies and important moments.



CONSUMER BOARD

- Age: 20-40 age range.
- Gender: Womenswear.
- Income: Middle income to high income, financially stable.
- Location: Urban, Sub-urban cities.



Creativity



Galleries/museums



- Values:
 - Educated on the impact of fashion.
 - Value quality over quantity.
 - Creativity and individuality.
 - Transparency.
 - Cultural aspect of life, proud of heritage.
 - Craftsmanship.
- Lifestyle: Work, travelling, hobbies, social and cultural events.
- Fashion preferences: Natural, high-quality fabrics.
- Shopping behaviour: Enjoys both online and in store shopping.



Fashion events

FUTURE CONSUMER

From fashion to activism to storytelling, today's visionary straddles it all. They wear values instead of clothes, searching for pieces with heft, history, and intention. Their orbit runs through runway shows, art galleries, and critical discussions on sustainability and identity. With an effortlessly curated digital presence, they don't chase trends but set the tone for a new era of conscious style. Their aesthetic goes beyond imagery; it is a movement, calling forth a community that believes fashion should exist to inspire, challenge, and regenerate the world around us.

Name:	Aditi Mayer
-Age:	25
-Location:	Los Angeles, USA
-Occupation:	Creative and sustainable fashion activist
-Hobbies:	Photojournalism, writing and blogger
-Style:	Elegant



Design

All designs are by the Brand creator, Una Maricevic. Each piece is crafted with a commitment to meaning, high quality and eco-friendly practices, ensuring that our clothing lines up with our values of sustainability and individuality. We also do collaborative designs with other artists to celebrating the many other stories and experiences that shape us.

Raw materials/Sourcing

All raw materials sourced from our partnering with local Portuguese farms using regenerative practices from ISTO., Burel Factory and other fabrics from LMA. High quality, transparency, cost effective, good labour and positive certified environmental impact.

Manufacturing

Manufacturing process also taking place in Portugal, Lopes Carvalho, Portugal. Portugal is not far from the UK, making it possible to go on frequent check-ups on how the processes are being done.

Distribution

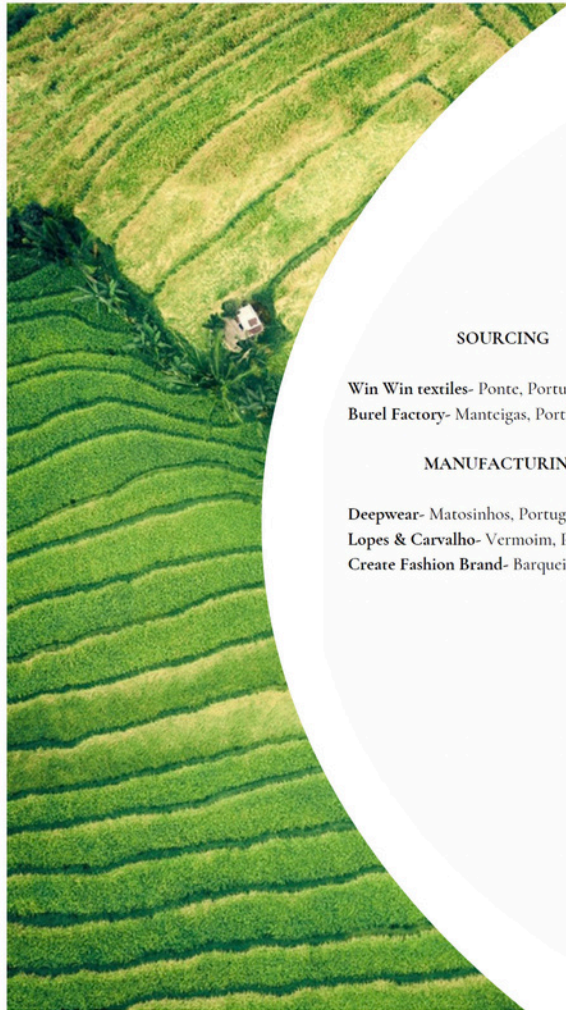
Partnering with DHL GoGreen, who ships internationally. Fully recyclable packaging for all products. This includes boxes, bags, and tags that minimize environmental impact. Online shopping presence and physical

Consumer care

We try to encourage individuals in our sustainable practices and provide guidance on taking care of their garments. We also offer free repair services for garments purchased from us.

Disposal

We have created a program where we encourage our consumers to send back their used products purchased from us to receive store credit. Using all-natural materials, we ensure the biodegradation of it even if it has been discarded. We upcycle our sent back garments unless its quality is lost, then send it to our partnership brands/companies who use the fabric to make products of less quality.



SOURCING

Win Win textiles- Ponte, Portugal
Burel Factory- Manteigas, Portugal

MANUFACTURING

Deepwear- Matosinhos, Portugal
Lopes & Carvalho- Vermoim, Portugal
Create Fashion Brand- Barqueiros, Portugal



Being a major production hub for cotton, linen, and wool, it has a strong textile base set up, which makes it easier for production, with high quality and a high variety of raw materials. It also has a long-standing tradition of intricate and fine craftsmanship, which has eventually translated into a very skilled set of workforce with workers who know what they are doing in terms of garment construction and techniques.

REGENERATION

Portugal promotes sustainable farming practices, emphasising organic methods, biodiversity conservation and eco-friendly pest control, which ensure the production of healthier food while minimising environmental impact. An example would be an organic farm near Lisbon, Quinta do Pisão, which practices sustainable agriculture methods, including crop rotation, composting and natural pest control.

Why portugal?

LOCATION

"When you send an order sheet to Asia, chances are you don't know what happens next. If you produce closer it is easier to keep an overview of the production." Other benefits she mentions are that you have a lower carbon footprint if you produce in Portugal. It provides both social and environmental benefits. Another plus is that the travel distance is short. If something is wrong you can travel to Portugal more easily than to Asia".

SUSTAINABILITY

- Certifications: Portugese clothing manufacturers often adhere to internationally recognized sustainability certifications and standards such as Global Organic Textile Standard (GOTS), and OEKO-TEX Standard 100 which ensures the use of environmentally friendly materials and ethical production practices.
- Water and Energy Efficiency: Portuguese manufacturers have focused on reducing water consumption and energy usage in textile production. Implementing advanced technologies and equipment, such as water recycling systems and energy-efficient machinery, has helped to minimize the environmental footprint of the industry.
- Fabric Waste: Portugal promotes responsible waste management practices within the textile sector. Manufacturers have adopted measures to minimize waste generation, such as optimizing pattern cutting to reduce fabric waste and implementing recycling programs for textile scraps.
- Ethical Labor Practices: The Portuguese textile industry has placed emphasis on fair labor practices and worker well-being. Companies strive to provide safe working conditions, fair wages, and respect for workers' rights. Social accountability certifications are pursued by many manufacturers to ensure compliance with ethical labor standards.

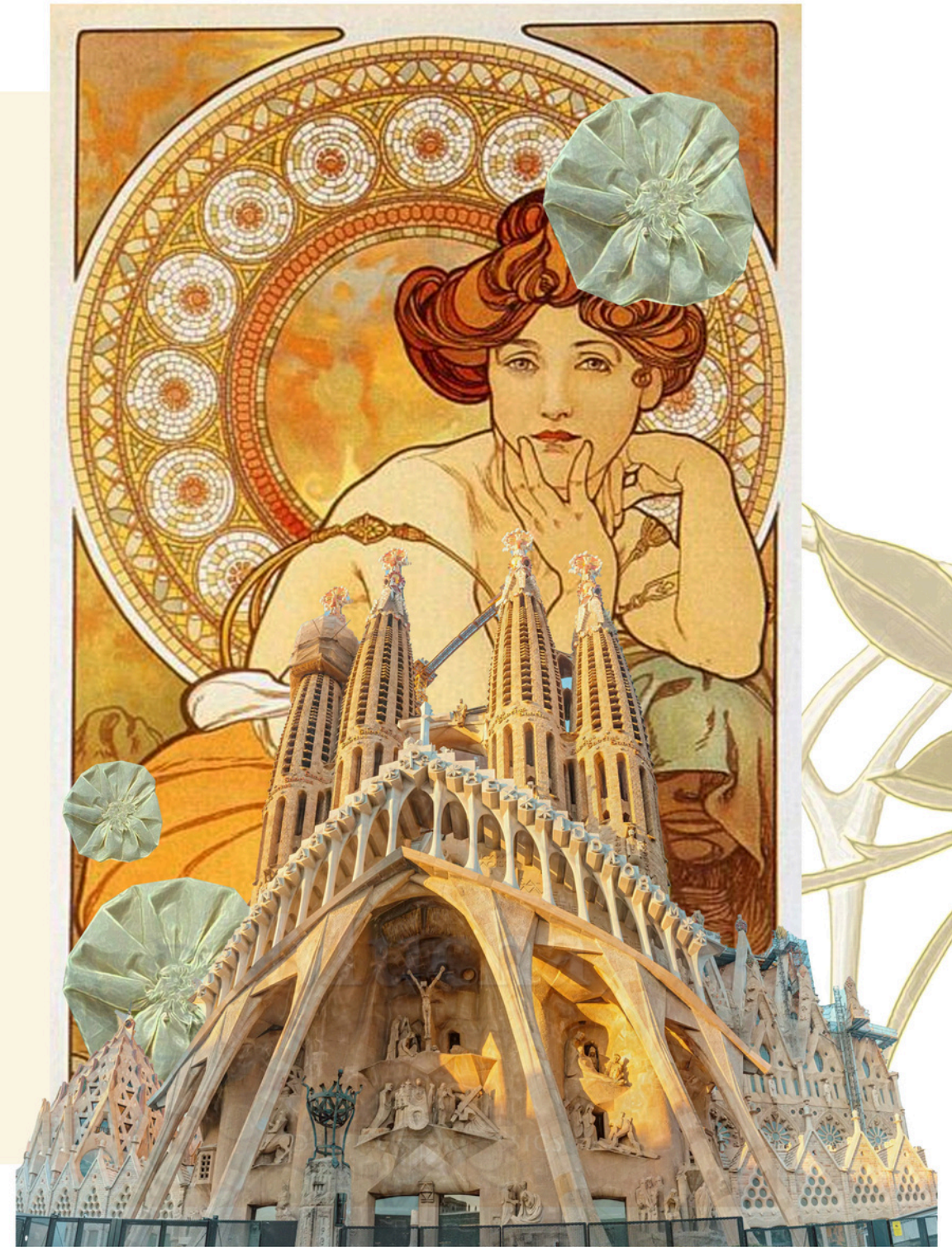
Concept Statement: The Art of Movement, Form, and Joy

This project takes inspiration from the flowing elegance and emotions of the Art Nouveau period, in which beauty moved in organic lines, through natural forms, and a deep connection with nature. I draw inspiration from those beautiful women in Alphonse Mucha's works, in flowing fabrics, whose forms suggest grace, femininity, and motion. Alongside this, Gaudí's architecture has given me inspiration in a design philosophy in which the structure breathes: curves replace the straight line; surfaces imitate nature, and art is balanced with function. I interpret this philosophy in constructing garments whose fabric twist like vines, whose textures replicate organic surfaces, and whose shapes form themselves around the natural flow of the body.

I chose linen as a main fabric for its deep connection to the earth. Linen is grown from flax, a regenerative crop. Its raw texture and fluid drape reflect nature's beauty, while its strength supports garments made to last over time.

But more than form and technique, this is a celebration of life, joy. Just as the Art Nouveau sought to raise every day existence into art, these dresses intend to evoke admiration: flowing fabric, cheerful colors, and silhouettes that dance with the human form.

The collection is a tribute to an era that viewed beauty as something poetic. A reminder that fashion, when made with purpose, will awaken joy and talk the language of life.



STARTING RESEARCH

Colour and clothes study



Colour study

CONCEPT

THIS COLLECTION IS INSPIRED BY THE ART PERIOD KNOWN AS ART NOUVEAU. THE DECORATIVE, FLOWING, CLEAN FEELING OF ART NOUVEAU CAN BE TRANSLATED INTO SOFT, BEAUTIFUL SILHOUETTES WITH STROKE DETAILS.

THE PERIOD BRINGS A SENSE OF HAPPINESS WITH ITS VIBRANCY OF COLOURS. THE EMBRACE OF THE FEMININE CURVES GIVES THIS PERIOD ITS BEERANCE.

I WANT MY DESIGNS TO REFLECT THE EMOTIONAL DEPTH OF ART NOUVEAU - CLOTHING WITH A PURPOSE. THE DESIGNS TO COMMUNICATE TO THE WEARER, RADIATING JOY, CONFIDENCE AND SELF-EXPRESSION.

Patterns



Fashion in the period of Art Nouveau

THE NOUVEAU WOMEN

Artwork by Alphonse Mucha



Interwined with nature

Earthy tones



Elegance



Natural form of fabric



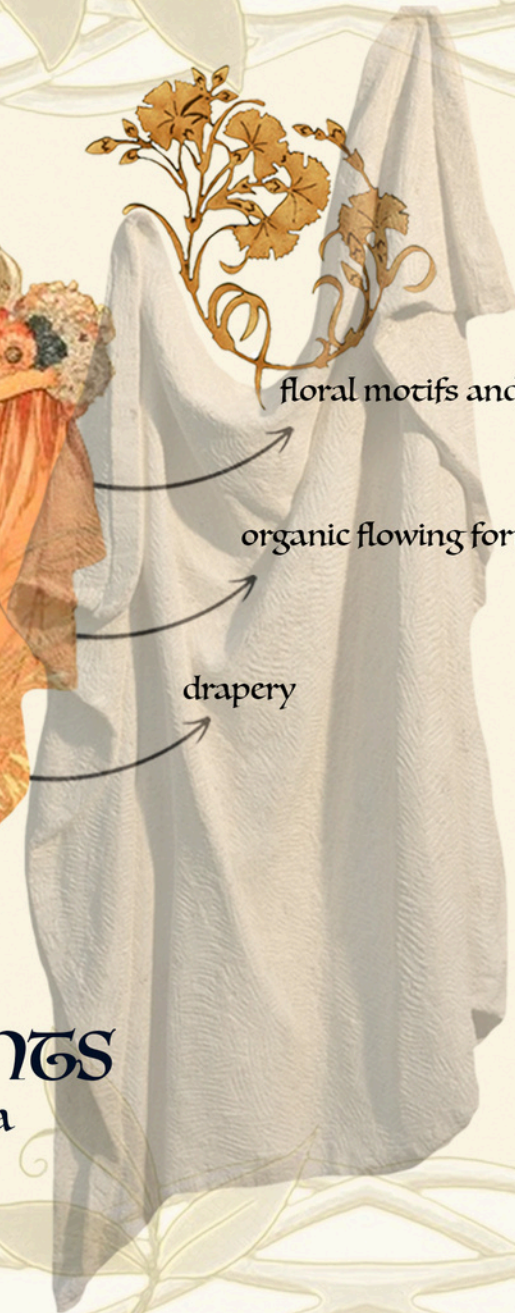
Feminine figure



Awakening grace



DESIGN ELEMENTS
Artwork by Alphonse Mucha



floral motifs and patterns
organic flowing forms
drapery



Bamboo/silk



Linen



Silk



Cotton

FLOW AND FORM

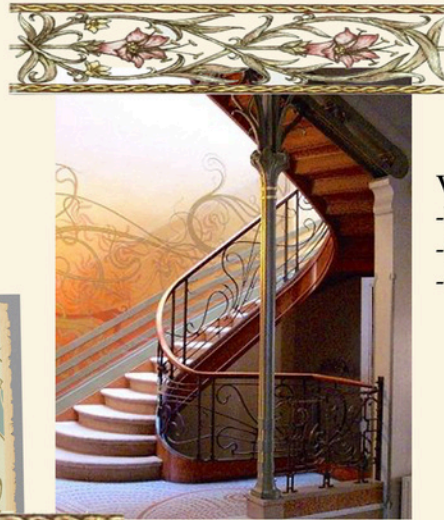


Layering

Gatherings of fabric, floral motifs



Flowy lines, curvy



Victor Horta staircase

- Layering of textures(wood and stone)
- Curved railings and wall details
- Curves/spirals give a feeling of movement



Long draping material



Collages and silhouettes

This page looks at the influence of Mucha's draped fabrics and the gentle curves of Horta's staircase on the design process. Together, the silhouettes, natural layering, and smooth motion in art and architecture build my thoughts on form, drape, and detail.

ORGANIC STRUCTURES: GAUDI AND CASA BATLLO

Research and collages



Soft blues, greens

Balcony form-shell like



I began developing silhouettes inspired by movement and structure. The movement and flow i thought i could translate into fabric drape. I created collages and visual research that expressed his manipulation of light, and detailing into structured silhouettes and layered draping.

GAUDI AND THE SAGRADA

Draping the Sagrada



100% silk
Champagne colour with
orange thread in the fabric

Layering textures

la Sagrada familia

DESIGN DEVELOPMENT



More draping over the architectural silhouettes

In this stage, my draped collages were a combination of both Mucha and Gaudis work. Silhouettes here (left side of page) developed from previous pages collages. Here i am looking at playing around with textures , layering and draping, turning the rigid architectural shapes into something soft and organic while keeping its shape.



DESIGN SKETCHES

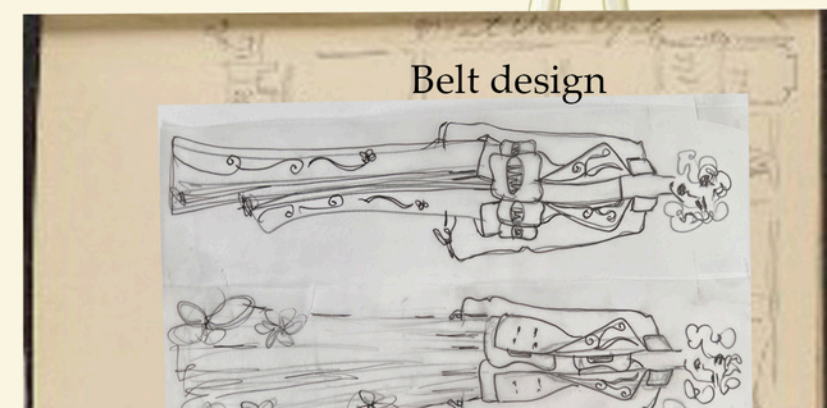
Here, I began sketching ideas for final designs, combining Gaudí's sculptural architecture with Mucha's flow. Using Gaudí's shapes, I developed belts and structured busts. In contrast, the drapery and floral motifs I drew from Mucha's artwork. I really wanted to explore draping and play around with fabric to see how it will guide me and shape itself around the body.



Jumpsuit

Dresses

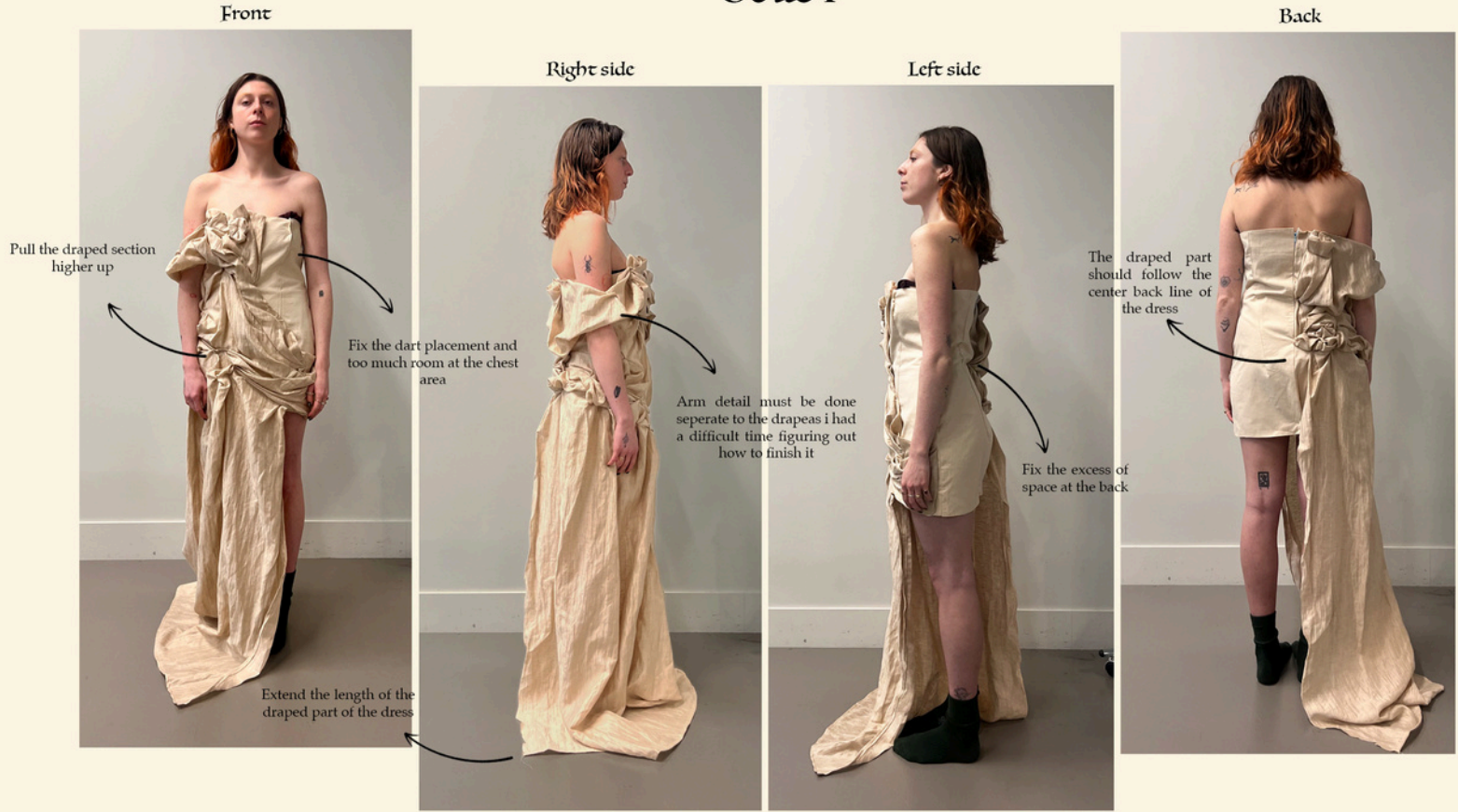
Blazers



Belt design

Design development
final toile development of look 1

Toile 1



Technical illustration



Final fabrics



Toile 2



Design development
final toile development of look 2

Fitting adjustments



- Possible top design idea
- No belt

Final toiles look 2



Design development final toile development of look 3



Technical illustration



Final fabrics



SEAM FINISH LOOK 1



I first finished all raw edges with overlocking and then I double folded the seams and applying a visible topstitch. After thinking it through, I felt the topstitch was too heavy and visually did not match the aesthetic of the dress.

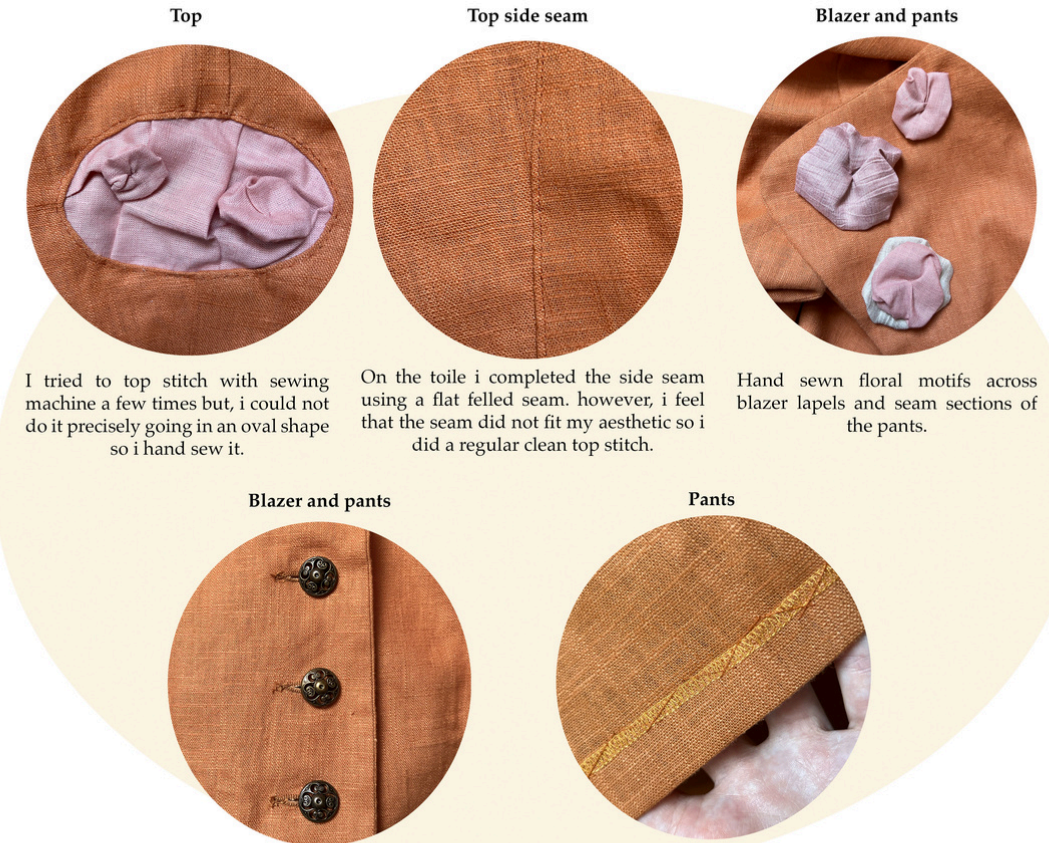
2. Invisible hem sewing



No seam visible on right side

I unpicked the topstitching and I redid the finish by keeping the overlocked and double-folded edge, then hand-sewing the seams with an invisible stitch.

SEAM FINISHES LOOK 2



I tried to top stitch with sewing machine a few times but, I could not do it precisely going in an oval shape so I hand sew it.

On the toile I completed the side seam using a flat felled seam. However, I feel that the seam did not fit my aesthetic so I did a regular clean topstitch.

Hand sewn floral motifs across blazer lapels and seam sections of the pants.

3 buttons on blazer and 1 on pants. Initially I wanted the same buttons as opening on top. However, I thought it may be a bit uncomfortable if the buttons were sitting on the back.

I initially overlocked the hem, folded it inwards and just topstitched it. To get a cleaner outcome, I decided that invisible hem would be much nicer.

Option: beige zip for look 1 (Invisible)

Option: orange zips for pants (too bright)

Buttons for blazer and pants

Option: Gold floral buttons

I really wanted these buttons, however there were not as many buttons available as I needed

I prefer these because they remind me more of Art Nouveau and are not too gold and match the orange linen better

TRIMS

FABRIC SAMPLES

Linen

Cloth House

Dalston Mill

Blush pink sample was a perfect colour and complemented the drape fabric. (50% linen and 50% bamboo)

The bright orange sample was too intense, did not look that bright online.

Beige sample was a bit too dark; I was looking for an even more neutral, softer tone.

Found the fabric generally too thin to support the drapery structure I was aiming for. Only the light pink sample (middle swatch) was close to what I wanted. However, the light pink didn't pair well with the fabric I had already chosen for the draping.



COLOUR PALETTE
Alphonse Mucha and Antoni Gaudi



FABRICS



Linen and silk



Linen and bamboo



Silk



Linen and silk



Linen



Cotton

FINAL LINE UP

Front view



FINAL LINE UP
Back view



RANGE PLAN OVERVIEW

A Breath Into Art Nouveau



RANGE PLAN


Natura Dress



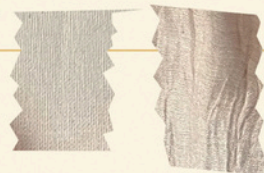
Description: A voluminous off shoulder linen short dress with a long drape inspired by organic Art Nouveau curves and natural movement.

Style code: AN-SDR-004

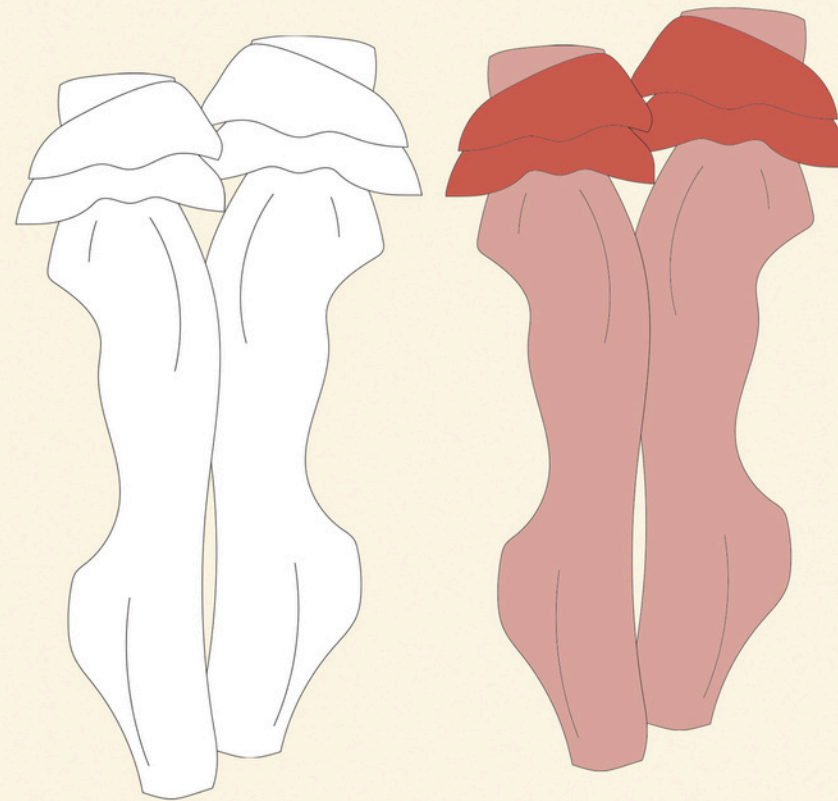
Size range: 4-18

Colourway: 

Fabrics: Linen(100%) and Linen blend(88% linen and 12% polyamide)




Antoni Dress



Description: A linen strapless dress with a two layer structured bodice inspired by Antoni Gaudi.

Style code: AN-LDR-001

Size range: 4-18

Colourway: 

Fabrics: 100% Linen




Bernhardt Dress



Description: A voluminous off shoulder linen long dress with multiple layers inspired by organic Art Nouveau curves and natural movement.

Style code: AN-LDR-002

Size range: 4-18

Colourway: 

Fabrics: 100% linen

RANGE PLAN

Camellia Dress



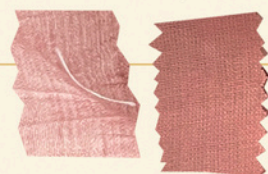
Description: A off shoulder linen dress with two straps. inspired by organic Art Nouveau curves and natural movement.

Style code: AN-LDR-003

Size range: 4-18

Colourway:

Fabrics: Linen and linen blend(88% linen and 12% polyamide)



Aureline Dress



Description: Strapless dress with long loose sleeves, a structured skirt like element going into a full length dress . Draping around the waist and knee level.

Style code: AN-LDR-004

Size range: 4-18

Colourway:

Fabrics: Linen and silk

Gismonda Dress



Description: A short structured dress with a lapel design, small flower motifs and long drapery going from the shoulder /sleeve.

Style code: AN-LDR-005

Size range: 4-18

Colourway:

Fabrics: Linen and linen blend(88% linen and 12% polyamide)



RANGE PLAN

Mucha Muse Dress



Description: Draping full length dress with asymmetrical shoulder straps. A sculptured drape starts from right-side bust and goes diagonally against the front and further continues to the center back where it joins with a second panel.

Style code: AN-LDD-006

Size range: 4-18

Colourway:

Fabrics: Linen(100%) and Linen blend(88% linen and 12% polyamide)

Batllo Dress



Description: A linen strapless dress with a two layer structured bodice inspired by Antoni Gaudi.

Style code: AN-LDR-007

Size range: 4-18

Colourway:

Fabrics: 100% Linen and linen blend(88% linen and 12% polyamide)

Flora Dress



Description: A voluminous off shoulder linen long dress with multiple layers inspired by organic Art Nouveau curves and natural movement.

Style code: AN-LFD-008

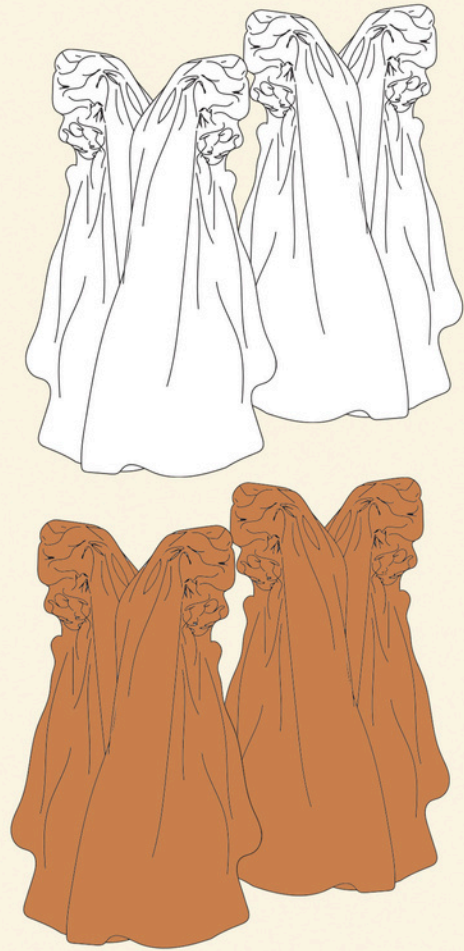
Size range: 4-18

Colourway:

Fabrics: 100% linen and silk

RANGE PLAN

Sarah Dress



Description: A orange voluminous off shoulder linen dress inspired by organic Art Nouveau curves and natural movement.

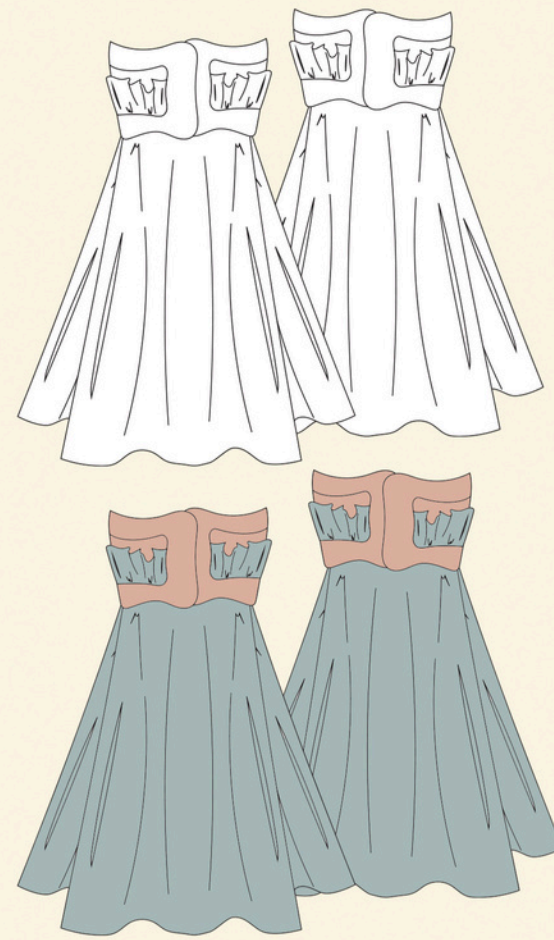
Style code: AN-SDR-001

Size range: 4-18

Colourway: ●

Fabrics: 100% linen

Gaudi Shell Dress



Description: Strapless dress with a structured bodice and gatherings inspired by Antoni Gaudi and gathered fabric.

Style code: AN-SDR-002

Size range: 4-18

Colourway: ● ●

Fabrics: 100% linen

Rosette Dress



Description: A voluminous draped off shoulder cotton and linen dress, linen used for the structured elements inspired by organic Art Nouveau curves and natural movement.

Style code: AN-SDR-003

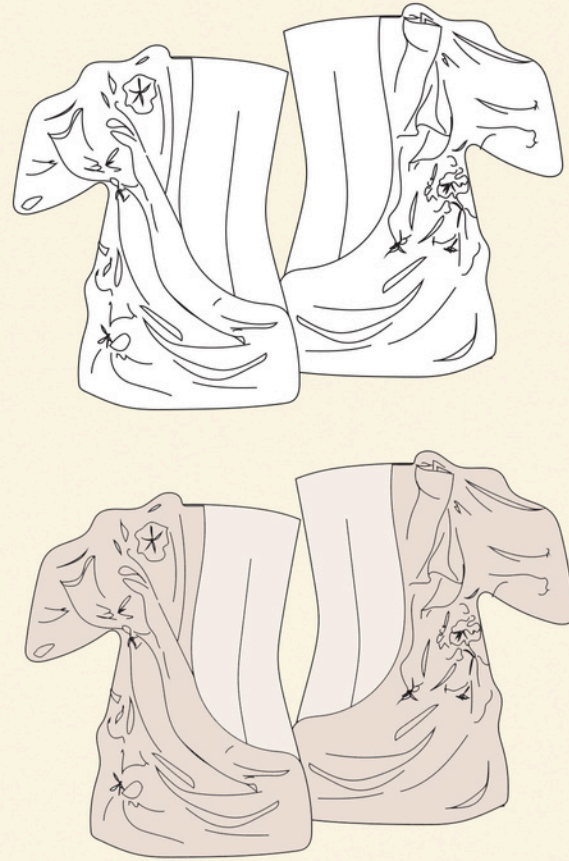
Size range: 4-18

Colourway: ● ●

Fabrics: Cotton(100%) and linen blend(50% linen and 50% bamboo)

RANGE PLAN

Natura Dress Short



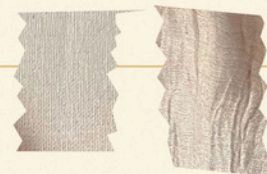
Description: A voluminous off shoulder linen dress inspired by organic Art Nouveau curves and natural movement.

Style code: AN-SDR2-004

Size range: 4-18

Colourway:

Fabrics: Linen(100%) and Linen blend(88% linen and 12% polyamide)



Casa Curve Blazer



Description: Tailored linen jacket with curved seam detailing and coloured floral motifs inspired by Art Nouveau. Made from burnt orange linen and a pink lining, it has a fitted silhouette, and decorative big front panels.

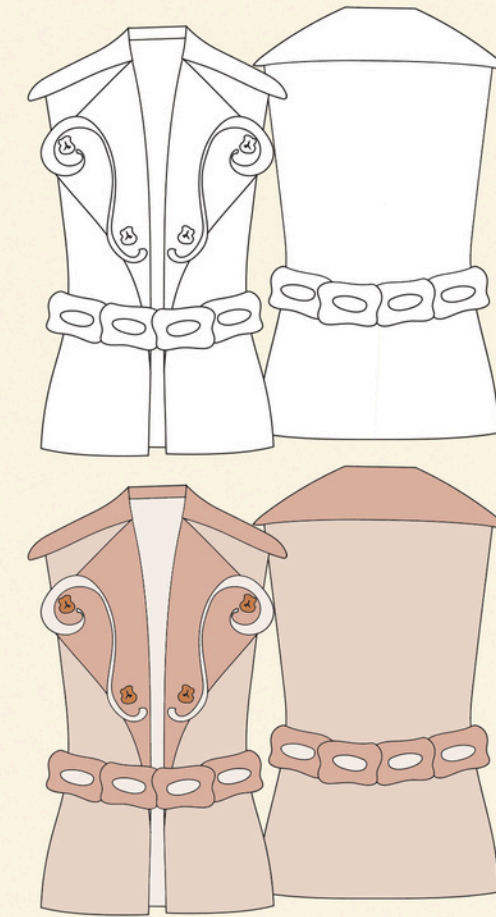
Style code: AN-BLZLS-001

Size range: 4-18

Colourway:

Fabrics: Linen(100%) and silk lining

Vinea Sleeveless Blazer



Description: A structured sleeveless blazer with floral motifs on the lapels and a sculptural belt inspired by Gaudi's Casa Batllo balconies.

Style code: AN-BLZSS-002

Size range: 4-18

Colourway:

Fabrics: Linen(100%)

RANGE PLAN

Spira Top



Description: A linen loose-fitting top with a sculpted bust inspired by Gaudi's Casa Batllo balconies. Two straps go along the left shoulder, while vine-like motifs flow across the bust.

Style code: AN-FST-005

Size range: 4-18

Colourway:

Fabrics: 100% linen

Norta Gathered Top



Description: Strapless top with four gathering elements designed as straps.

Style code: AN-GST-006

Size range: 4-18

Colourway:

Fabrics: 100% linen and silk

The Nouveau Flower Top



Description: A flower shaped linen top with delicate detailing and two asymmetrical straps on the right shoulder. 3D flower motifs arise from the center.

Style code: AN-FSST-007

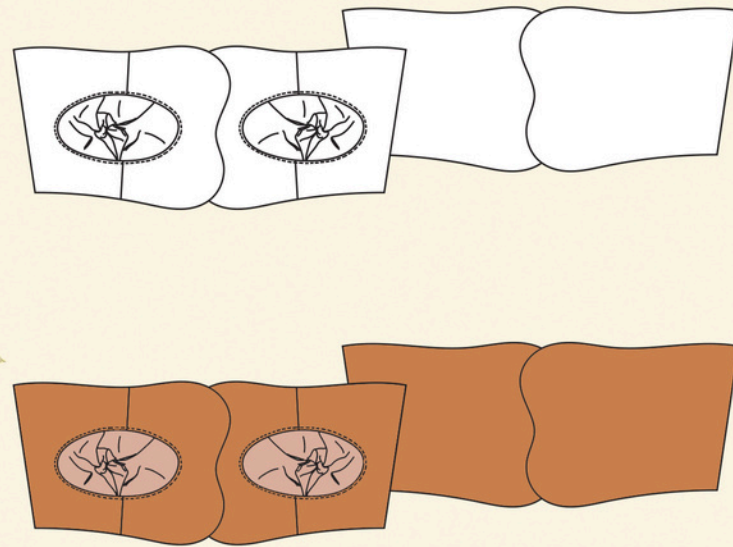
Size range: 4-18

Colourway:

Fabrics: 100% linen

RANGE PLAN

Gaudi Shell Top



Description: This short strapless top is made from a combination of orange linen and pink linen/bamboo drape.

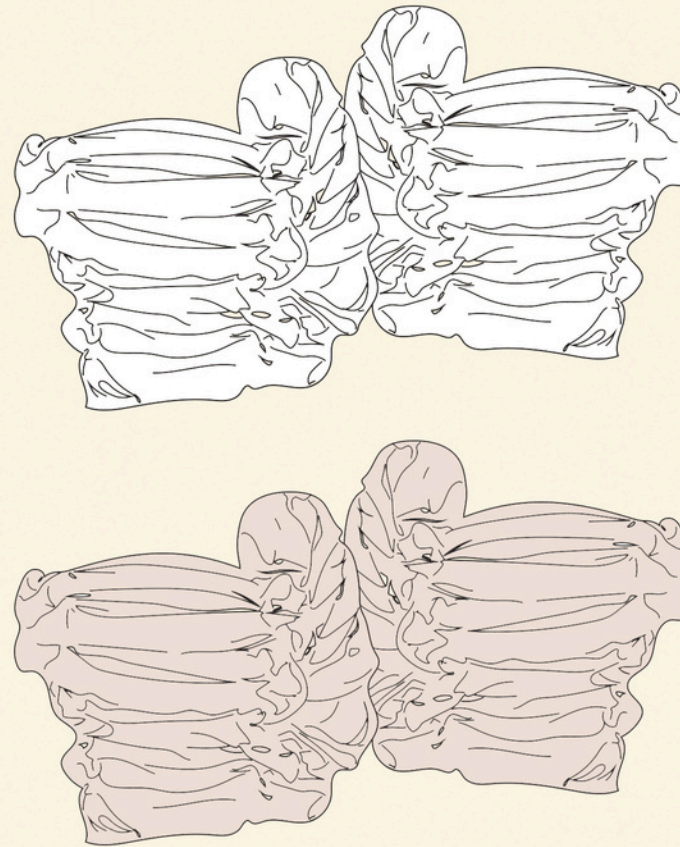
Style code: AN-GST-001

Size range: 4-18

Colourway:

Fabrics: Linen and linen blend(88% linen and 12% polyamide)

Sagrada Top



Description: A softly draped top inspired by the flowing forms of Sagrada Família.

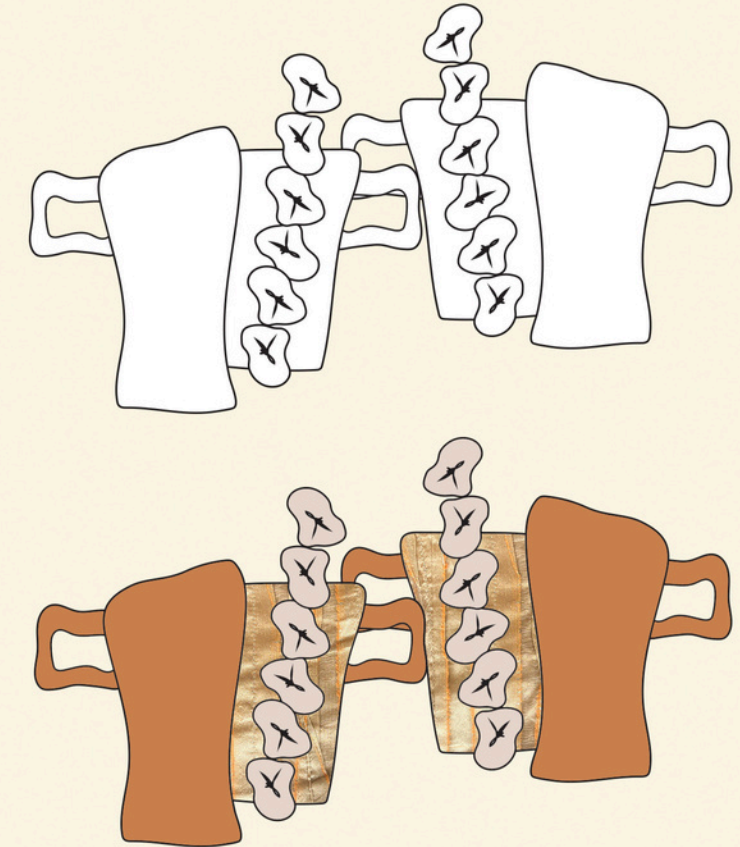
Style code: AN-SFT-008

Size range: 4-18

Colourway:

Fabrics: 100% cotton

Flora Top



Description: A top with Gaudi balcony-inspired arm straps. Floral motifs trail from the front left to the back left. The top is a combination of orange linen and silk champagne.

Style code: AN-ft-004

Size range: 4-18

Colourway:

Fabrics: 100% linen and silk

FINAL LOOK 1



FINAL LOOK 2



FINAL LOOK 3



PRESENTATION OF FINAL 3 LOOKS
Atwork/architecture by Victor Horta

