



PINNYAQWA
NESTED 8825

STATEMENT OF INTENT

BRAND ETHOS

Rooted in the designer's Thai heritage, the SS25 collection draws on nostalgic folklore and childhood bedtime stories. Mystical Himmaman creatures; elegant, half-human, half-swan beings inspire the season's aesthetic, blending ethereal beauty with a surreal edge. Fabrics such as leather and taffeta are juxtaposed with fluid jersey, creating modern drapery that nods to traditional Thai attire. Signature bold shapes remain central to the brand's identity.

The collection also takes inspiration from the journey of the Ugly Duckling—navigating unfamiliar waters, encountering new perspectives, and ultimately embracing transformation. Like migrating to a new country, it reflects the courage to start anew while balancing adaptation and authenticity. 'Home' becomes both where we come from and where we choose to belong, as cultural shifts challenge norms and reshape identity.

At the heart of the collection lies a question:

“How can we preserve our cultural roots while finding our place in a new world?”

The collection harmonizes soft, feminine silhouettes with structured menswear influences. Draping techniques allow garments to flow effortlessly, evoking elegance and sensuality. Designed for the free-spirited, ambitious, and those who embrace the complexities of their identity in the modern world.



STATEMENT OF INTENT

The SS25 collection draws inspiration from the journey of the Ugly Duckling—navigating unfamiliar waters, encountering new perspectives, and ultimately embracing transformation. Like migrating to a new country, it reflects the courage to start anew while balancing adaptation and authenticity. ‘Home’ becomes both where we come from and where we choose to belong, as cultural shifts challenge norms and reshape identity.

Throughout the collection, we explore the question:
“how can we preserve our cultural roots while finding our place in a new world?”

This collection draws on nostalgic inspirations rooted in the designer’s Thai heritage, including bedtime stories and folklore. The mystical creatures of the Himmapan forest—captivating, half-human, half-swan beings—inform this season’s aesthetic, blending elegance with an unusual edge. Fabrics such as leather and taffeta are juxtaposed with fluid jersey and creating modern drapery that nods to traditional Thai attire. Signature bold shapes remain central to the brand’s identity.

The SS25 collection blends soft, feminine silhouettes and materials with strong, structured elements and traditional menswear. Drapery techniques allow garments to cling effortlessly to the body, creating a sense of freedom and elegance. Designed for free-spirited and ambitious individuals, this collection celebrates individuality, creativity, and sexuality, offering pieces that feel both empowering and expressive



Age: 20-40
 An ambitious, individualistic creative with a deep appreciation for art and culture. They seek to feel beautiful and elegant but with a distinct, alternative edge. Romantic at heart, yet with a bold spirit and a sharp edge embodying a balance of allure and fierceness



CUSTOMER PROFILE

Ludovic de Saint Sernin
 SPRING 2025 READY-TO-WEAR



DAVID KOMA
 FALL 2025 READY-TO-WEAR



MARKET LEVELS

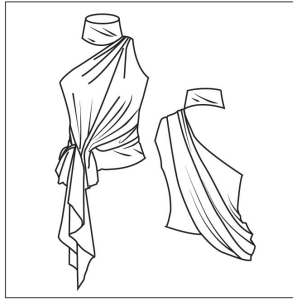
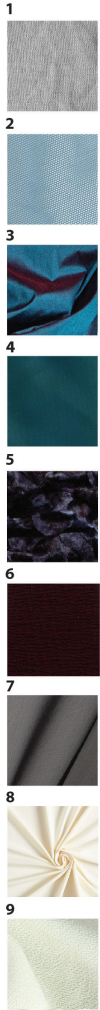
In terms of market positioning, the collection focuses on concept and craftsmanship. The quality of construction justifies a higher price point; however, since the brand does not yet have an established history like major fashion houses such as Burberry, the pricing will not reach that level. Still, the strong conceptual foundation and attention to craftsmanship may warrant a higher price compared to more commercially driven collections.

GRACE LING
 S/S 25 WOMENSWEAR

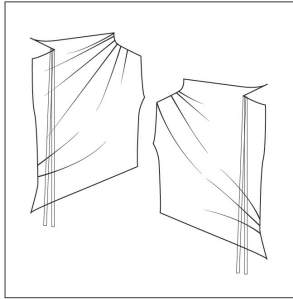


S.S. Daley
 SPRING 2025 READY-TO-WEAR

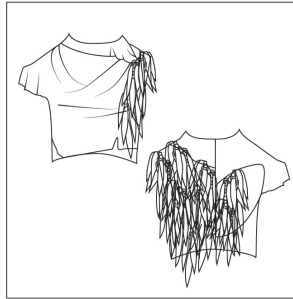




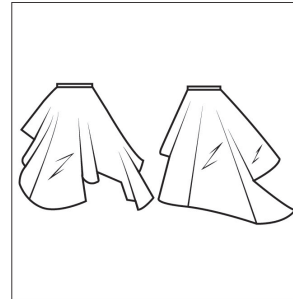
VISCOUS JERSEY DRAPE TOP
SS25-001
COLOR:
FABRIC: 1



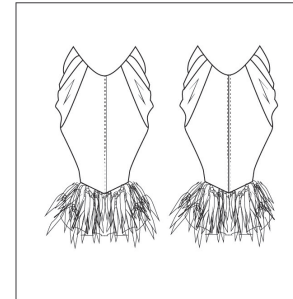
ASYMMETRICAL STRETCH TOP
SS25-002
COLOR:
FABRIC: 6



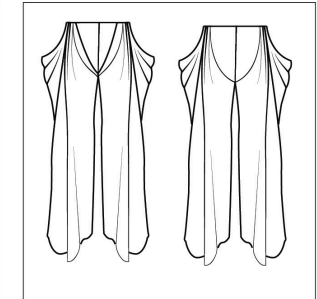
VEST TOP WITH TASSLES
SS25-003
COLOR:
FABRIC: 10, 17



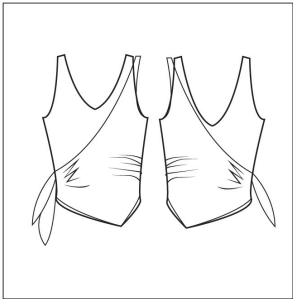
OVERSIZED ASYMMETRICAL SKIRT
SS25-002
COLOR:
FABRIC: 3



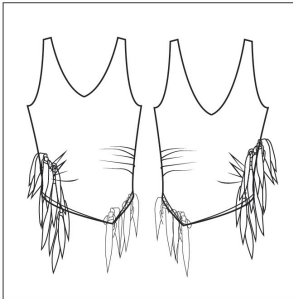
SIDE COWL SKIRT WITH TASSLES
SS25-003
COLOR:
FABRIC: 9, 10, 15



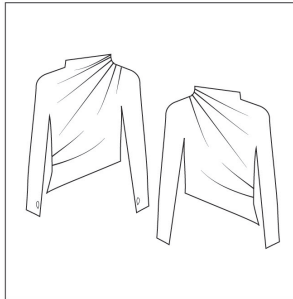
DRAPED COWL TROUSERS
SS25-004
COLOR:
FABRIC:



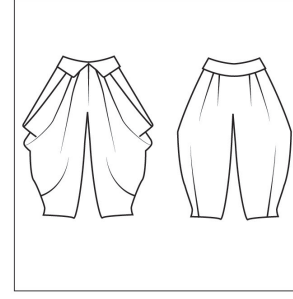
LAYERED TOP WITH TIES
SS25-004
COLOR:
FABRIC: 5



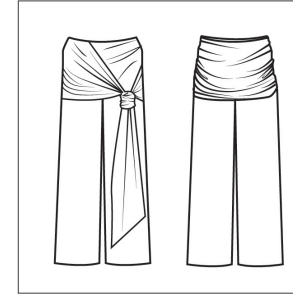
TANK TOP WITH TASSLES
SS25-001
COLOR:
FABRIC: 7, 10



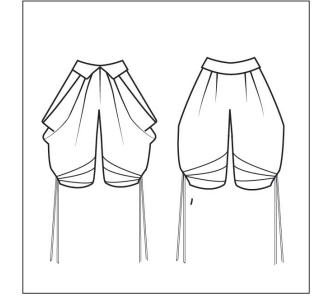
LONG SLEEVES DRAPE TOP
SS25-001
COLOR:
FABRIC: 6



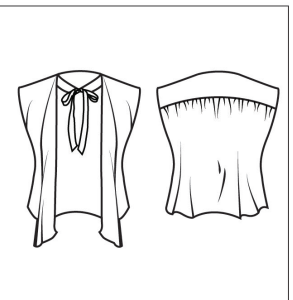
OVERSIZED TROUSERS WITH COLLARED WAISTBAND
SS25-001
COLOR:
FABRIC: 14, 15



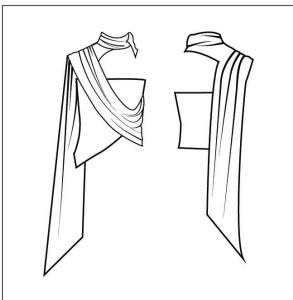
STRAIGHT LEGGED TROUSERS WITH GATHERED SASH BELT
SS25-001
COLOR:
FABRIC: 12, 13



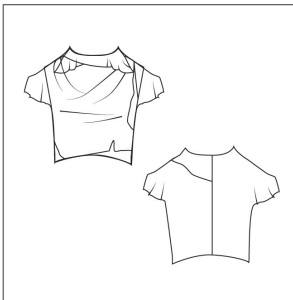
OVERSIZED COLLARED WAISTBAND KNEE LENGTH TROUSERS WITH TIES
SS25-001
COLOR:
FABRIC: 14



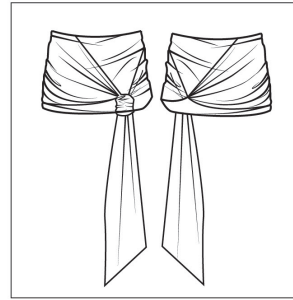
FRONT TANK TOP WITH BOW TIES
SS25-001
COLOR:
FABRIC: 7



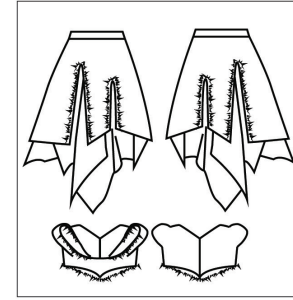
DRAPE TOP WITH LONG SCARF
SS25-001
COLOR:
FABRIC: 8



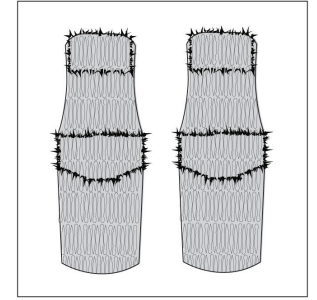
COWL VEST TOP WITH COLLAR
SS25-001
COLOR:
FABRIC: 17, 10



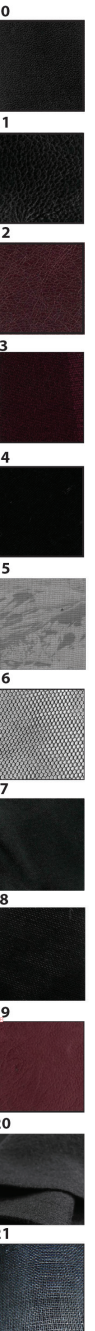
GATHERED MINI SKIRT WITH FRONT SASH
SS25-001
COLOR:
FABRIC: 12, 13

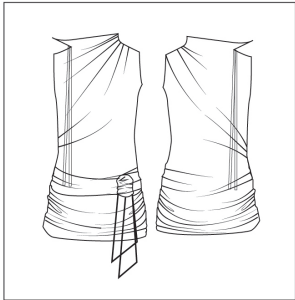
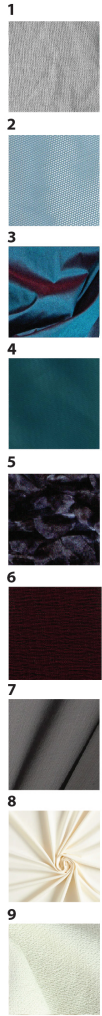


LAYERED ASYMMETRICAL SKIRT WITH MATCHING BELT
SS25-001
COLOR:
FABRIC: 14

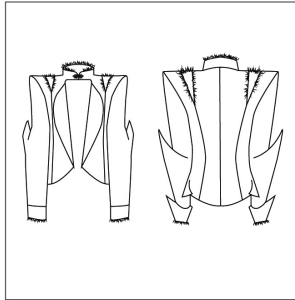


TUBE DRESS WITH LASERED OFF CUT
SS25-002
COLOR:
FABRIC: 18, 11

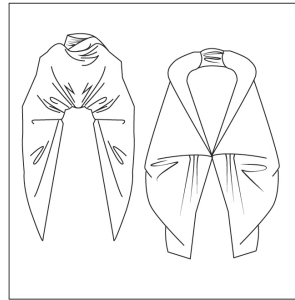




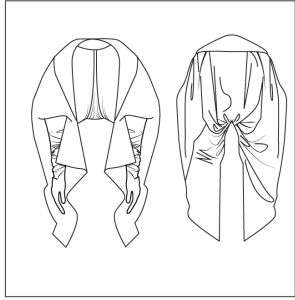
DRAPED DRESS WITH GATHERED SASH
SS25-003
COLOR:
FABRIC: 13



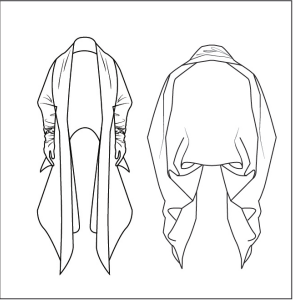
TAILORED JACKET WITH POINTED SLEEVE
SS25-004
COLOR:
FABRIC: 14



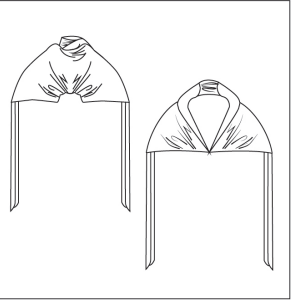
SLEEVELESS OPERA COAT WITH OPEN BACK
SS25-001
COLOR:
FABRIC: 14



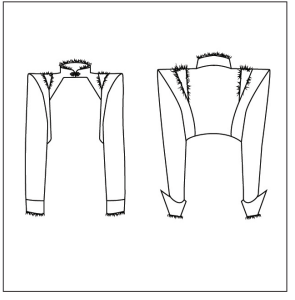
CROPPED GATHERED BACK COAT WITH GLOVES
SS25-001
COLOR:
FABRIC: 17



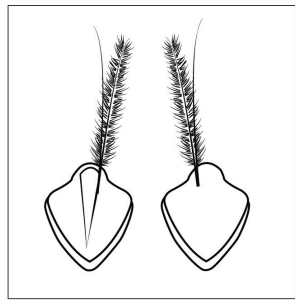
GATHERED BACK COAT WITH GLOVES
SS25-001
COLOR:
FABRIC: 3



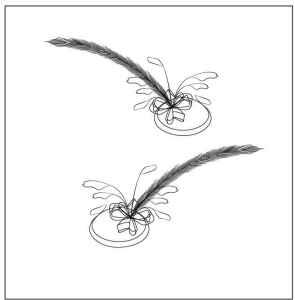
HIGH NECK PONCHO WITH OPEN BACK
SS25-001
COLOR:
FABRIC: 15



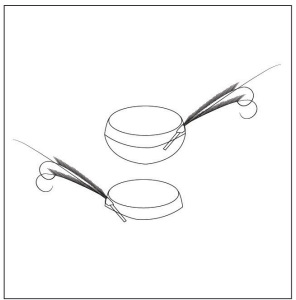
CROPPED TAILORED BELARO WITH POINTED CUFF
SS25-001
COLOR:
FABRIC: 14



POINTED HAT WITH FEATHER AND QUILL
SS25-002
COLOR:
FABRIC: 20



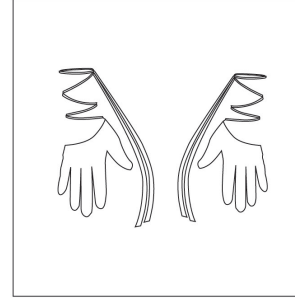
ROUND SINAMAY HAT WITH FEATHER
SS25-003
COLOR:
FABRIC: 21



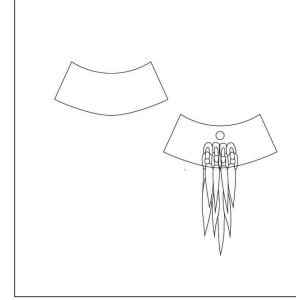
CAP WITH FEATHER AND QUILL
SS25-004
COLOR:
FABRIC: 20



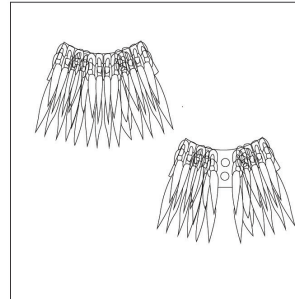
HALF FINGERLESS GLOVES WITH TIES
SS25-001
COLOR:
FABRIC: 19



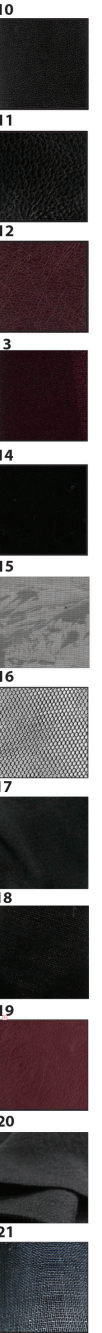
HALF GLOVES WITH TIES
SS25-001
COLOR:
FABRIC: 19

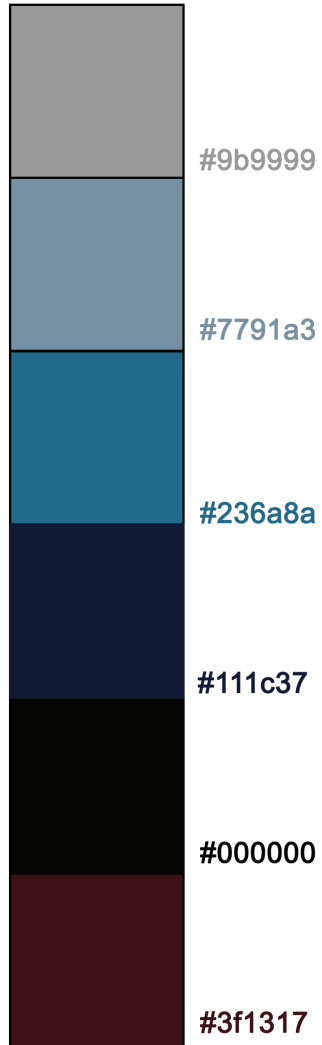


NECK ACCESSORY WITH BACK TASSLES
SS25-001
COLOR:
FABRIC: 18, 19



FULL TASSELED NECK ACCESSORY
SS25-001
COLOR:
FABRIC: 18, 11





FINAL LINE UP

FINAL Collection 25
'Nested'



LINE UP



LOOK 1

- Jersey Drape top with collar
- Gathered back coat with glove
- Oversized asymmetrical skirt
- Round sinamay hat with feathers



LOOK 2

- Asymmetrical drape top
- Oversized trousers with waistband
- Cap with feather and quill



LOOK 3

- Leather vest top with tassels
- Leatherette Side cowl skirt with tassels



LOOK 4





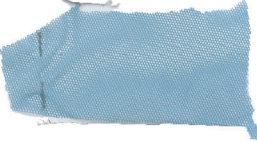


- Layered tank top with ties
- Oversized drape trousers with collared waistband



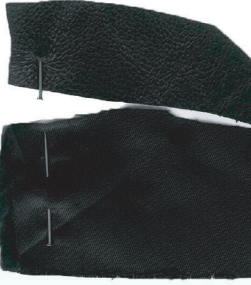
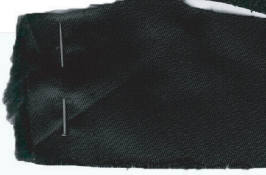

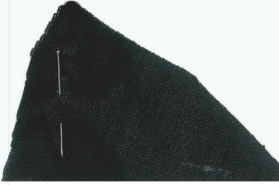



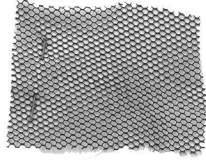
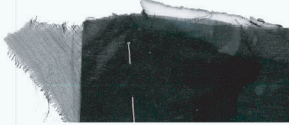


LOOK 5

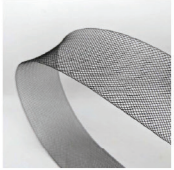



- Sleeveless opera coat with open back
- Straight legged trousers with gathered sash belt

EMAIL	pinny.yaowa@gmail.com	PHONE	07824583919	FABRICS
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No	Description	Price per meter	Width (cm)	Supplier	Swatch
1.	Black poly taffeta	£9.99	150	A-one fabrics	
2.	Viscous jersey	£	150	Fabric world	
3.	Two tone taffeta Turquoise shot red	£10.00	150	A-one fabrics	
4.	Turquoise lining	£5.00	150	A-one fabrics	
5.	Sky blue mesh	£12.00	150	Goldbrick fabrics	
6.	Textured stretch burgundy polyester	£10	150	Dalston Mills	
7.	Burgundy Wool	£0	150	LCF fabric store	




No	Description	Price per meter	Width (cm)	Supplier	Swatch
8.	Faux Leather burgundy shine finishing	£14	150	Universal Textiles Trading London	
9.	Gloving leather (lamb)	£12		GH Leathers	
10.	Leather black (lamb)	£21-28		GH Leathers	
11.	Polyester Lining	£0	150	LCF fabric store	
12.	Soft Leatherette	£	150	Toni Textiles	
13.	Black Power mesh	£14.99	150	Dalston Mills	
14.	100% cotton	£9.50	150	Dalston Mills	

No	Description	Price per meter	Width (cm)	Supplier	Swatch
15.	Black Netting	£3.00	150	Dalston Mills	
16.	Black and blue textured silk	£20.00	150	Dalston Mills	
17.	100% polyester in grey	£12.00	150	Dalston Mills	
18.	Poly lining in grey	£5.00	150	A-one fabrics	

No	Description	Price per meter	Width (cm)	Supplier	Swatch
19.	Crinoline	£5.80		Macculloh & wallis	
20.	Burnt curled double ringneck pheasant feather red	£8.00		Macculloh & wallis	
21.	Loose Stripped Coque Feathers	£1.00		Vintage market	
22.	Long teal pheasant tail feather	£8.00		Fan new trimmings	

EMAIL	pinny.yaowa@gmail.com	PHONE	07824583919	COMPONENTS
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No	Description	Price per meter	Width (cm)	Supplier	Swatch
1.	Interfacing woven	£3.00	90	LCF Fabric Store	
2.	Interfacing H180	£3.75	90	William Gee	
3.	Bondaweb, Paper-Backed	£5.83	90	William Gee	
4.	YKK Zipper 20cm white	£2.00	-	William Gee	
5.	YKK Zipper 20cm black	£2.00	-	William Gee	
6.	Hook and Eye	£0.06/kg	-	Amazon	
7.	Sew on snaps	£0.06/kg	-	Amazon	

No	Description	Price per meter	Width (cm)	Supplier	Swatch
4.	Veavy duty snaps	-	-	Amazon	
4.	KB #3 Concealed Zip with Woven Tape - teal	£2.29	-	Macculloh & wallis	
4.	KB Lightweight Concealed Zip with Lace Tape - wine	£2.29	-	Macculloh & wallis	
4.	Invisible Zip with woven tape black	£0	-	LCF Fabric Store	