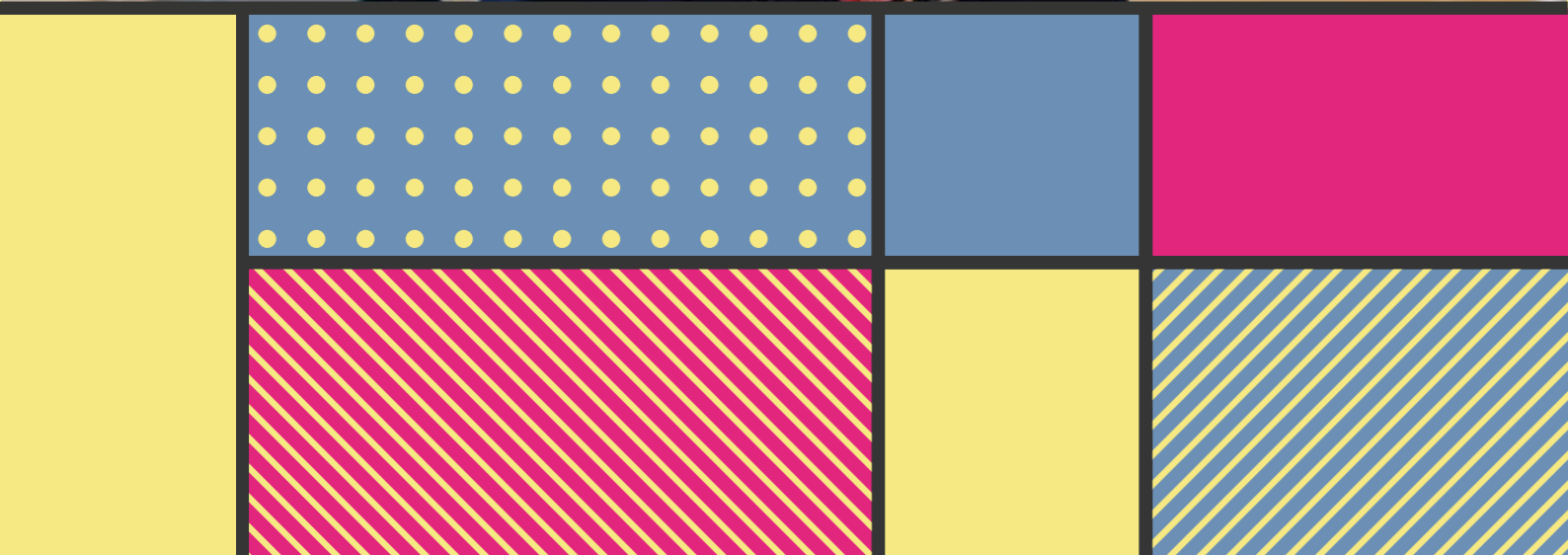
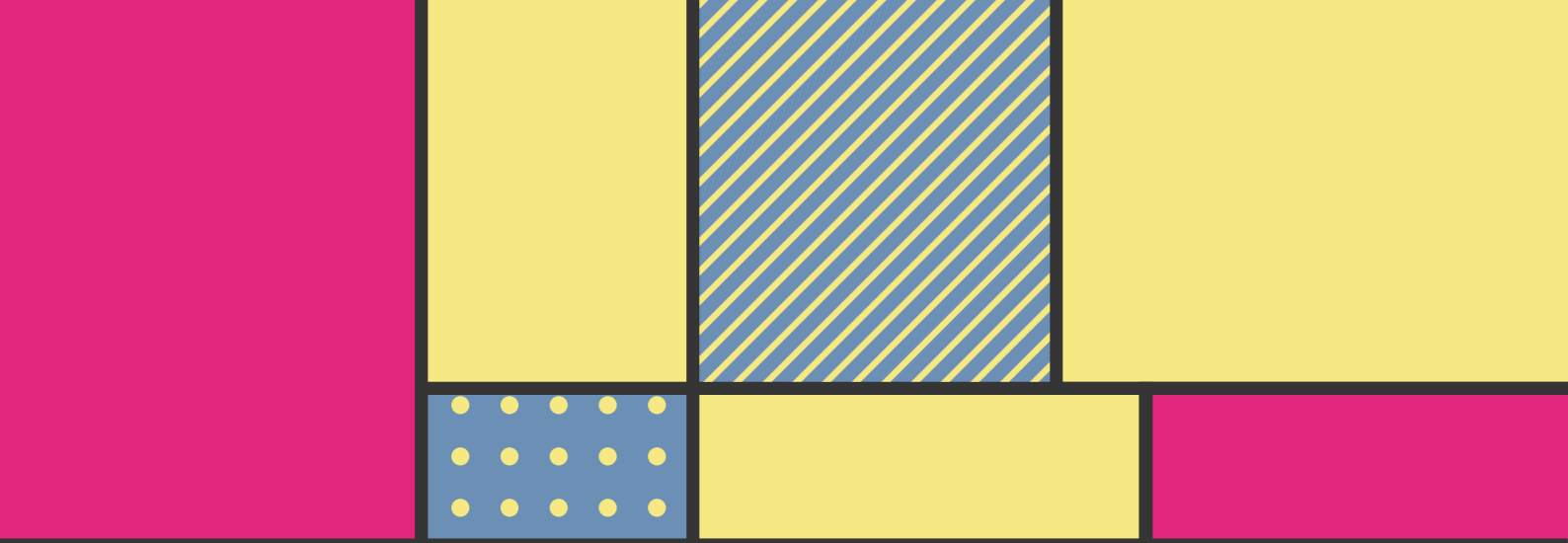




MARIONETA
DESIGNER



MARÍA ANTONIETA SANDOVAL

Hi! I'm a Mexican multidisciplinary designer with a deep appreciation for traditions, colors, and a constant thirst for new ideas. My work is driven by empathy, utilizing diverse media to foster understanding and compassion. I specialize in graphic design, illustration, and fashion, creating projects that communicate effectively and bring joy. My process combines user-centered insights with sustainable design to produce impactful visuals. I am also passionate about 3D modelling and animation. I'm eager to join a creative team to collaborate and push design boundaries.

778 773 4578

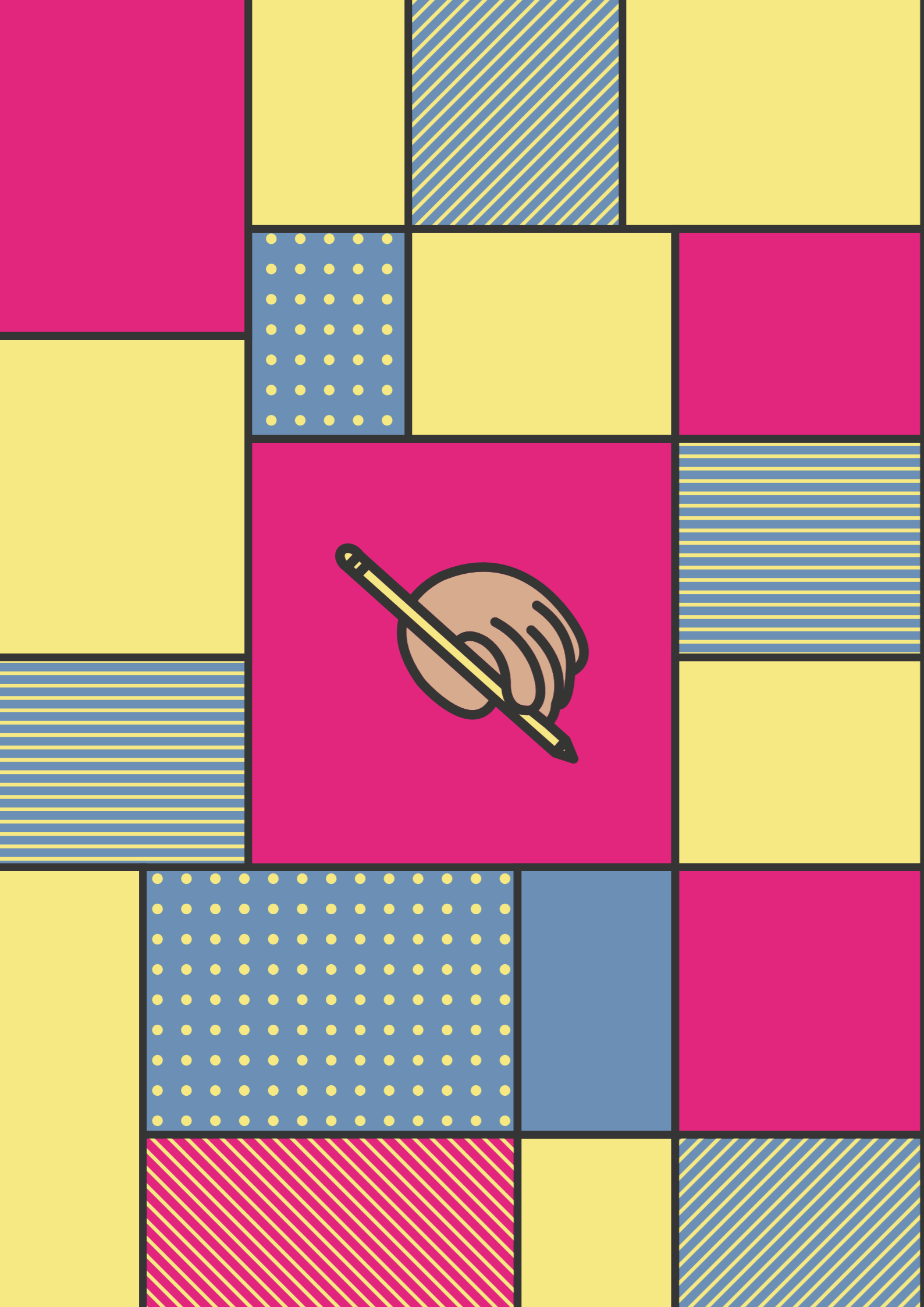
marioneta.dap@gmail.com

[WEBSITE](#)

[INSTAGRAM](#)



[LINKEDIN](#)



GREAT BIG EVENTS

BRANDING

GREAT BIG EVENTS

BRANDING

The objective of this project was to renovate the corporate identity of Great Big Events, transforming the outdated brand image into a modern, versatile identity. The goal was to create a cohesive design that seamlessly integrates with various customer brands while maintaining its essence.

TEAMMATES

Marketing team

CLIENT

RWS Global Sport

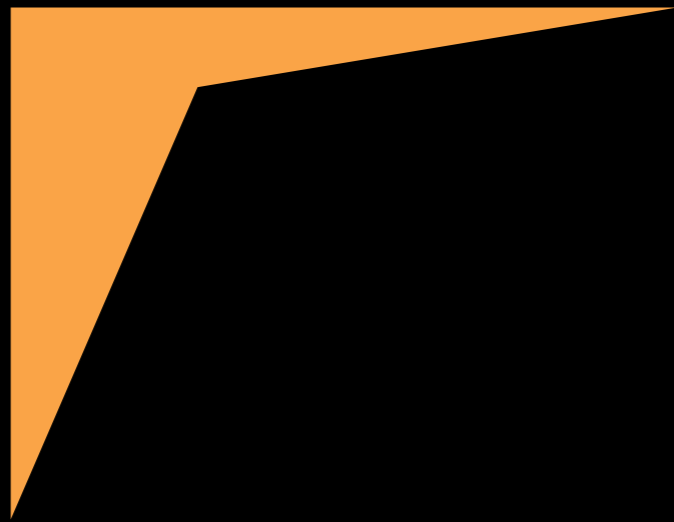




**BEHIND THE
WORLD'S GREATEST
SPORTING MOMENTS**

CLASH DISPLAY

IVO ARCHIVO AR



BLACK

HEX: #000000

RGB: 0 / 0 / 0

CMYK: 0 / 0 / 0 / 100

PANTONE: NEUTRAL
BLACK C

WHITE

HEX: #FFFFFF

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

PANTONE: WHITE

ORANGE

HEX: #FAA447

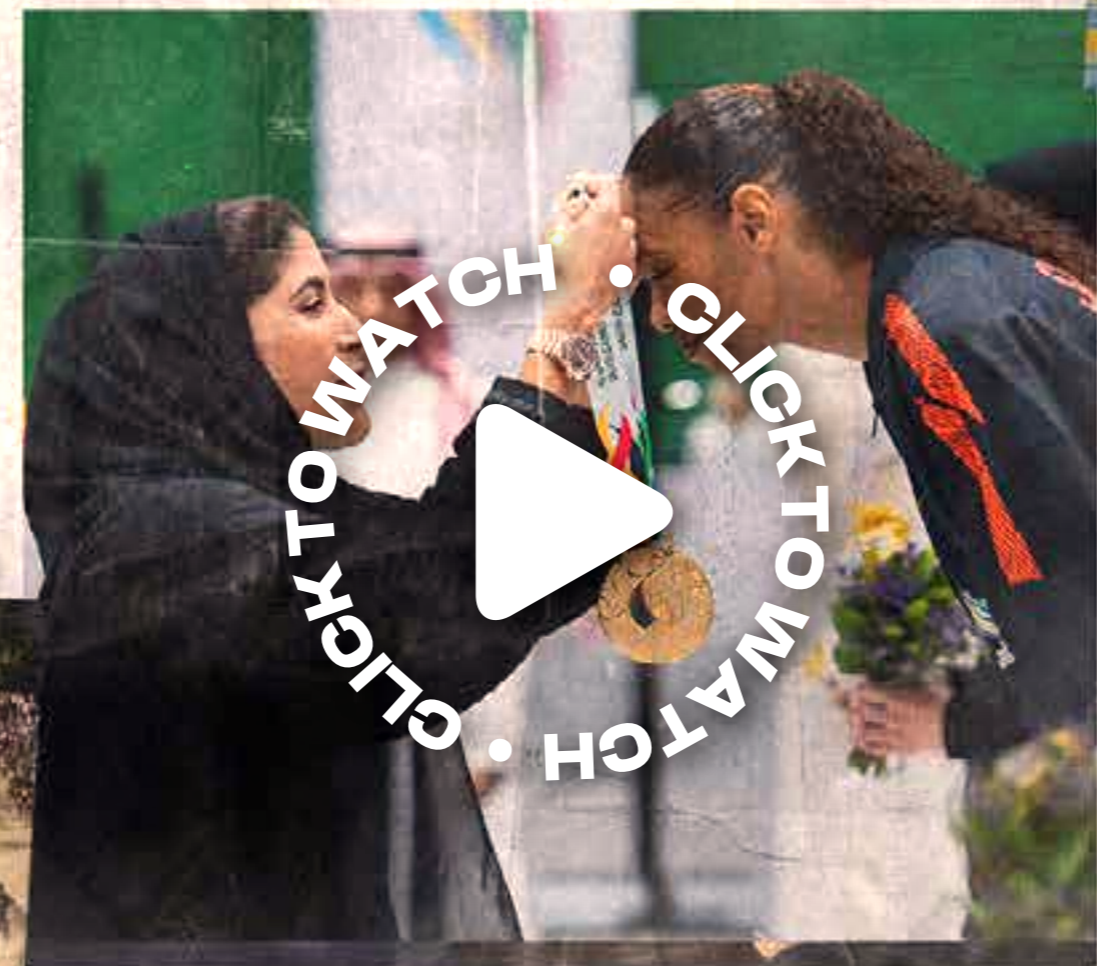
RGB: 250 / 164 / 71

CMYK: 0 / 42 / 81 / 0

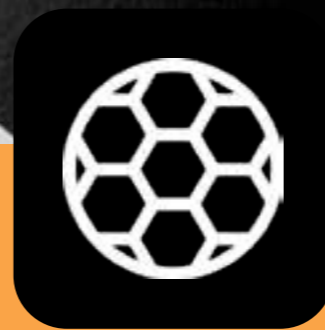
PANTONE: 150C

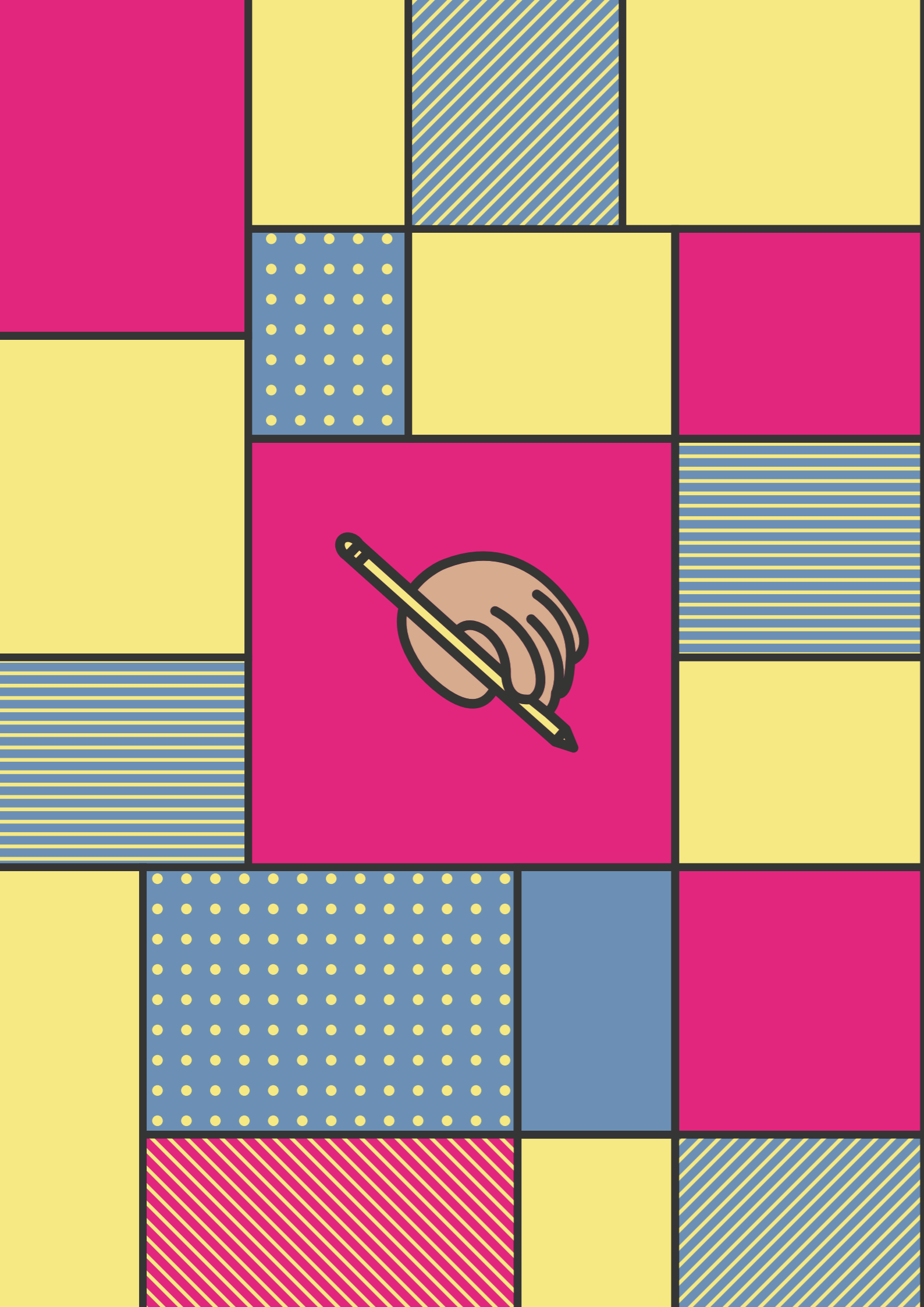


2023 HIGHLIGHTS



116 EVENTS
63 SPORTS
17 COUNTRIES
4 CONTINENTS
1 GREAT BIG TEAM





SAUDI GAMES 2023

EVENT DESIGN

2023 SAUDI GAMES

EVENT DESIGN

In this role, I was responsible for crafting innovative proposals and coordinating engaging activities for sports presentations, medal ceremonies, vision content, and fan engagement. My tasks included the creation of graphic and editorial designs for various digital and analog media, such as screens, apps, billboards, uniforms, podiums, and 3D design elements. I ensured that all visual elements were cohesive, impactful, and enhanced the overall experience of the event.

TEAMMATES

Marketing team

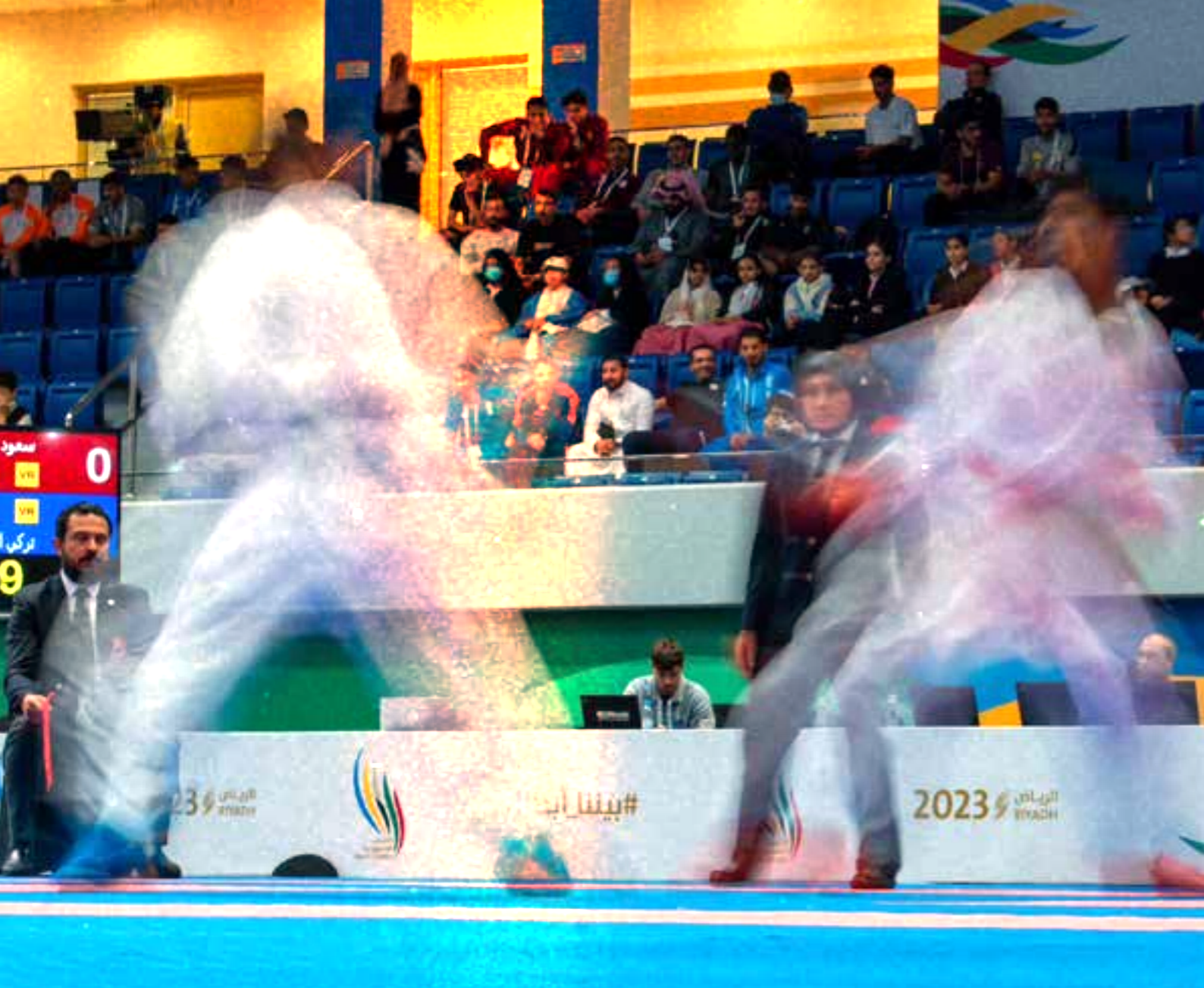
CLIENT

RWS Global Sport-Saudi Olympic and Paralympic Committee,
and the Saudi Ministry of Sport

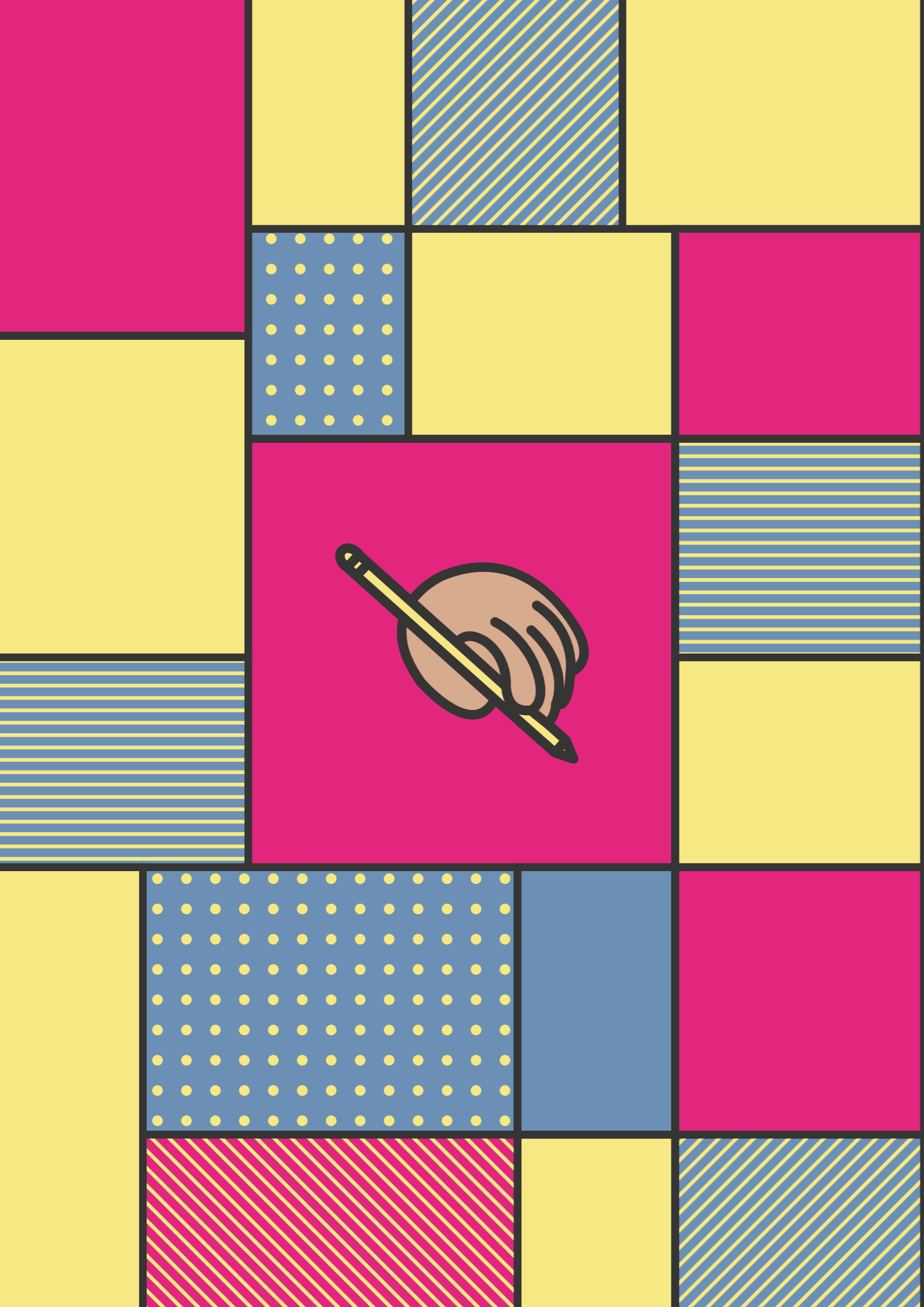


Design of the uniforms for the Saudi Games 2023. The intention was to convey the colors and values of the games with light and easy-to-clean materials. Sketches and Modeling of the uniforms in Marvelous designer and Blender.





Design of graphic materials for the different venues of the games and medal ceremonies. Modular podium design to be used in different situations.



COPA AMERICA

EVENT DESIGN

COPA AMERICA 2024

EVENT DESIGN

In this role, I was responsible for developing innovative proposals and organizing engaging activities for the Copa America 2024 matches, including overseeing the award ceremony and managing pre-match ceremony logistics. I created graphic and editorial designs for various digital and print media and produced fan journey renderings as part of the visual tender requirements.

TEAMMATES
Marketing team

CLIENT
RWS Global Sport-Saudi Olympic and CONMEBOL

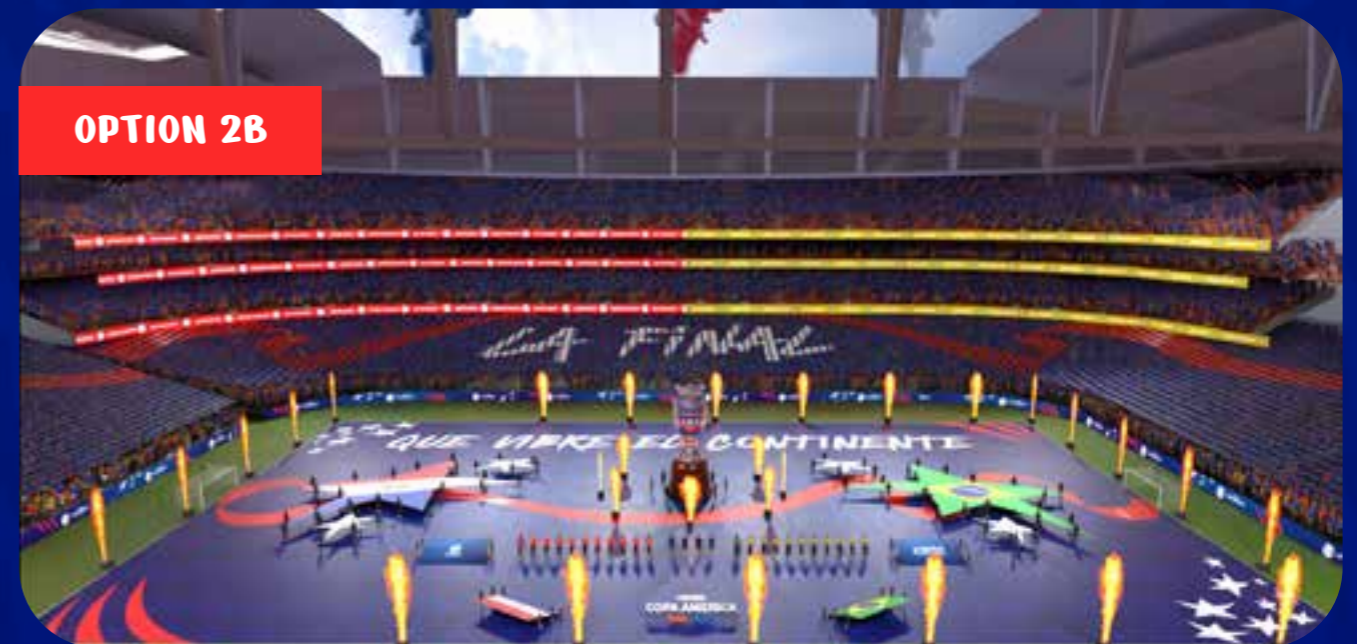
OPTION 1



OPTION 2A



OPTION 2B





CONMEBOL
COPA AMERICA
USA 2024



VIBRA EL CONTINENTE



PRE-MATCH CEREMONY





1ST & 2ND PLACE

AWARD CEREMONY CREATIVE PROPOSAL



TRUE ARCTIC FOX

INTERACTIVE DESIGN

TRUE ARCTIC FOX

INTERACTIVE DESIGN

True Arctic Fox is an interactive project inspired by the Swedish snow camouflage anorak. This project aims to convey the adventurous spirit embodied by the garment while simultaneously promoting environmental responsibility and a healthier lifestyle.

TEAMMATES

Armero H. González P. Postal F. Kartzhanova S.

CLIENT

Politecnico di Milano



HERITAGE



ADVENTURE



ADAPTABLE

SUSTAINABLE
TRANSPARENT
NATURE
QUALITY
HERITAGE



The strategy of the project was based on a collaboration with Fjällräven, a Swedish company specialized in outdoor equipment.



Identity design for the contest, based on the brand icon, and the tundra ecosystem.



WORLD CREATION AND COMPETITION

The purpose behind the contest is to help the arctic fox, an endangered animal of the country that is part of the brand's identity.



**SAVE THE ARCTIC FOX,
BECOME AN ARCTIC FOX.**



CHALLENGES

The entire narrative goes around a competition organized by Fjällräven, inviting people to complete a series of challenges in exchange of rewards and the possibility of participating in a trip to Sweden giveaway.

INDIVIDUAL CHALLENGES



SOCIAL MEDIA CHALLENGE

45 days to walk 300k steps



THE ACTIVE FOX CHALLENGE

Share an Instagram story using one of the special filters created for the True Arctic Fox

COMMUNITY CHALLENGES



KEEP IT CLEAN CHALLENGE

Participants are invited to take part of a Workshop on how to start your own organic garden.



THE GREEN CHALLENGE

Community challenge that invites participants to get together on a specific date and place to clean up a public space.

TRIP GIVEAWAY

After completing the four challenges and winning the medals, participants are automatically registered for the trip giveaway.

THE HERITAGE AND LIMITED EDITION



The label contains the name and QR code that connects the user with a space where future generations can discover the story behind the anorak.

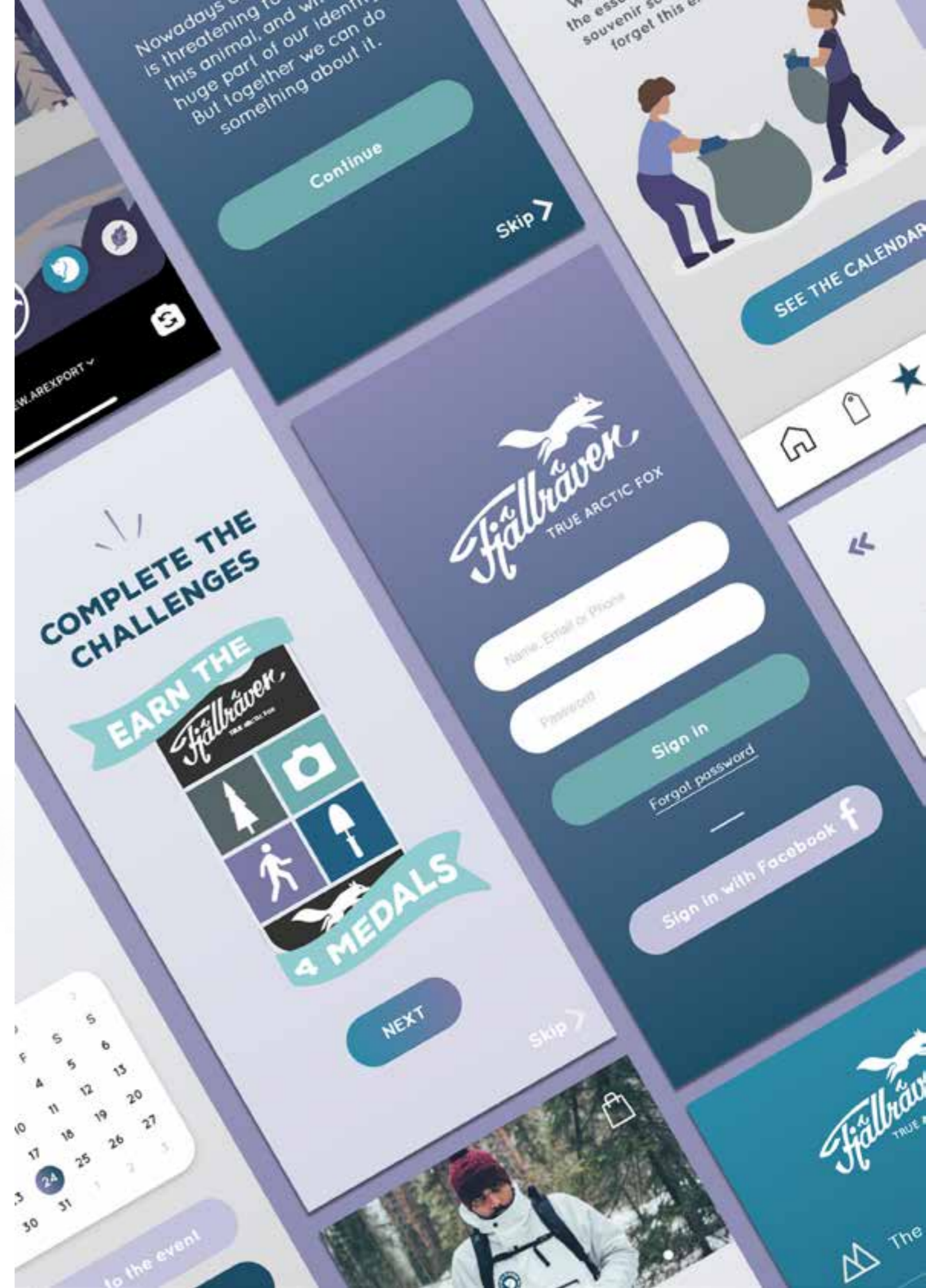


The participants receive merchandising from the special capsule designed for the 'True Arctic Fox' campaign, including a limited-edition white anorak customized.

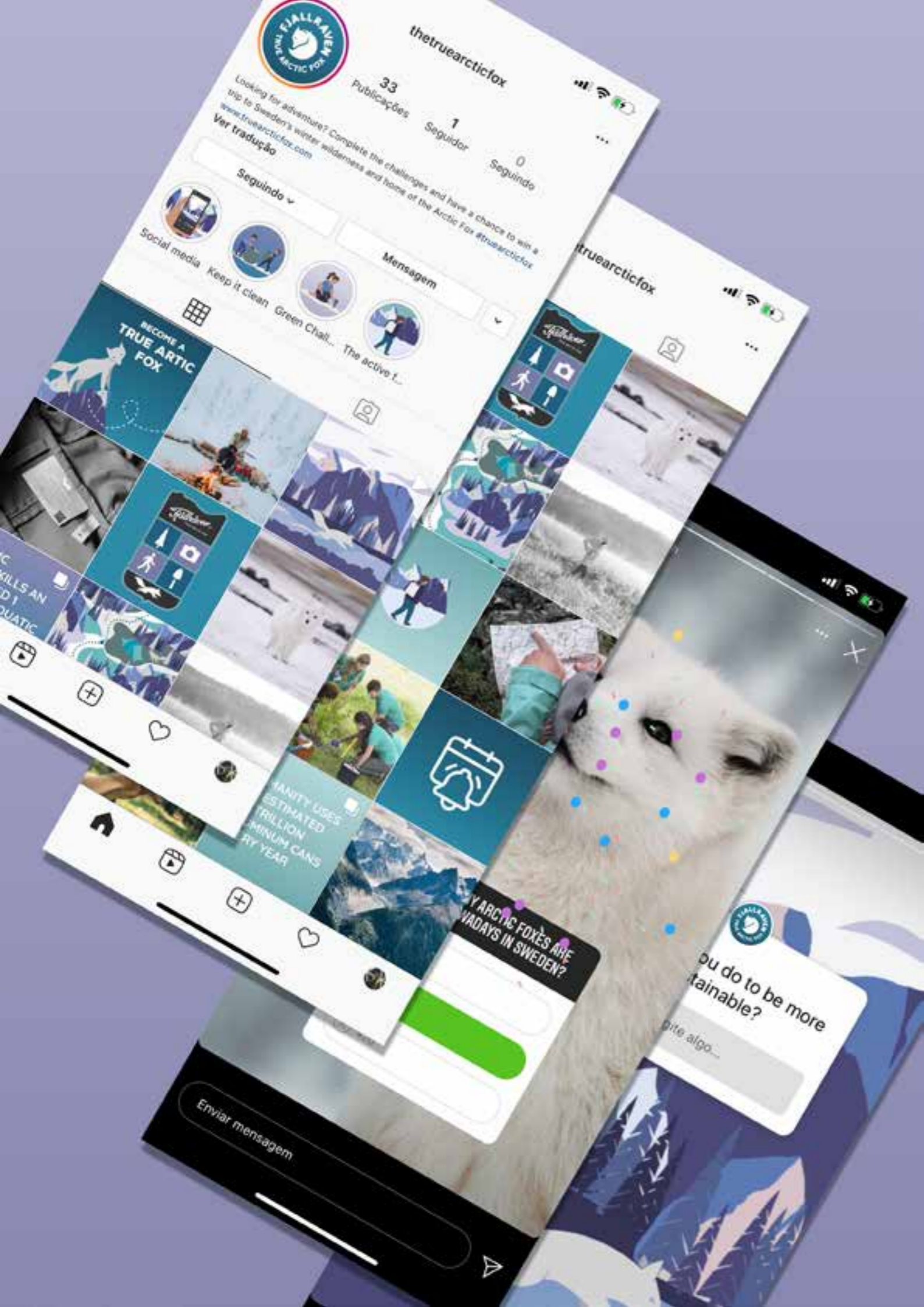
PLATFORMS TO PLAY MEDIA STRATEGY



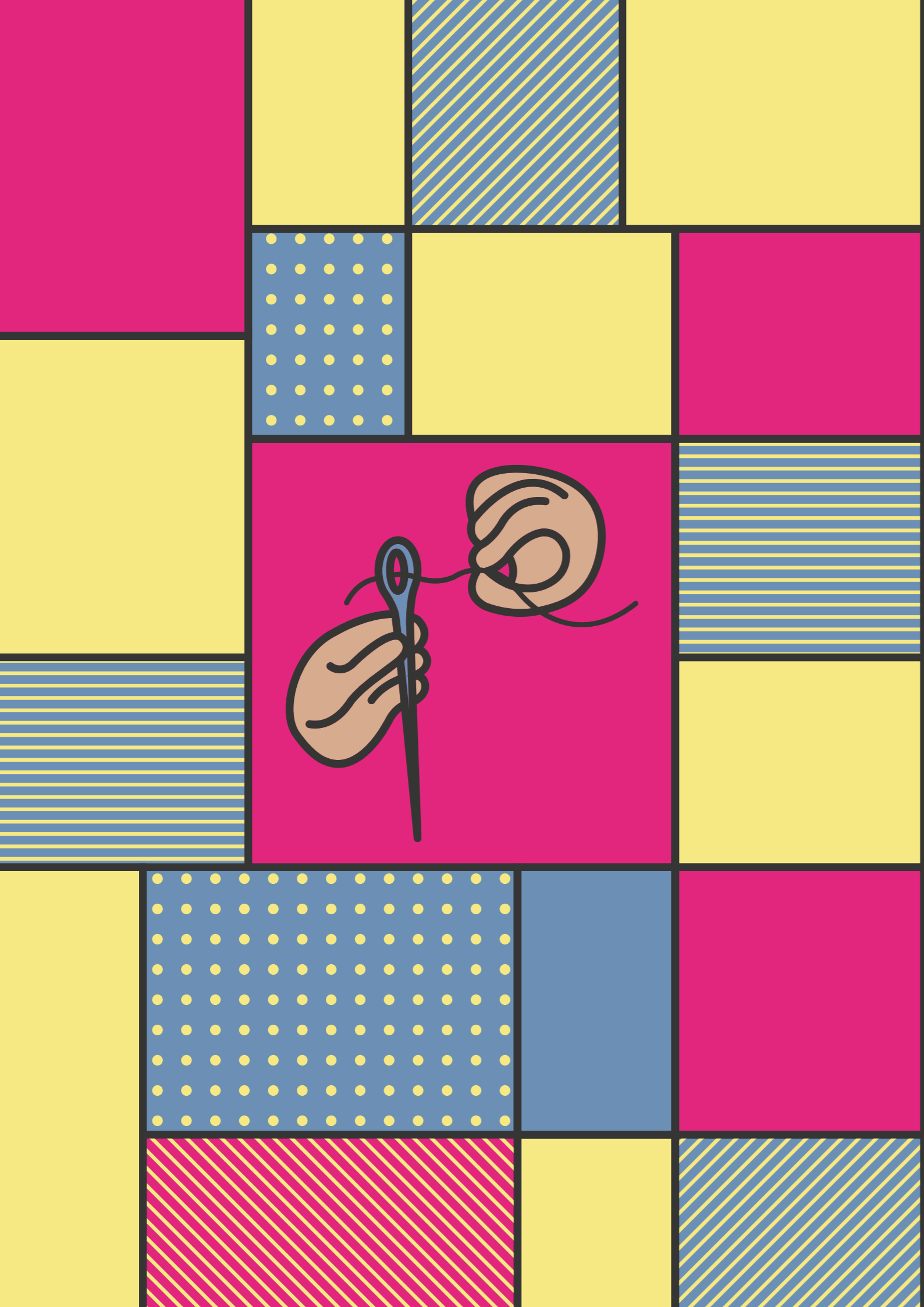
The whole campaign is developed as a transmedia experience, which requires users to participate using social media (mainly Instagram) and other online platforms (a special app and website) but also through physical events that take place on specific locations, in different cities.







The main goal is to keep people engaged throughout the entire competition, by providing the possibility of choosing whether to participate in all challenges or one of choice, with a final reward for each of them.



SURF SAVE THE EARTH REPEAT

PRODUCT DESIGN

SURF SAVE THE EARTH REPEAT

PRODUCT DESIGN

Design of a Wetsuit Capsule Collection for Vans. The objective of this project was to introduce a new sustainable product to the market. Every aspect of the design process and value chain was thoroughly explored to create the most sustainable wetsuit possible using available materials and technologies.

Production and manufacturing costs were carefully considered to ensure that the wetsuits met high-quality standards while remaining within the price range of the brand's target market and competitors.

TEAMMATES

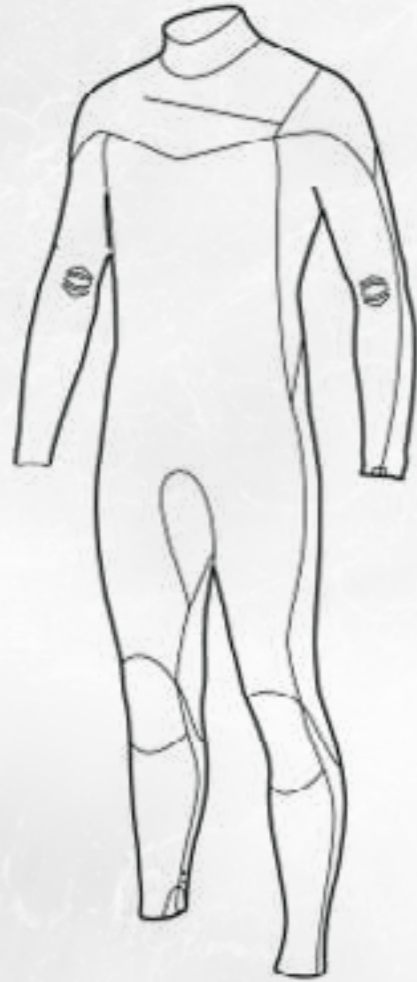
González P. González F. Postal F Kartzhanova S.

CLIENT

Politecnico di Milano



VANS



Fullsuits consist of a back and chest panel, legs and arms, and sometimes hoods.

MATERIALS

- + Salt resistance
- + Sun resistance
- + Provide warmth anfast drying
- + Flexible
- + Comfort



THICKNESS



- **Cold water** requires thicker material, up to **7/6 mm**.

- **Warmer water** requires a thickness of **3/2 - 2/1 mm**.

WEATHER CONDITIONS

F°	THICKNESS	HOOD	GLOVES	BOOTS
>72	Boardshorts	⊗	⊗	⊗
66	2 mm	⊗	⊗	⊗
59	3 mm	⊗	⊗	⊗
54	4 mm	⊗	⊗	○
48	5 mm	○	○	✓
<43	6 mm	✓	✓	✓

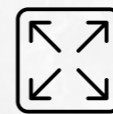
nope
 optional
 yes

TECHNOLOGIES



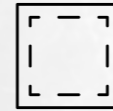
- **Front zip** requires to step into the wetsuit through the top, pulling it up & over the torso before pulling a back or side flap over the head and zipping or securing in the front or on the side.

- **Back zip:** allows to step into the legs, requiring the surfer to pull the rest of the suit up around the chest, and zip up the back via a zipper with lanyard attached.



NEOPRENO - STRETCH

The body needs to move so shoulders can paddle, legs can turn and surfing is easy and fluid.



STITCHING AND SEALS

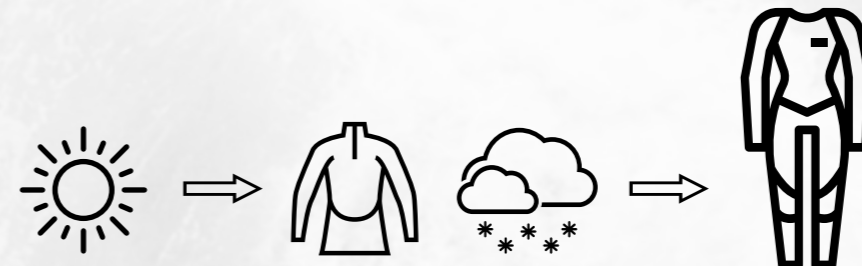
- Resist saltwater and beats
- Seams are sealed with both tape and glued seams



PERFORMANCE & SUSTAINABILITY

Price is a guide to performance. **The better quality increase the price and the innovative strategy with sustainable fabric also.**

THE WARMER THE WATER, THE LESS PROTECTION IS NEEDED; THE COLDER THE WATER, THE MORE PROTECTION IS NEEDED.



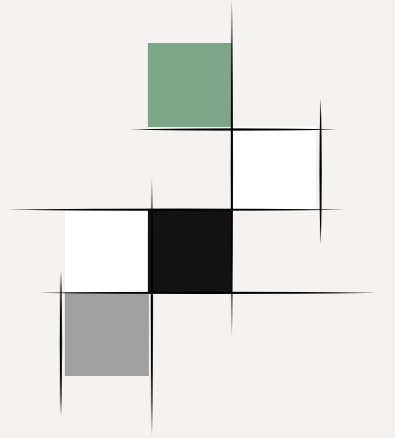
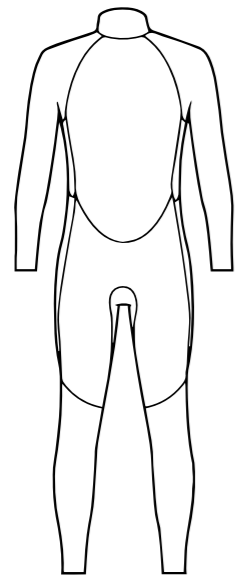
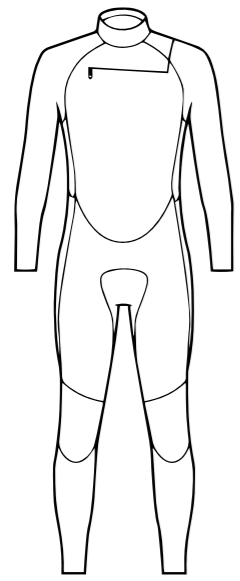
SURF

PROTECTION

THERMOPROTECTION

ANATHOMIC





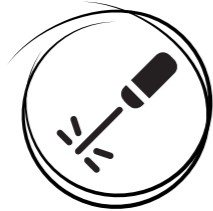
WETSUIT
CAPSULE

VANS

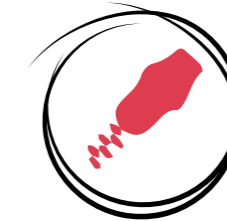
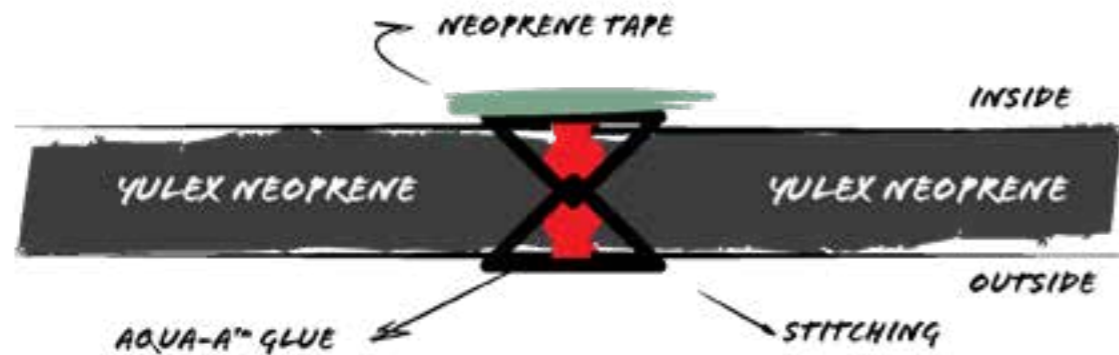
MATERIALS & TECHNOLOGIES



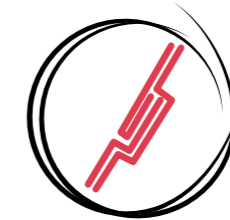
YULEX NATURAL RUBBER
LEXCELL CC CLOSED FOAM RUBBER



LASER CUT



YKK FRONT CHEST ZIP
 From chemically recycled polyester.



GBS SEAMS
 Glued and blind stitched seams, a fully sealed, maximum stretch seam construction that keeps water out.

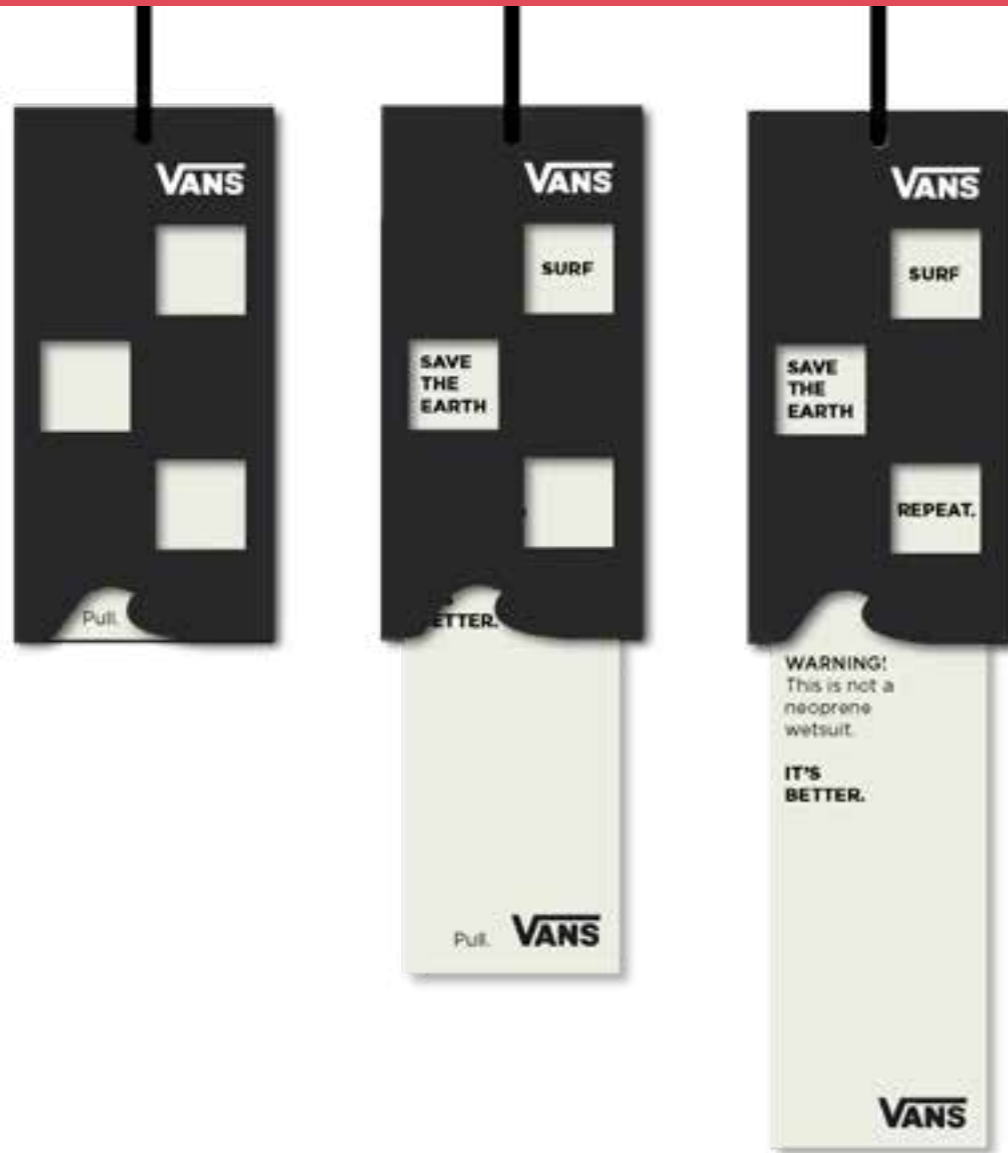


SC-FLEX TAPE
 Inner waterproof stretch SC-flex tape.



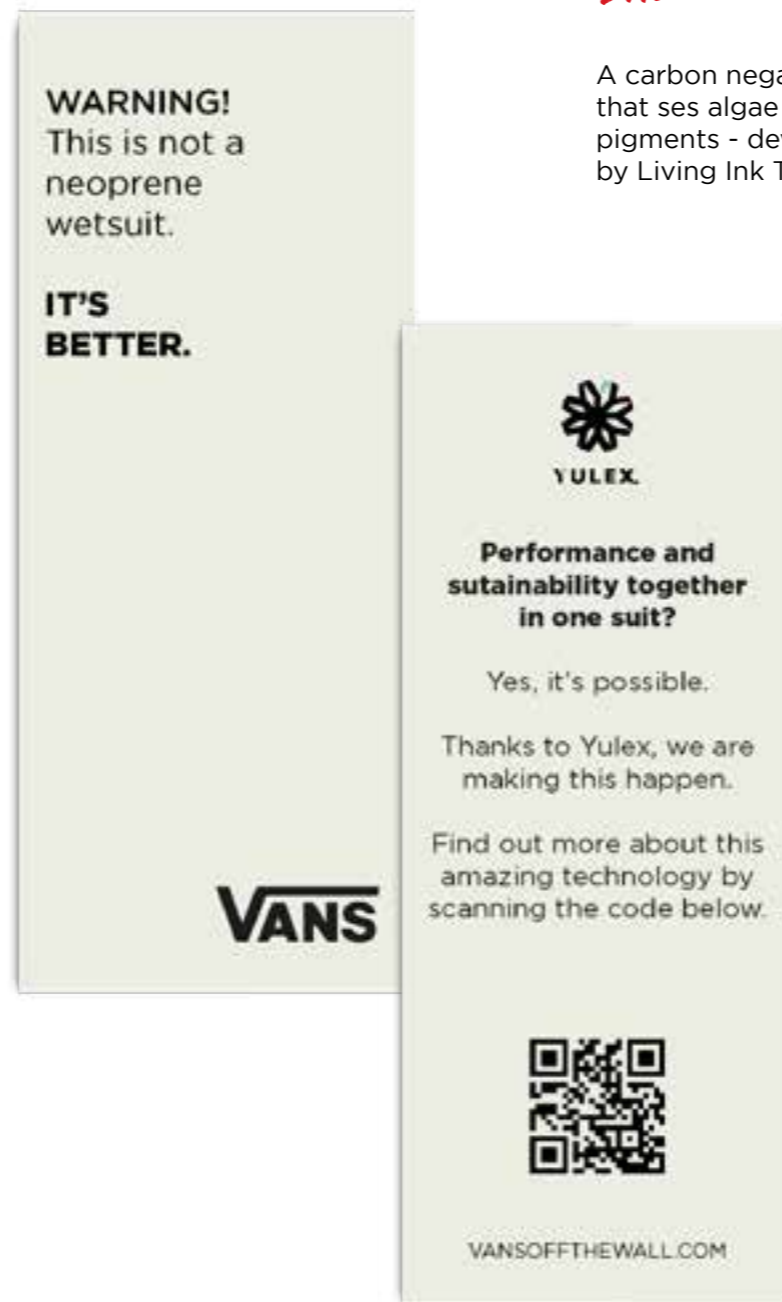
DOPE DYED YARN
 dye pigments into molten plastic solution to produce colored yarns

BIO INKS
 with compounds containing renewable & primary biological of plant origin



**INTERACTIVE
PULL OUT
HANG TAG LABEL**

As the user pulls the inner layer, words start appearing on the squares with a sustainable message and a surprise factor to catch the user's attention and interest.

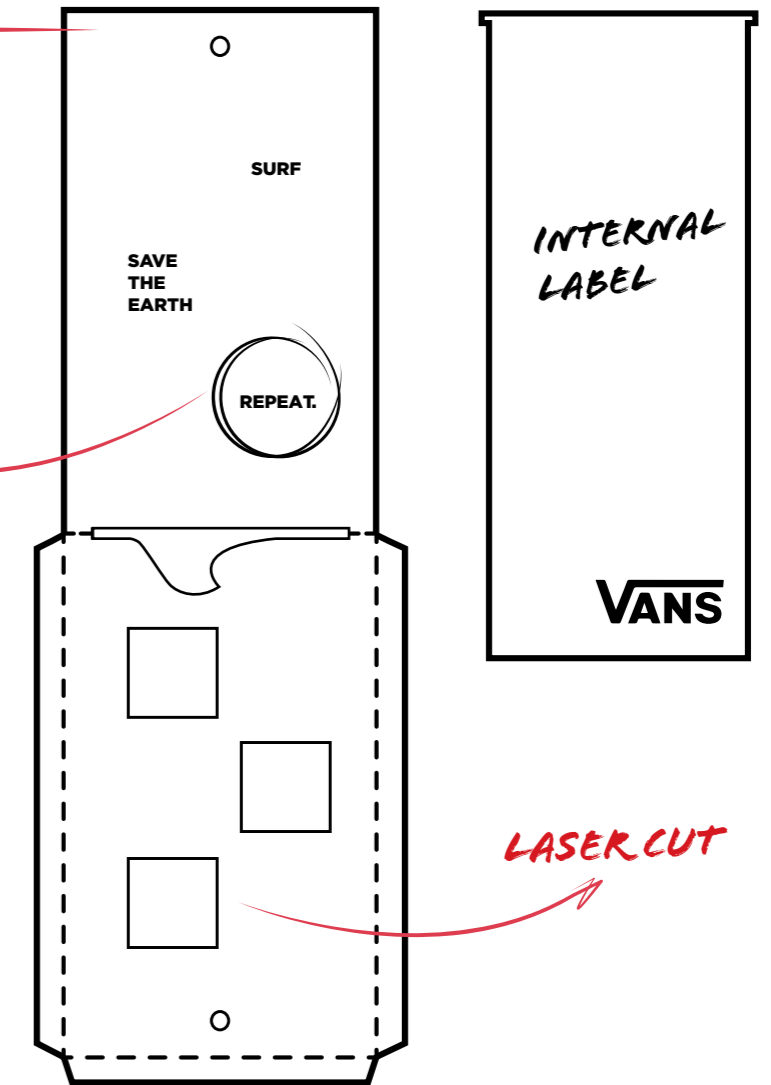


**SHIRO
ALGA CARTA**

Ecological paper made from algae, combined with FSC® pulp. Develop by Favini

**ALGAE
BASED INK**

A carbon negative ink, that uses algae cells for pigments - developed by Living Ink Technologies.



**SURF
SAVE THE EARTH
REPEAT.**

SURF LANDING AND PRODUCT PAGE



SURF LANDING AND PRODUCT PAGE

VANS OFF THE WALL

SHOP | MEN | WOMEN | KIDS | CONTACT | SALES | HELP | ABOUT | NEWS

WATCH VIDEO

THIS IS NOT A NEOPRENE WETSUIT

BEST QUALITY **FLEXIBLE** **SUSTAINABLE** **RESISTANCE**

PRODUCTS

ORIGINAL WETSUIT \$375

BLUE WETSUIT \$375

GREEN WETSUIT \$375

RED WETSUIT \$375

YULEX

CLICK MORE

THE ULTRA-RANGE EXO

THE ULTRA-RANGE EXO

BUY NOW

BUY NOW

SURF, SAVE THE EARTH, REPEAT.

VANS OFF THE WALL

EVENTS

THE TRIP | BIG BANG WIDE SHAWNY | BIRD'S EYE | WATERS

SHOP | SPORTS | SUPPORT | COMPANY | CONTACT

STORE LOCATOR | FOLLOW VANS | SUBSCRIBE

VANS OFF THE WALL

VANS OFF THE WALL

ORIGINAL WETSUIT

★★★★★ (123 Reviews)

Price: \$375.00 (MSRP \$375.00)

Color: BLACK/BLACK

Size:

BUY NOW

YULEX
The most sustainable neoprene alternative available. It's made from natural rubber and is 100% recyclable.

AQUA A™ GLUE
AquaA™ Glue is a water-based adhesive that is 100% biodegradable and non-toxic.

SC-FLEX TAPE
SC-Flex Tape is a flexible, tear-resistant material that provides extra protection and durability.

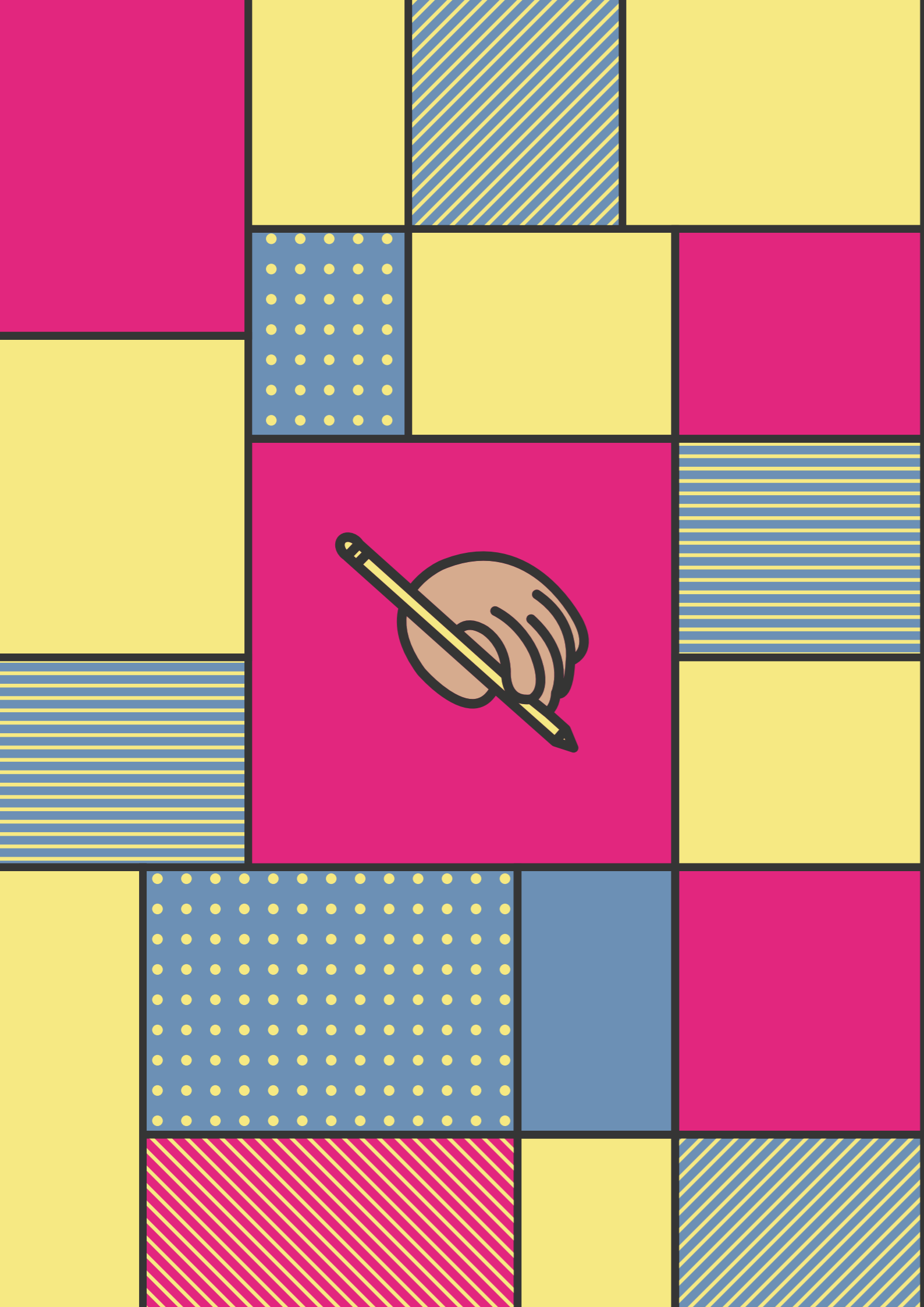
THE SUSTAINABLE ALTERNATIVE, LESS TOXIC WITH BETTER PERFORMANCE

GLUE BLIND STITCH

SC-FLEX TAPE

AQUA A™ GLUE

< | | | | >



SCARLETTE GASQUE

BRANDING

SCARLETT GASQUE



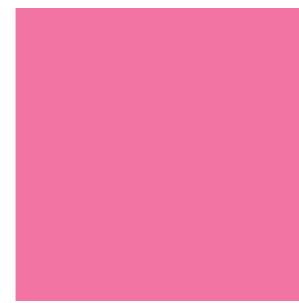
RAISIN



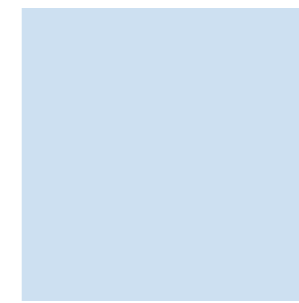
FOREST FLOOR



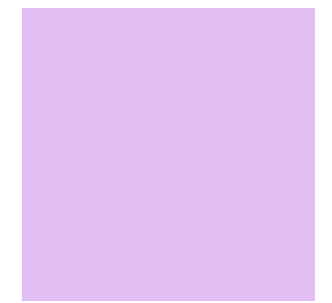
DUSTY LILAC



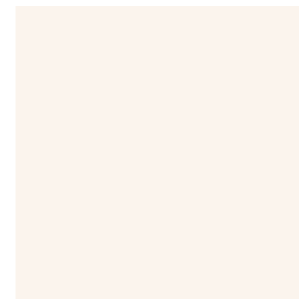
LIPSTICK



BABY BLUE



LAVENDER



CREAM TEA



GREY SILVER



HAZE



SILVER METALIC

Logo design, symbols, color palette selection and development of identity manual.

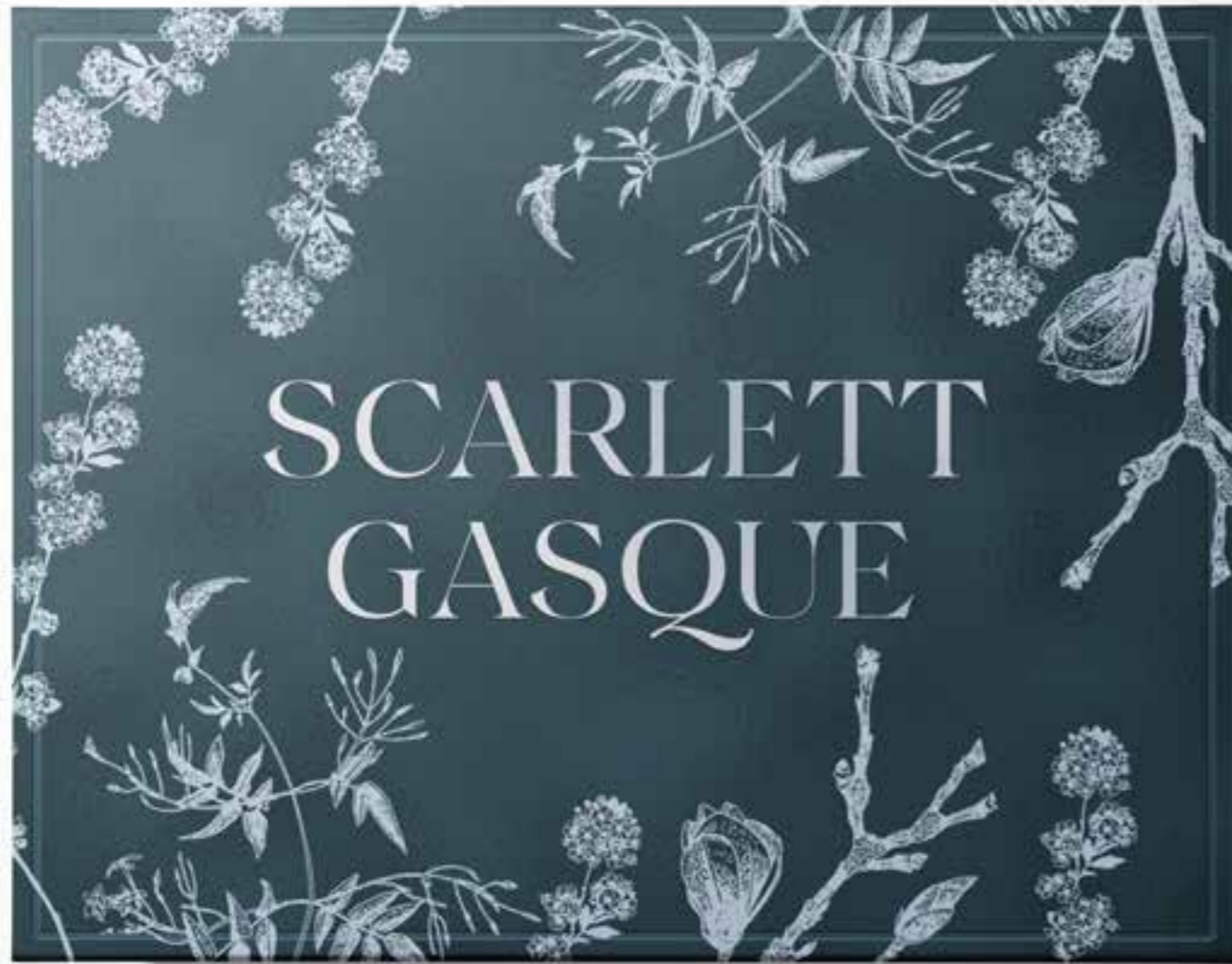


Social media look and feel design.
Combine the brand's calming,
sophisticated colour palette with striking
imagery and impactful messaging.

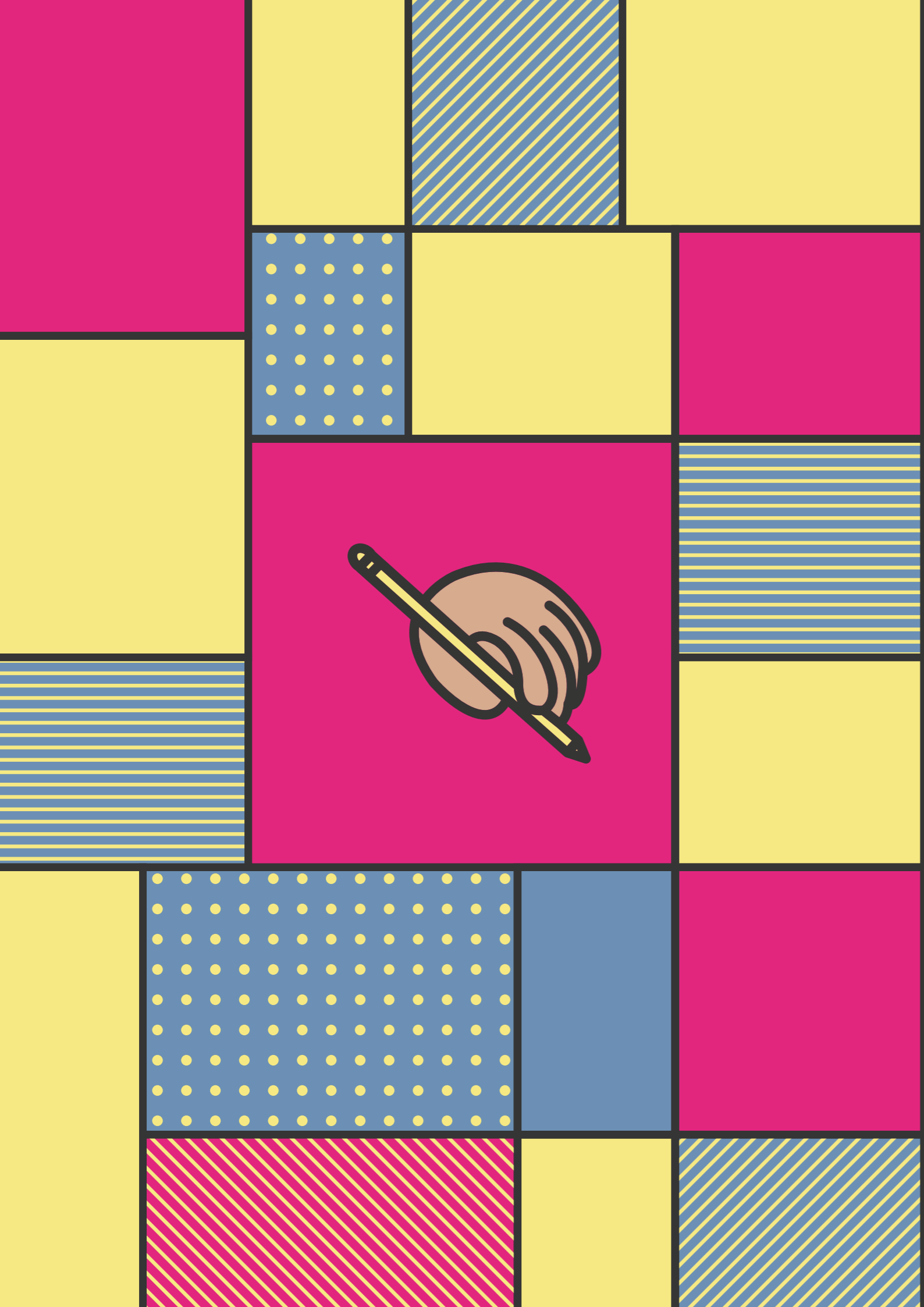


SCARLETT GASQUE





Packaging design, labels, ribbon, tissue paper. The intention was to create an unboxing experience, that conveys scarlet gasquet values.



ECIENCE

BRAND IDENTITY AND
CAMPAING STRATEGY

ECIENCE

BRAND IDENTITY AND CAMPAING STRATEGY

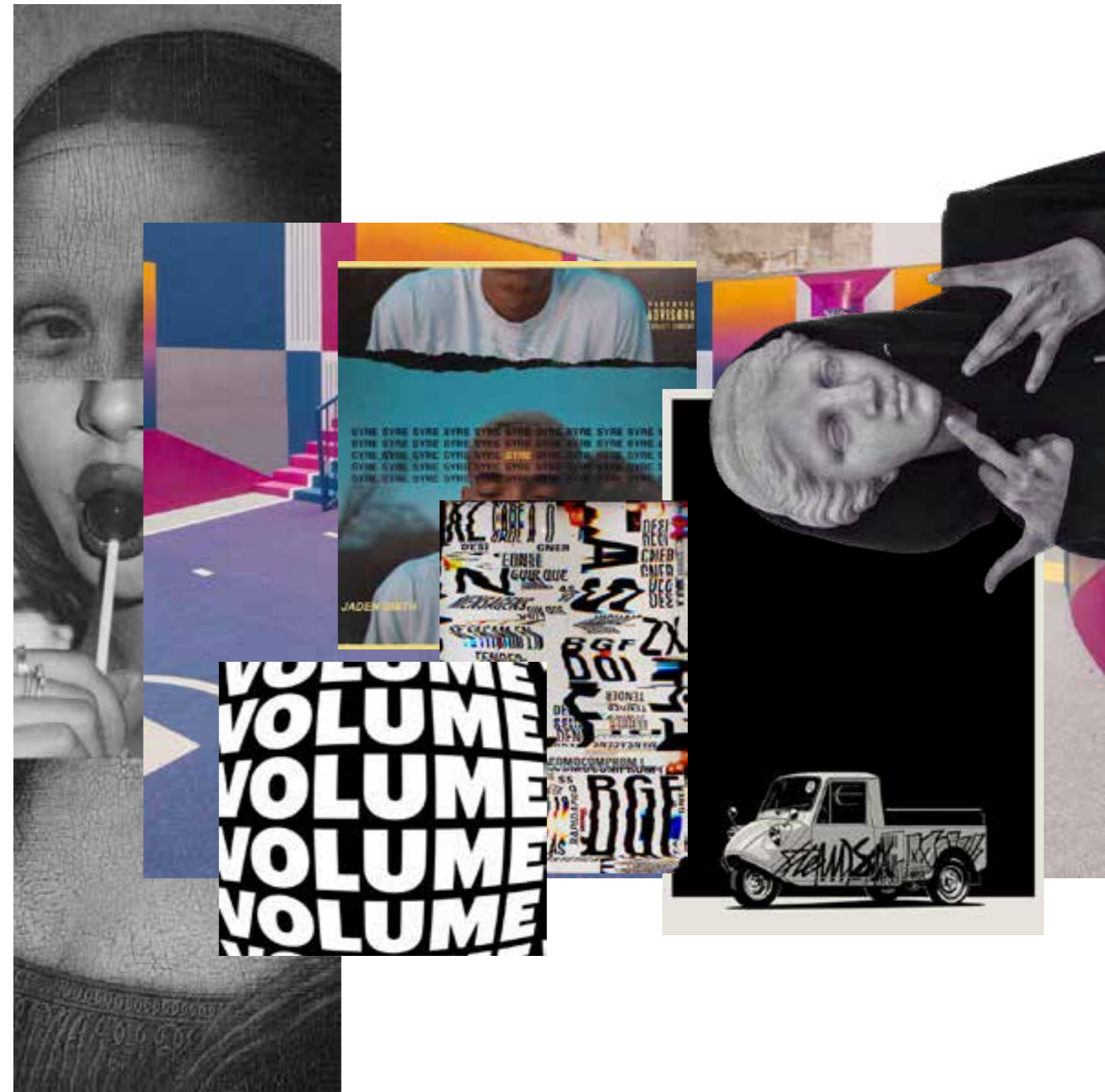
Ecience by Uno Apparel. The goal of this project was to analyze and create a communication strategy for a fashion-tech company, Uno Apparel, with the intention of expanding its business model to include B2C sales. The primary focus was on selling the Thermalli line directly to consumers. To achieve this, it was crucial to develop a seamless introduction of the products to the market.

Key activities included:

- Conducting market research and defining the target audience.
- Studying inspirational case studies.
- Developing communication content and brand identity.
- Creating wireframes for a web platform.
- Producing 3D models of the products for social media videos.

CLIENT

DeFINE Network EU / UNO Apparel

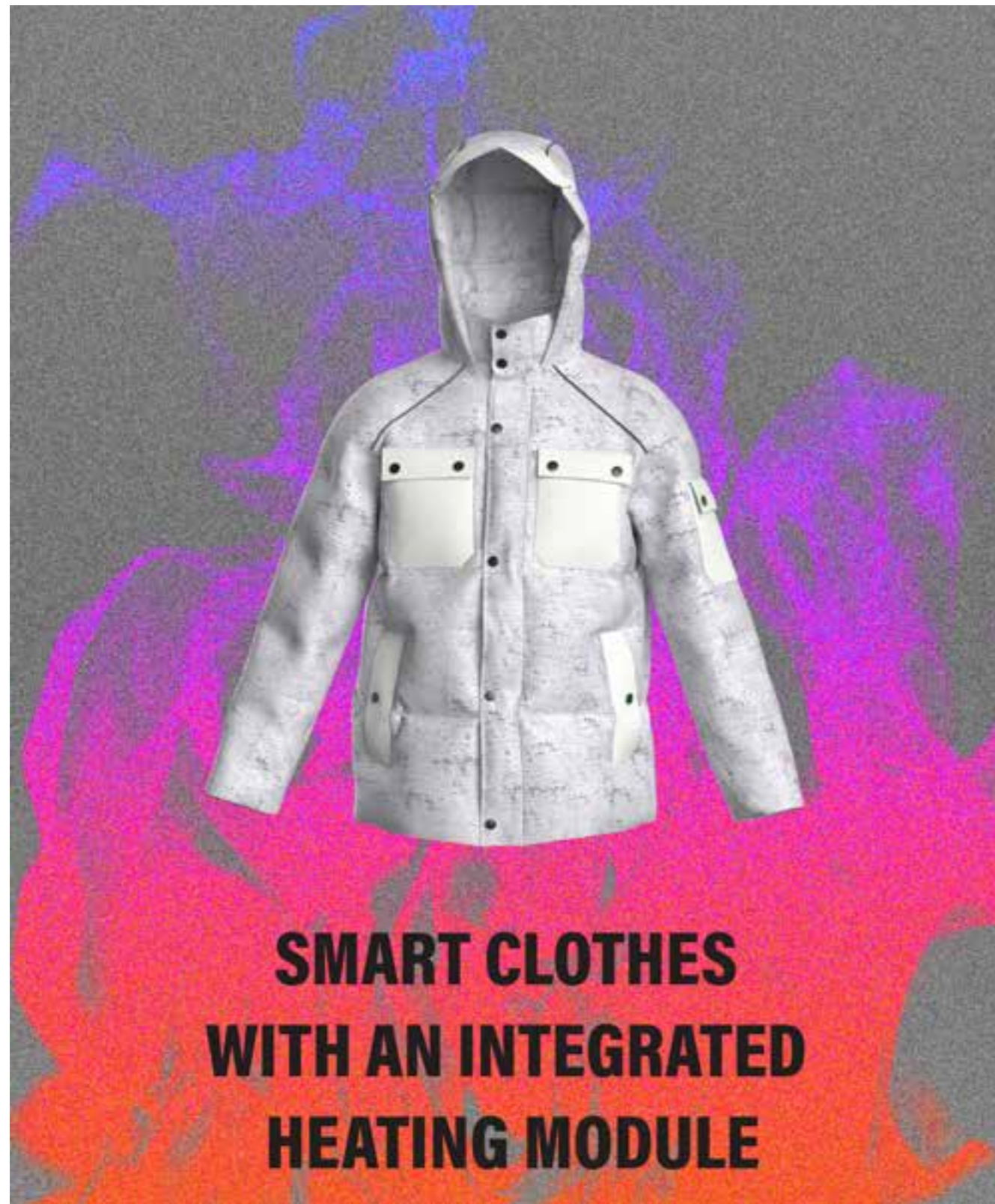


ECIENCE



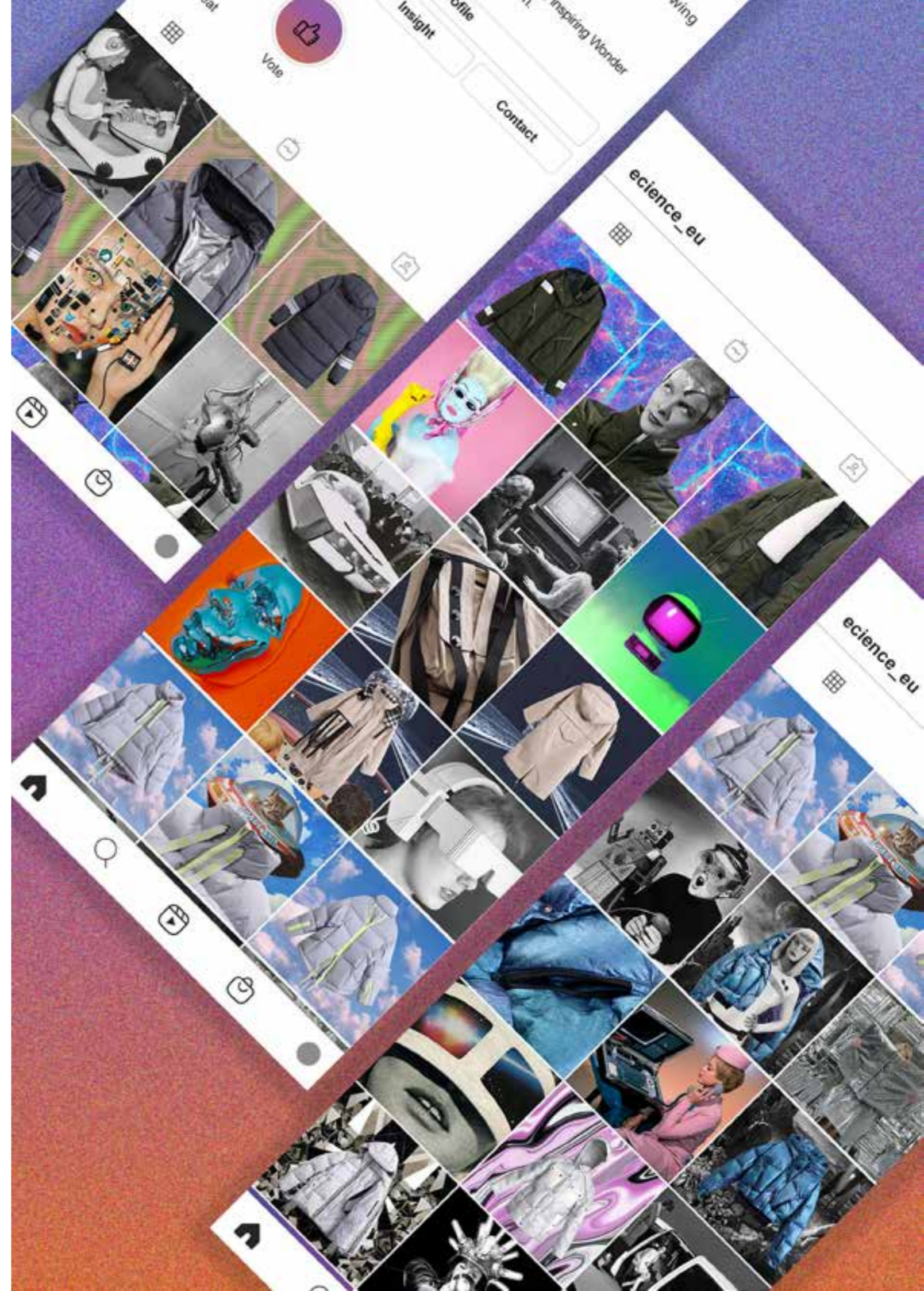
Corporate identity design.
Logo, identity manual.





Instagram content design. Develop of the strategy and content (images, videos).

3D modeling of garments, to use in promotional media and interactive design on digital instruments (landing page, and social media).



ECIENCE INSTAGRAM

DO YOU LIKE IT?

MEN **WOMEN**

ECIENCE INSTAGRAM

DO YOU LIKE IT?

- 1** PRESS THE BUTTON TO TURN ON, TURN OFF AND CHANGE THE TEMPERATURE MODE
- 2** CONNECT, LIGHTWEIGHT REMOVABLE AND USB-RECHARGEABLE BATTERY
- 3** ENJOY, GET WARM ANYTIME ANYWHERE

ECIENCE INSTAGRAM

ULTS HEATED SYSTEM

PADDING INSULATION

MEN

DO YOU LIKE IT?

DO YOU LIKE IT?

YES

NO

A PROJECT BY **UNO APPAREL**

ROTHES WITH AN INTEGRATED HEATING

ECIENCE INSTAGRAM

WORKER JACKET

ECIENCE INSTAGRAM

THANK YOU! ✕

OUR PRODUCTS WILL BE AVAILABLE SOON. BE THE FIRST TO RECEIVE!

SEND

ECIENCE INSTAGRAM

DO YOU LIKE IT? YES NO

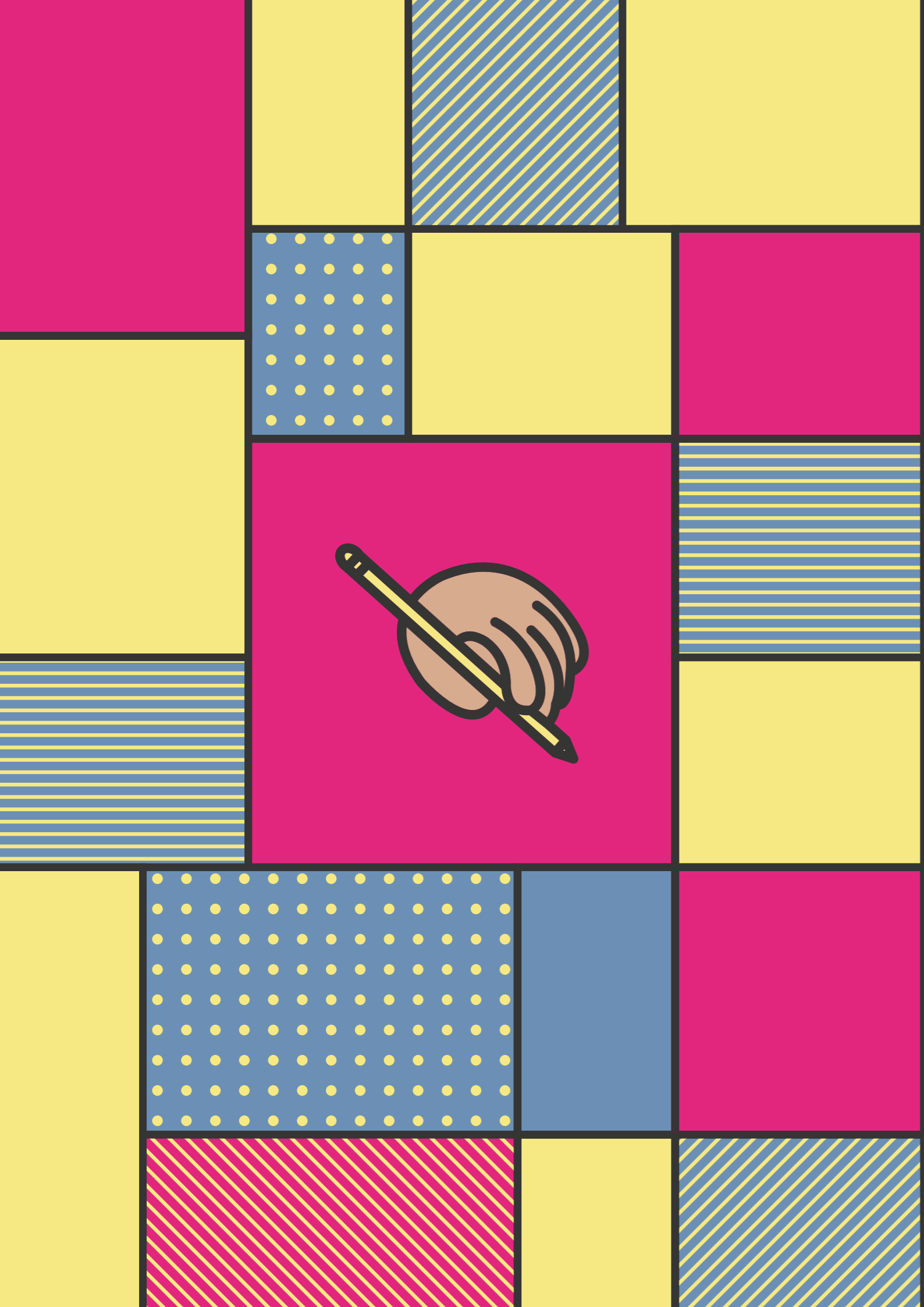
Landing page design. Web and mobile version. The purpose was to position the brand within the fashion tech market. To show the heating technology and products.



Tags design and props proposals for the launch of the brand. Design of an alternative logo for animations.



SCIENCE



GRAPHIC IS ALL AROUND

PATTERN | PRODUCT

GRAPHIC IS ALL AROUND

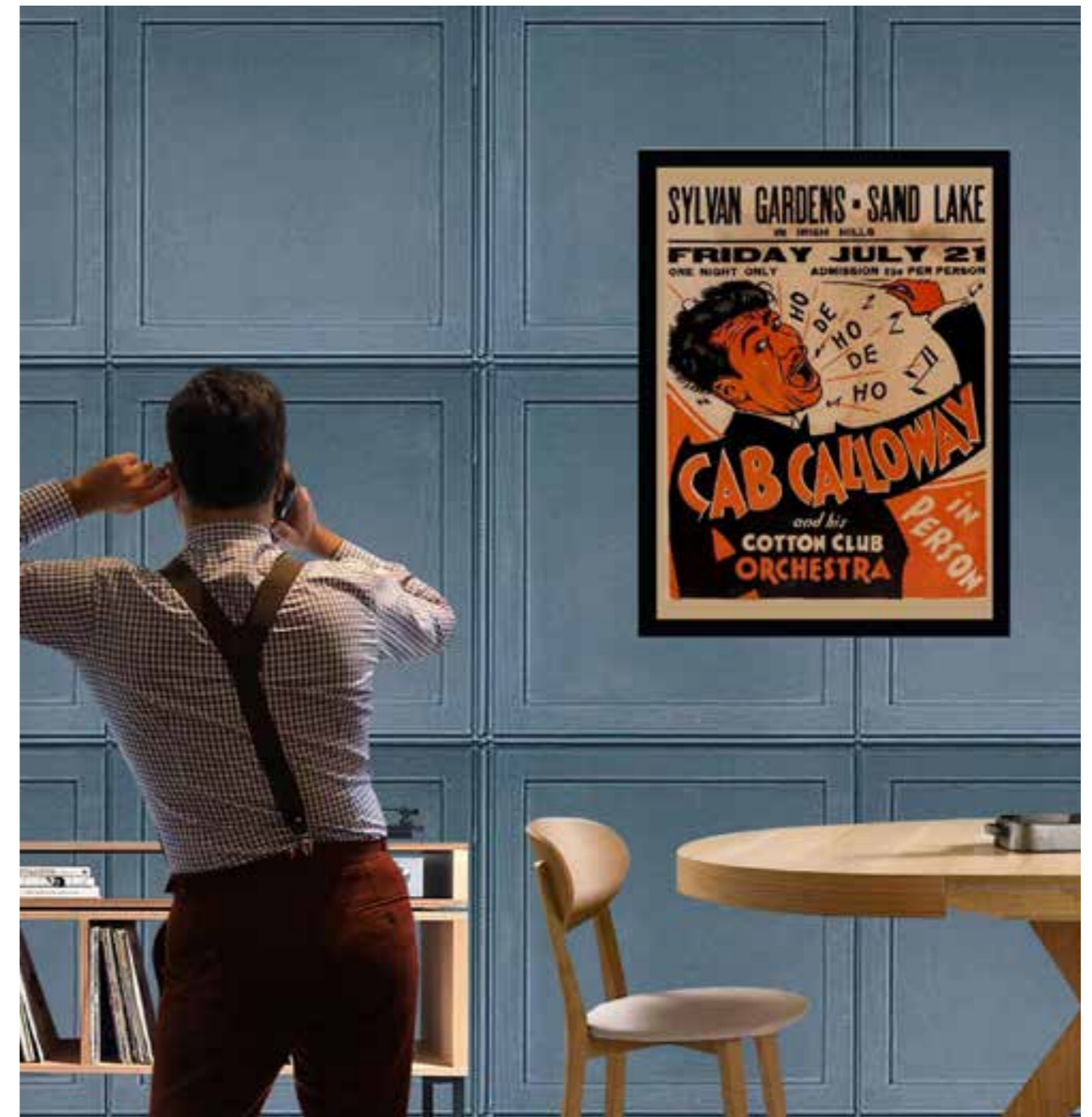
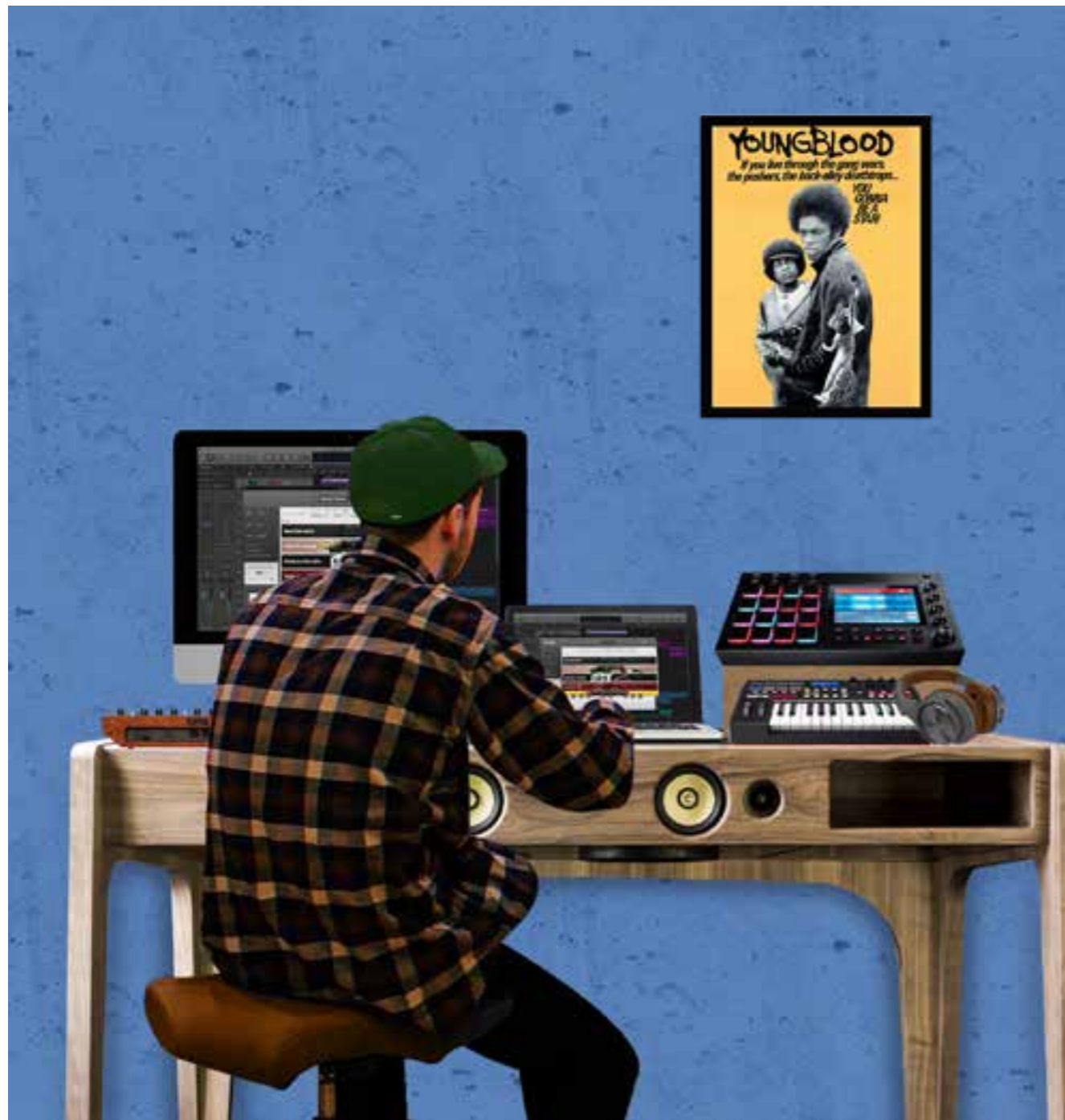
SURFACE PATTERN DESIGN

This design project aims to identify graphic trends reflecting the contemporary lifestyles of millennials and create patterns for the new Hallo Magenta Mini, the smart speaker launched in 2019 by Deutsche Telekom. The design draws inspiration from the Jamaican Raggamuffin and French Zazou movements, blending vibrant cultural elements with modern aesthetics.

CLIENT

Deutsche Telekom





Raggamuffin style user: creatively independent and with sense of community.



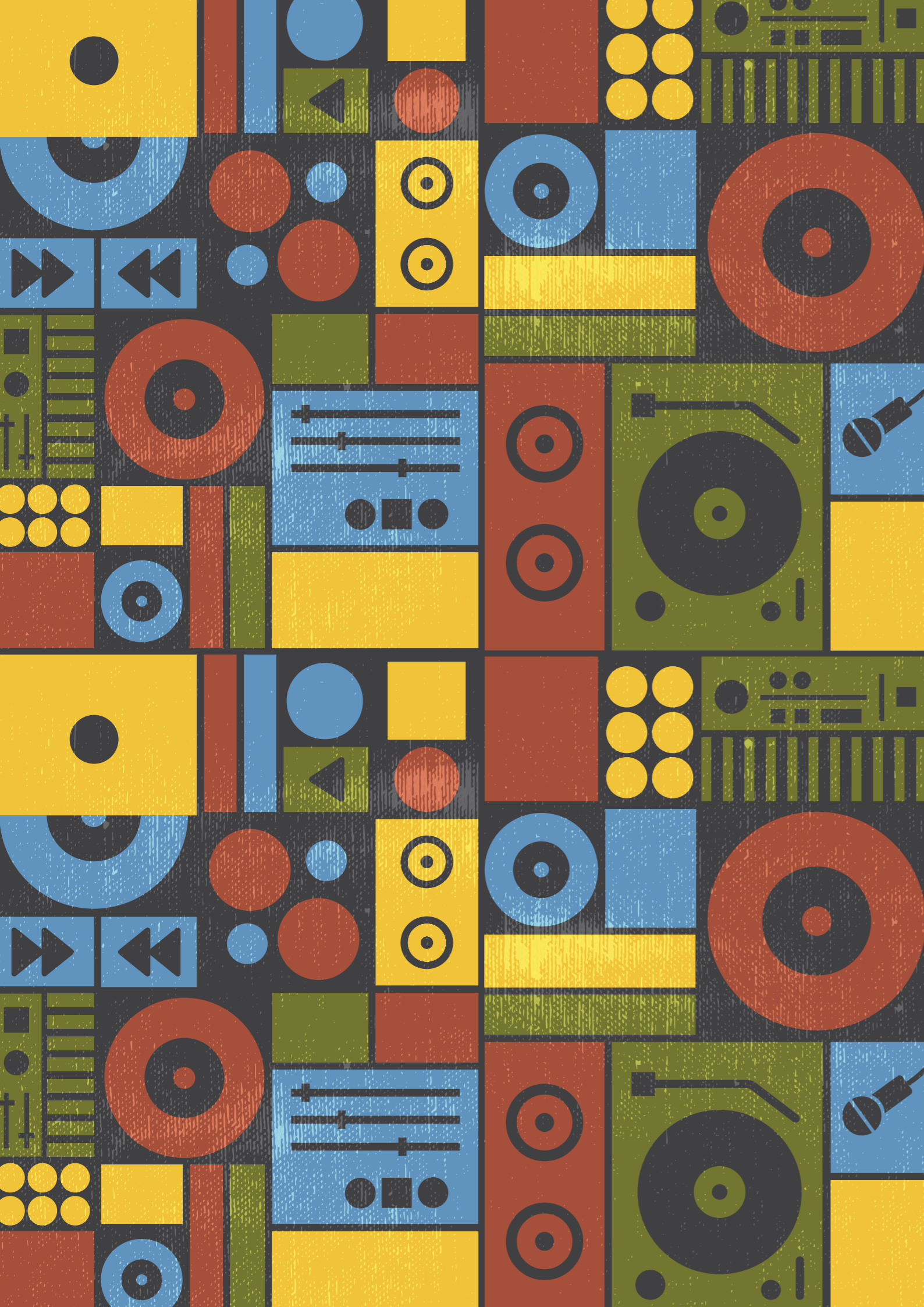
Zazou style user: Extravagant and defiant of the norms.



RAGGAMUFFIN COMMUNITY

Community pattern, based on the
ghettos where the music style was
born. Digital print, full color.





RAGGAMUFFIN SPEAKERS

Speakers pattern, based on the sound system. Dance on the Jamaican streets. Digital print, full color.

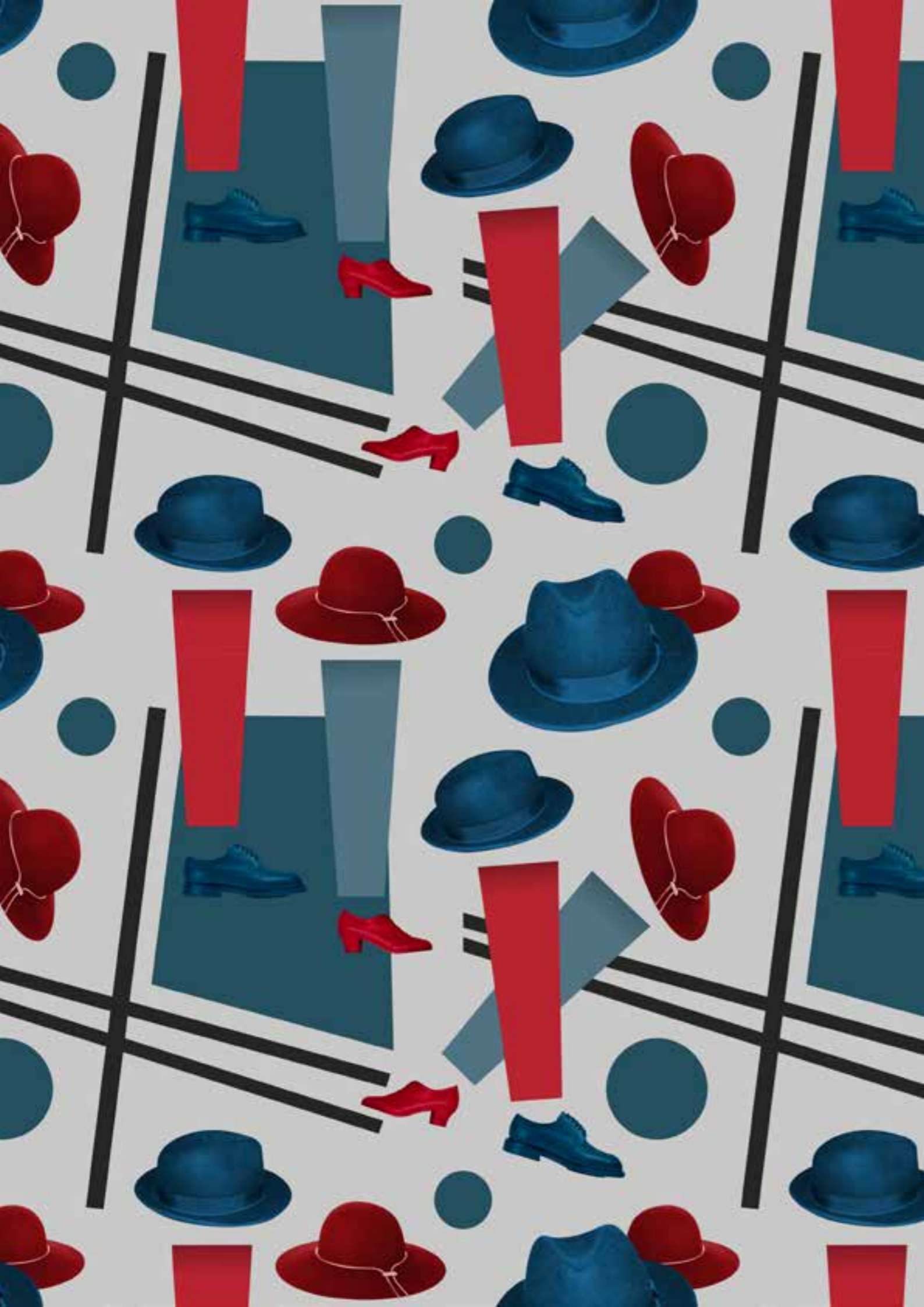




RAGGAMUFFIN TYPOGRAPHY

Typography pattern, based on
the graphic design from the ad-
vertising of the Jamaican DJ's.
Digital print, full color.

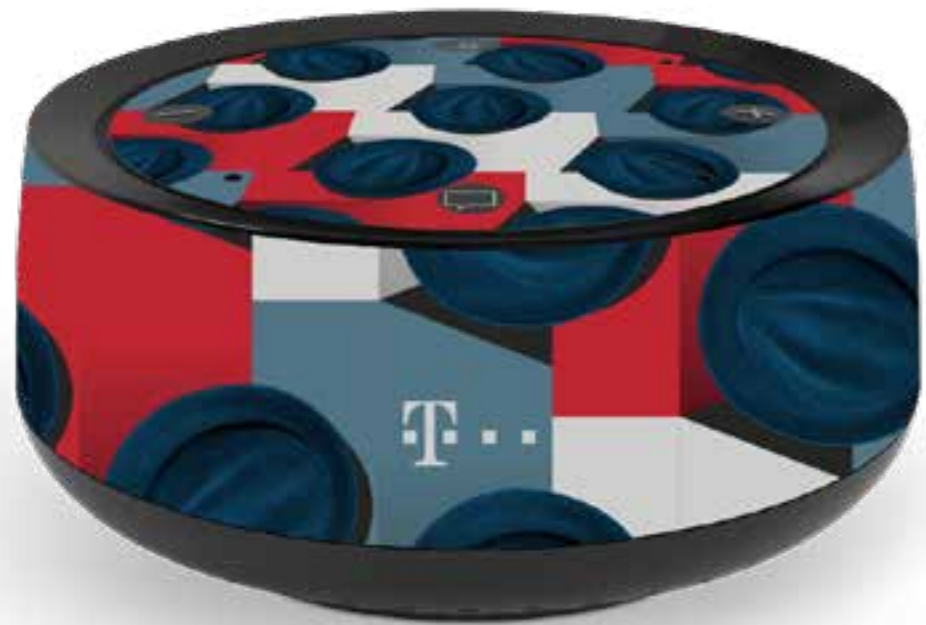




ZAZOU COUPLE

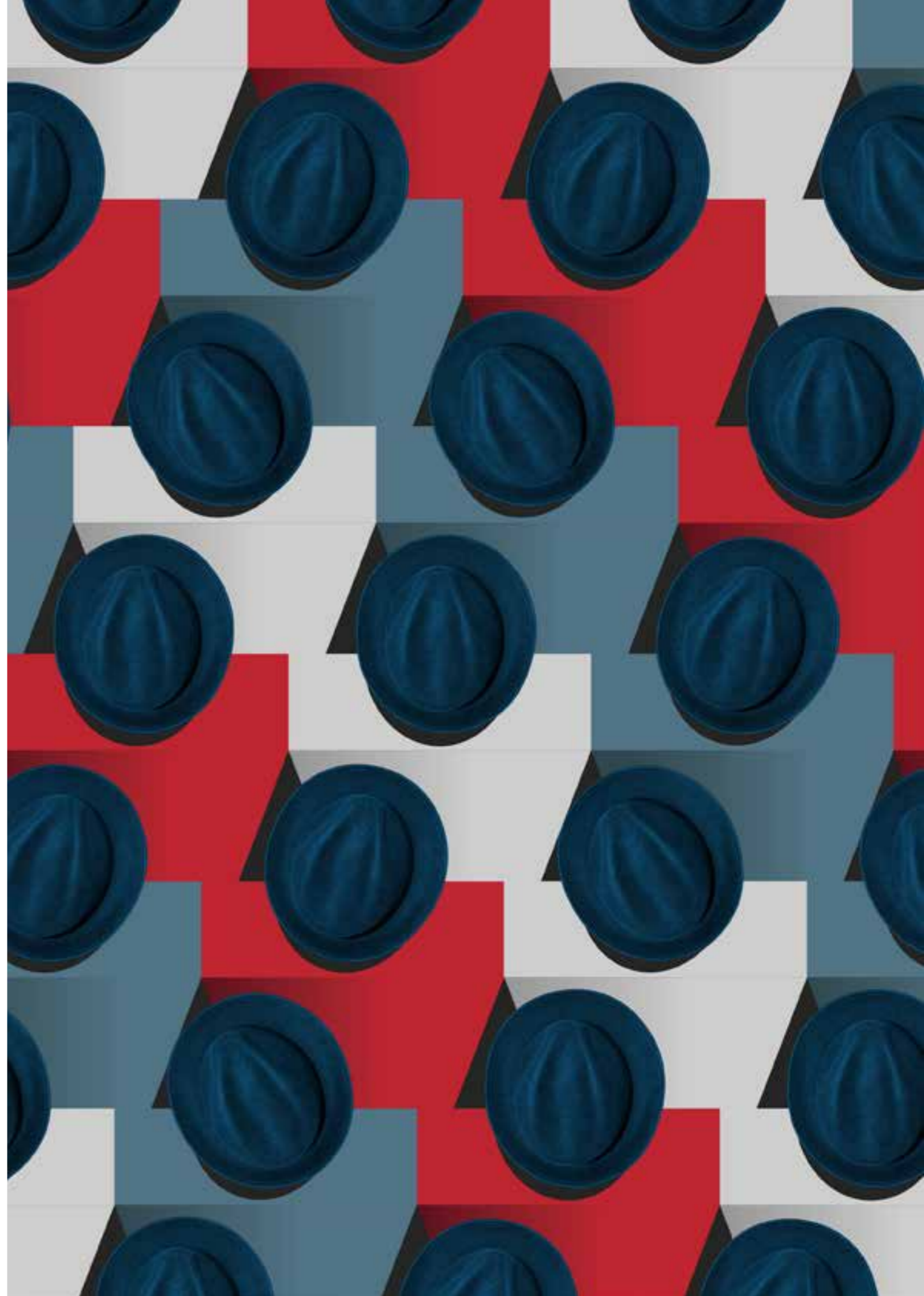
Couple pattern, based on the iconic couple during the second world war. Digital print, full color.

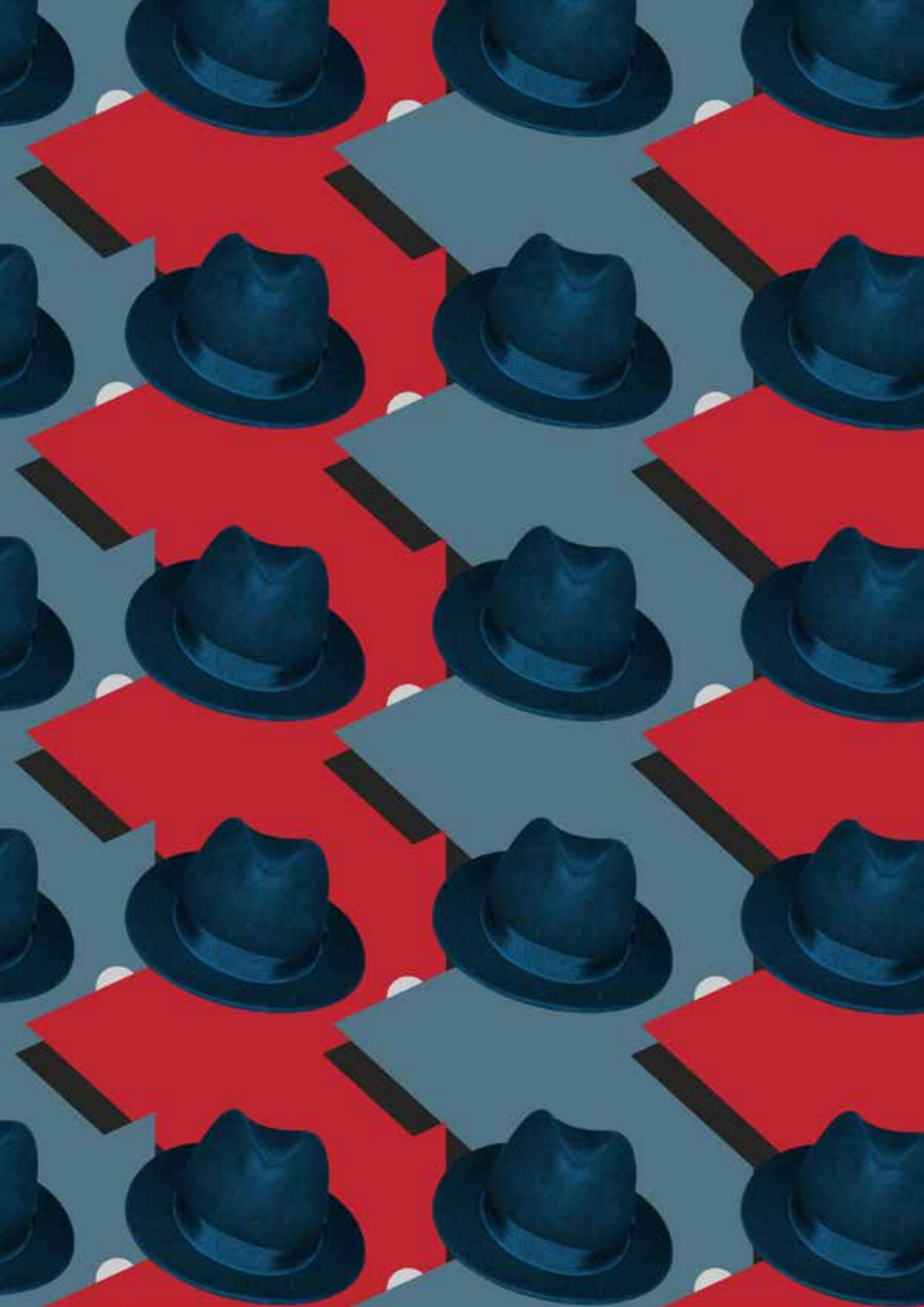




ZAZOU CROWD

Crowd pattern, based on the top view of the crowds of people of the 20s. Digital print, full color.





ZAZOU MEET UP

Meet up pattern, based on the meetings of people during the 20s. Digital print, full color.

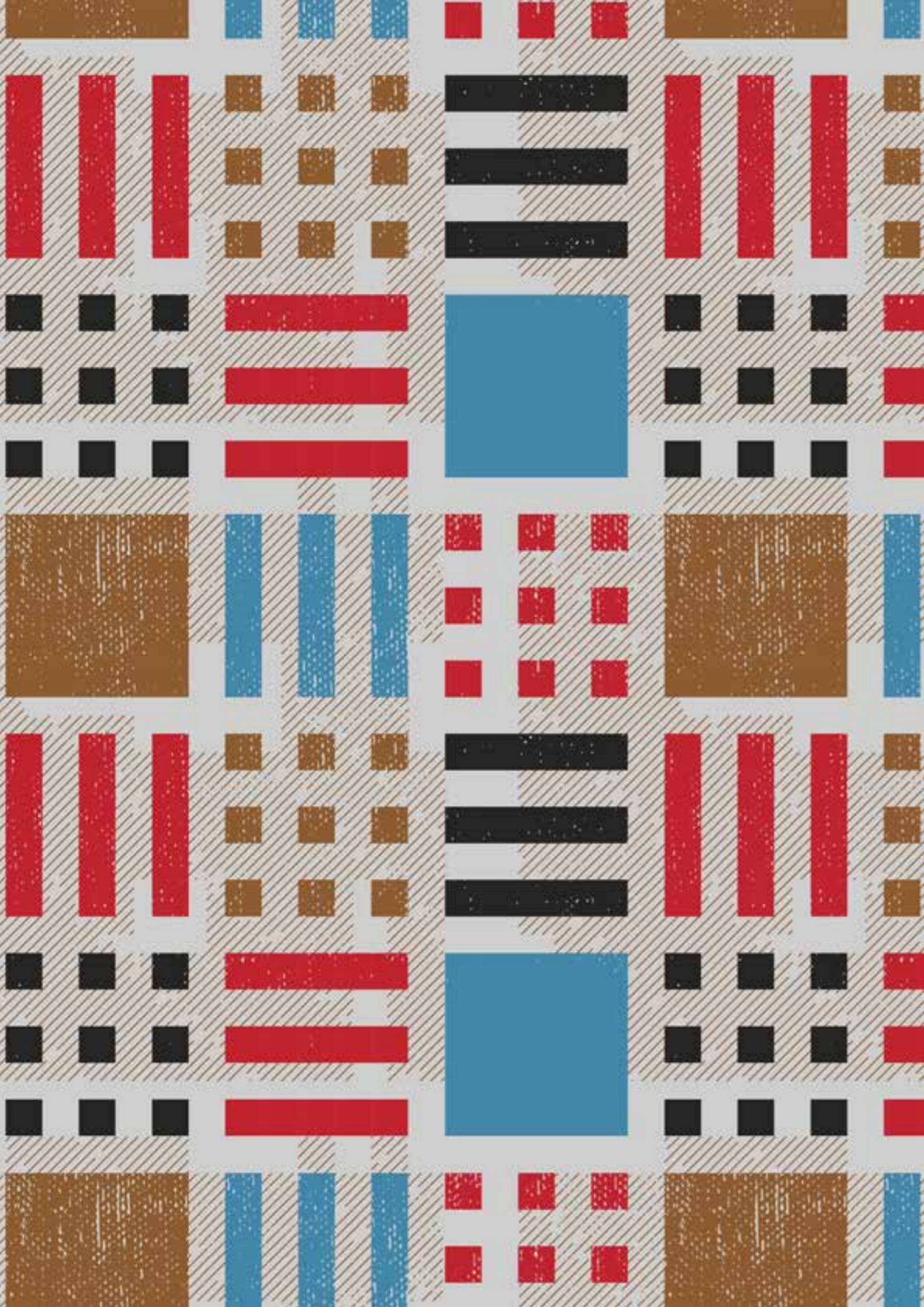




ZAZOU ICONS

Icons pattern, based on the way
of dressing of the zazou people.
Digital print, full color.

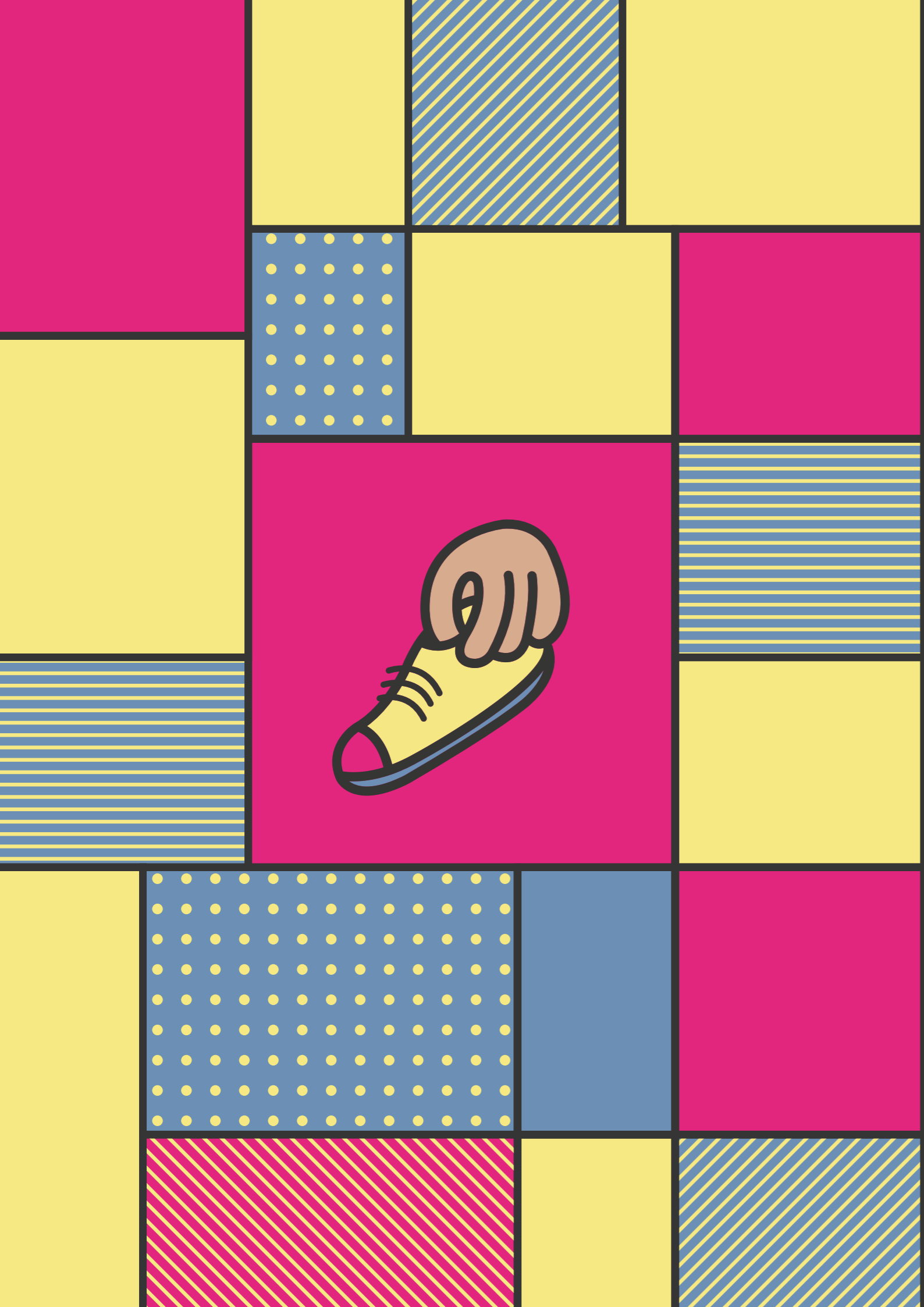




ZAZOU DRAPE

Drape pattern, based on the
plaid fabric of the zazou
suits. Digital print, full color.





STILLETTO POINT

MERCHANDISING DESIGN

STILETTO POINT

MERCHANDISING AND RETAIL

Stiletto Point is a retail and merchandising design project centered around the iconic stiletto. The customer service strategy was developed with a focus on user care, emphasizing the importance of finding the perfect stiletto and providing the best solutions to alleviate any discomfort.

BRIEF

Pain is inevitable but suffering is optional.

TEAMMATES

Anna Liine Marikki Tolonen, Syrine Aouididi, Tong Xin, Tian XinXin and María Antonieta Sandoval.

CLIENT

Politecnico di Milano



Multibrand
Stiletto and food care products
Customer care service
Stiletto bible



PRODUCTS PURCHASE SERVICE

The brand uses a main tool named "Stiletto Bible", which includes three stiletto aid kits and an app to get information of the client feet before, during and after the use of the stilettos.



Stiletto bible



Stiletto app



Classic



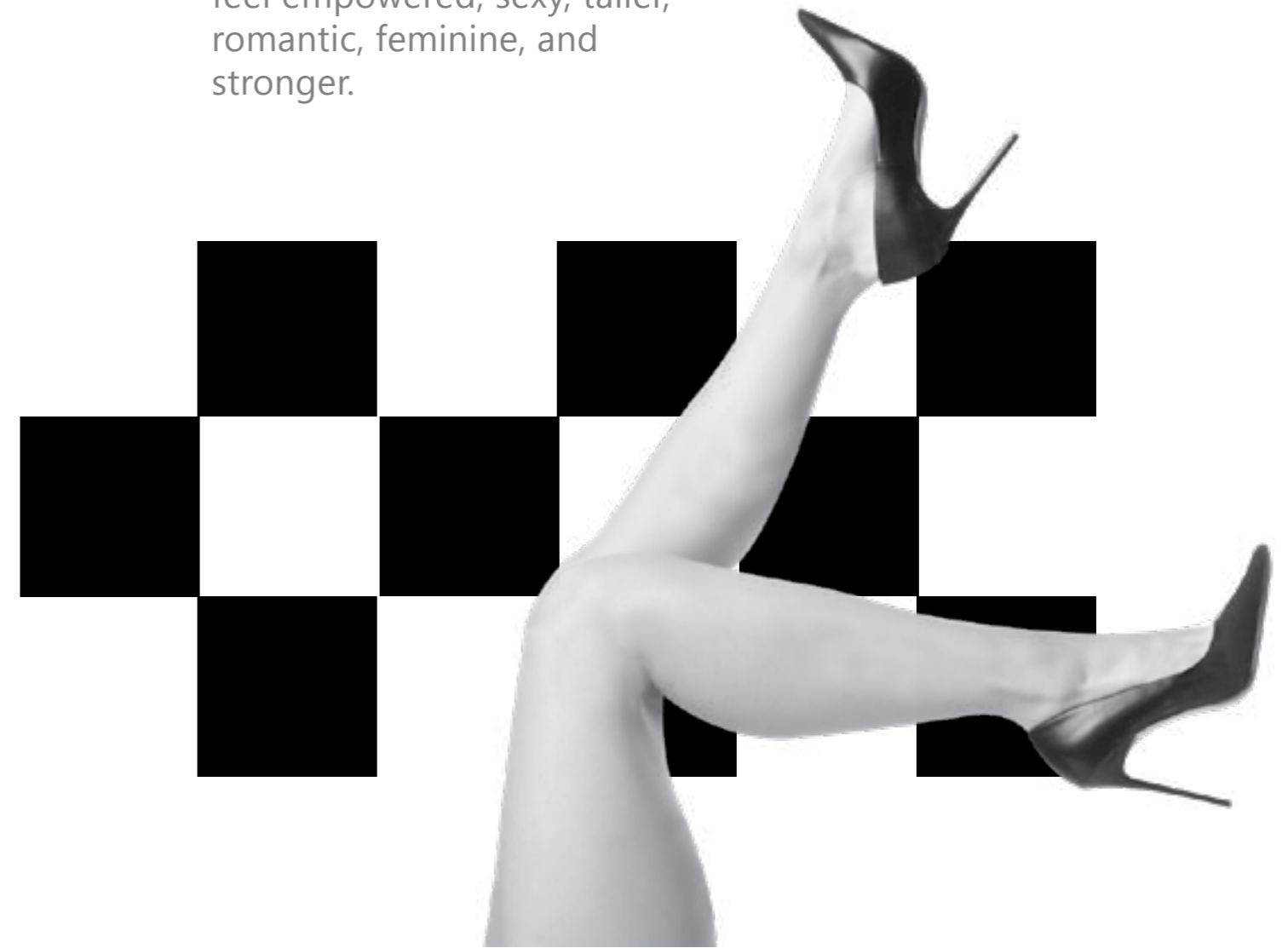
Design of aid kits, based on the style and frequency of use of the stiletto.

Boss lady



Products to cover the need to feel empowered, sexy, taller, romantic, feminine, and stronger.

Feminine



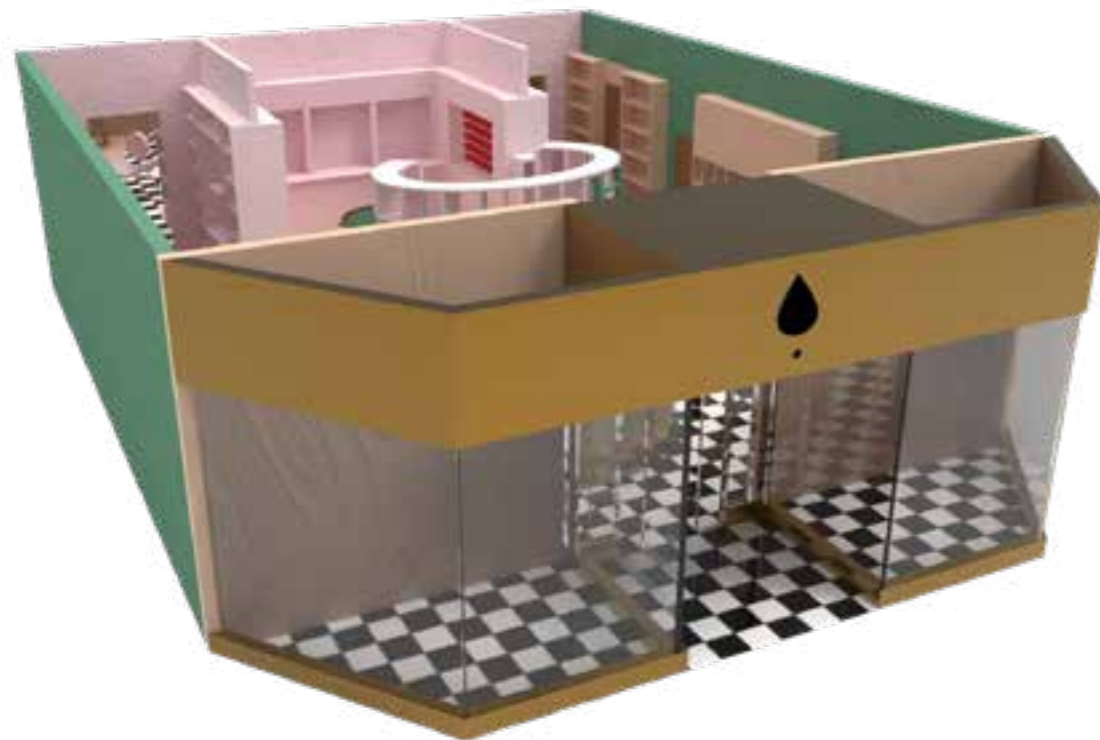


CONCEPT STORE

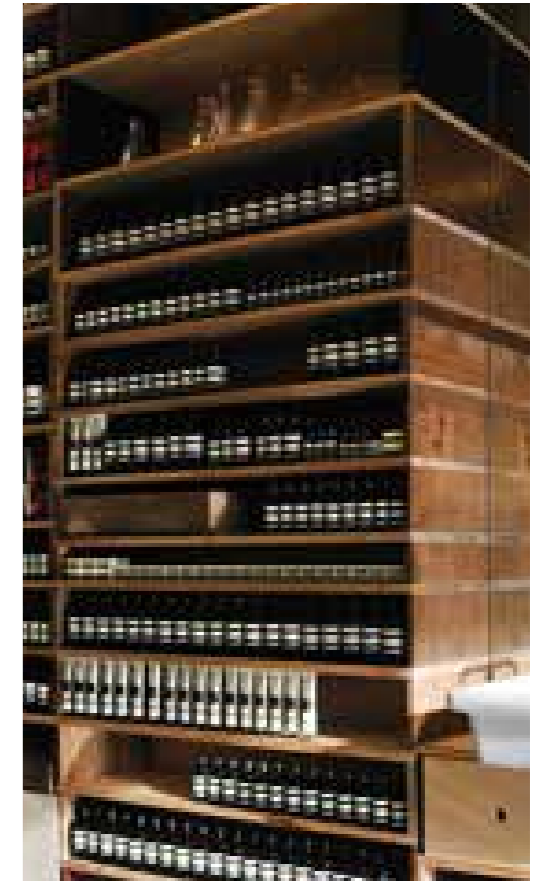
Interior design, focused on creating emotional connection with the client to show the products through the vintage pharmacy concept.

IMPLEMENTATION:

- Creation of the smart retail experience.
- Development of technical drawings and render 3D.



Materials and colors



Furniture

MORPHOLOGY OF RETAIL

This area shows the most popular product and it changes every season.

Trend product

Try stiletto

Kit area

Here people can find the foot take care products and the three aid kits.

Sales

Exhibition of the sales. It was inspired in a vintage studio.

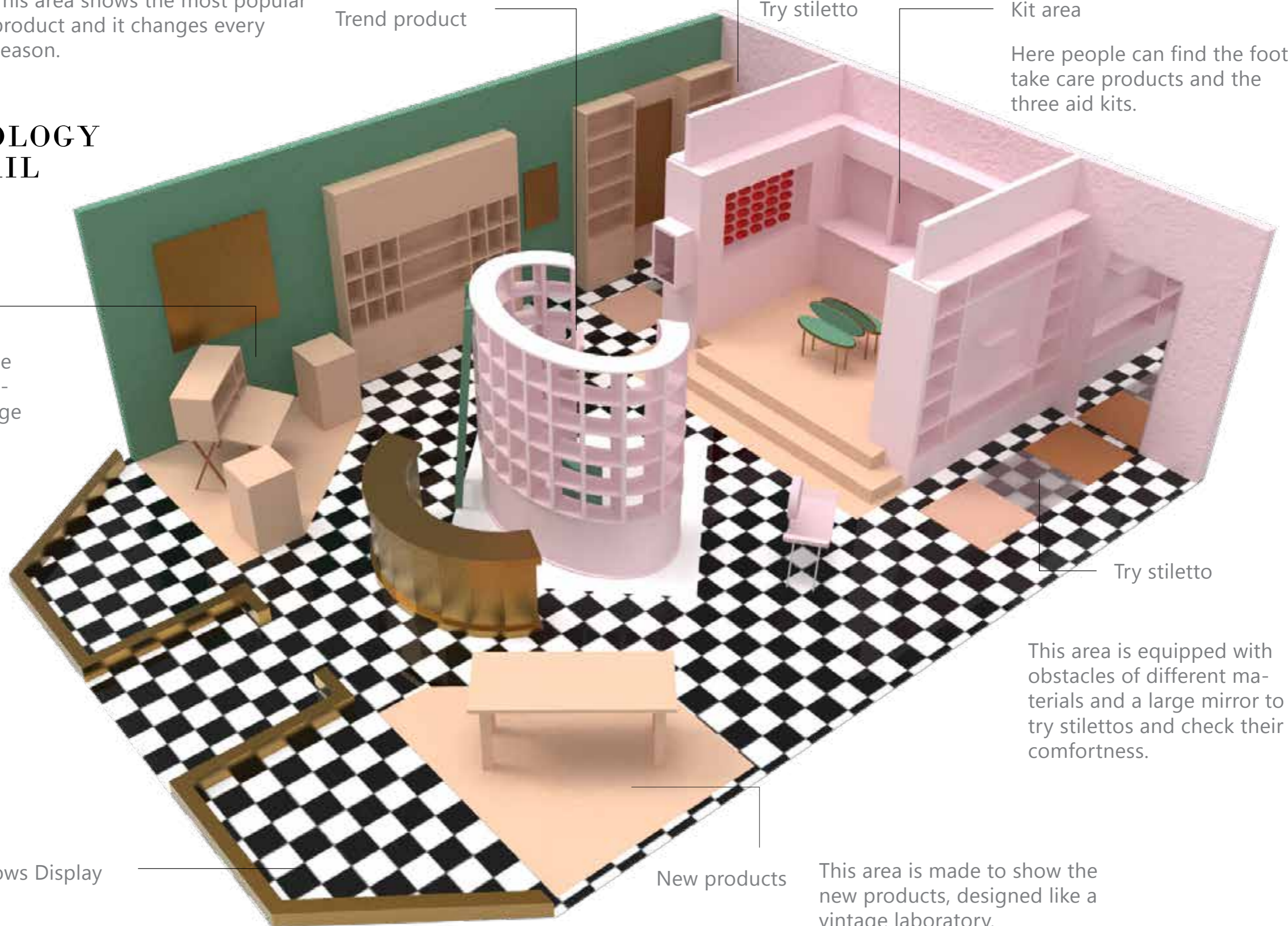
Try stiletto

This area is equipped with obstacles of different materials and a large mirror to try stilettos and check their comfortness.

Windows Display

New products

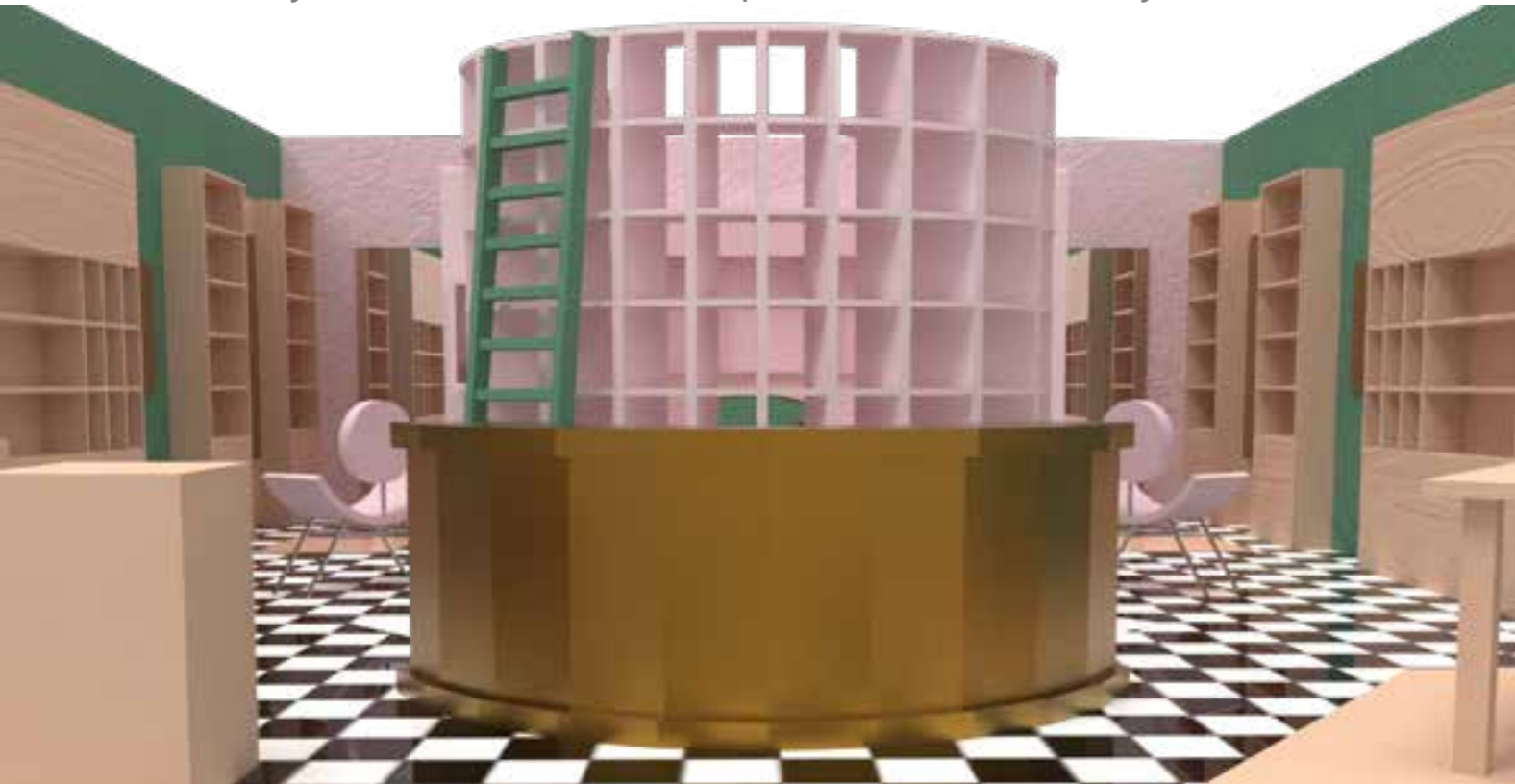
This area is made to show the new products, designed like a vintage laboratory.



Try stiletto

Reception

Try stiletto



New products



Sales



New products

Trend product

Sales





Digital screens to join the two scenes. The nurses go from one scene to another

"Christian Louboutin heel" classic shoe for working women.

SERVICE

PRODUCTS

WINDOWS DISPLAY

Professionalism of the store. Inspired on the empowering of women in science.

IMPLEMENTATION:
Window journey, assonometry, scale model.

Three kits



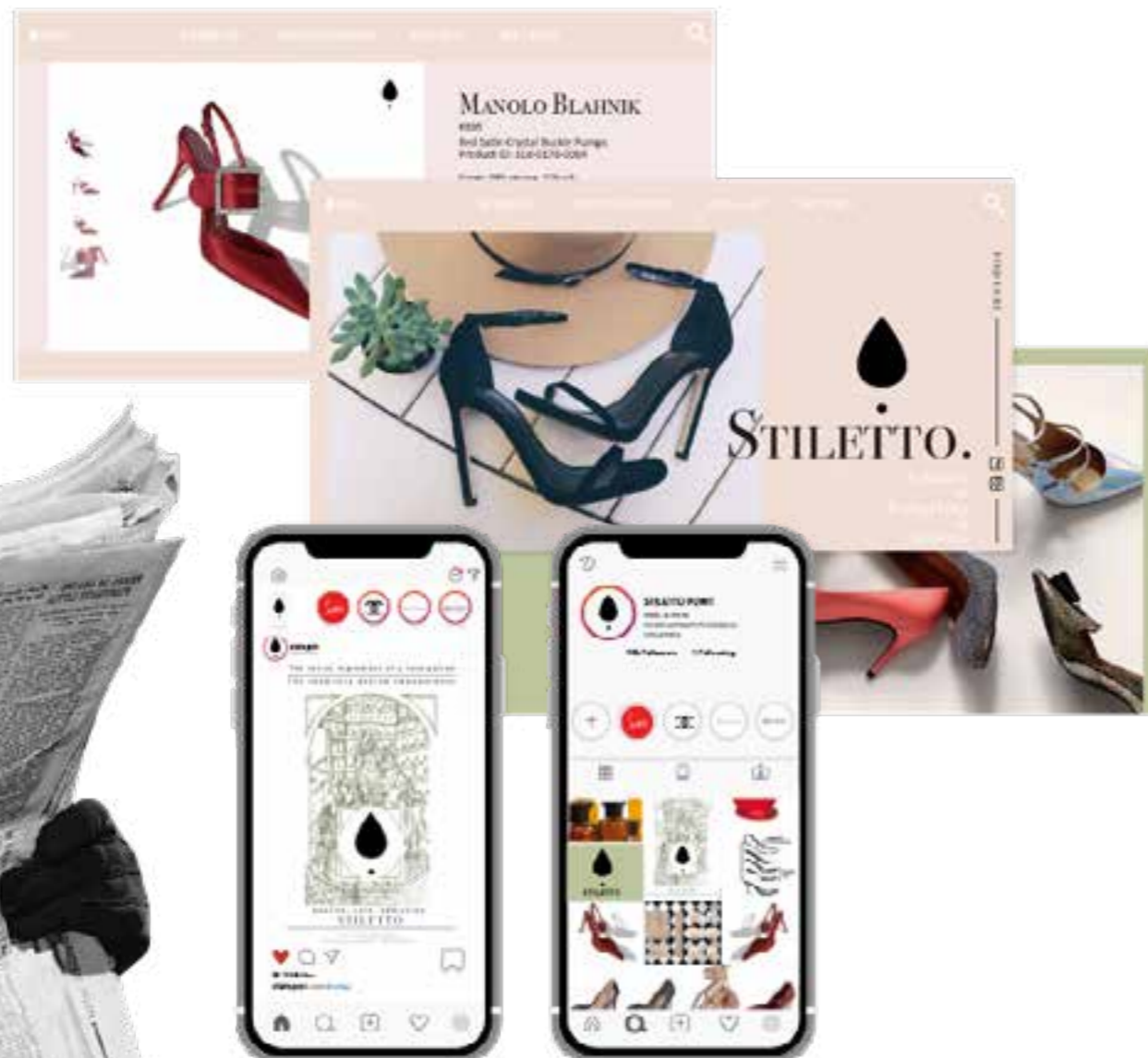
Model

COMMUNICATION

Development of the advertising strategy in different cities, Moscow, Paris, New York and Milano.
Use of standard billboard supports and magazines.
Design of content for social media.

INSPIRATION AND CONCEPT:

Vintage medical advertising and the medieval potions.



The secret ingredient of a love potion
The chemistry behind empowerment



quality, care, addiction

STILETTO

www.stilettopoint.com
Via Vincenzo Capelli, 20124





Second view

Third view

Model, printed in ecological paper, wax seal and logo relief

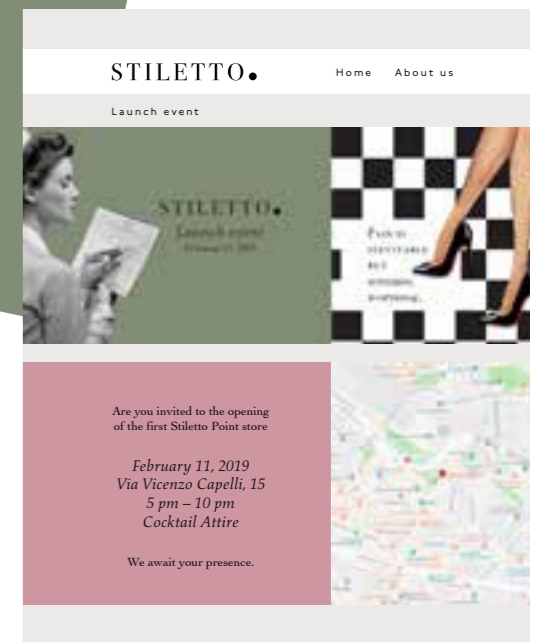


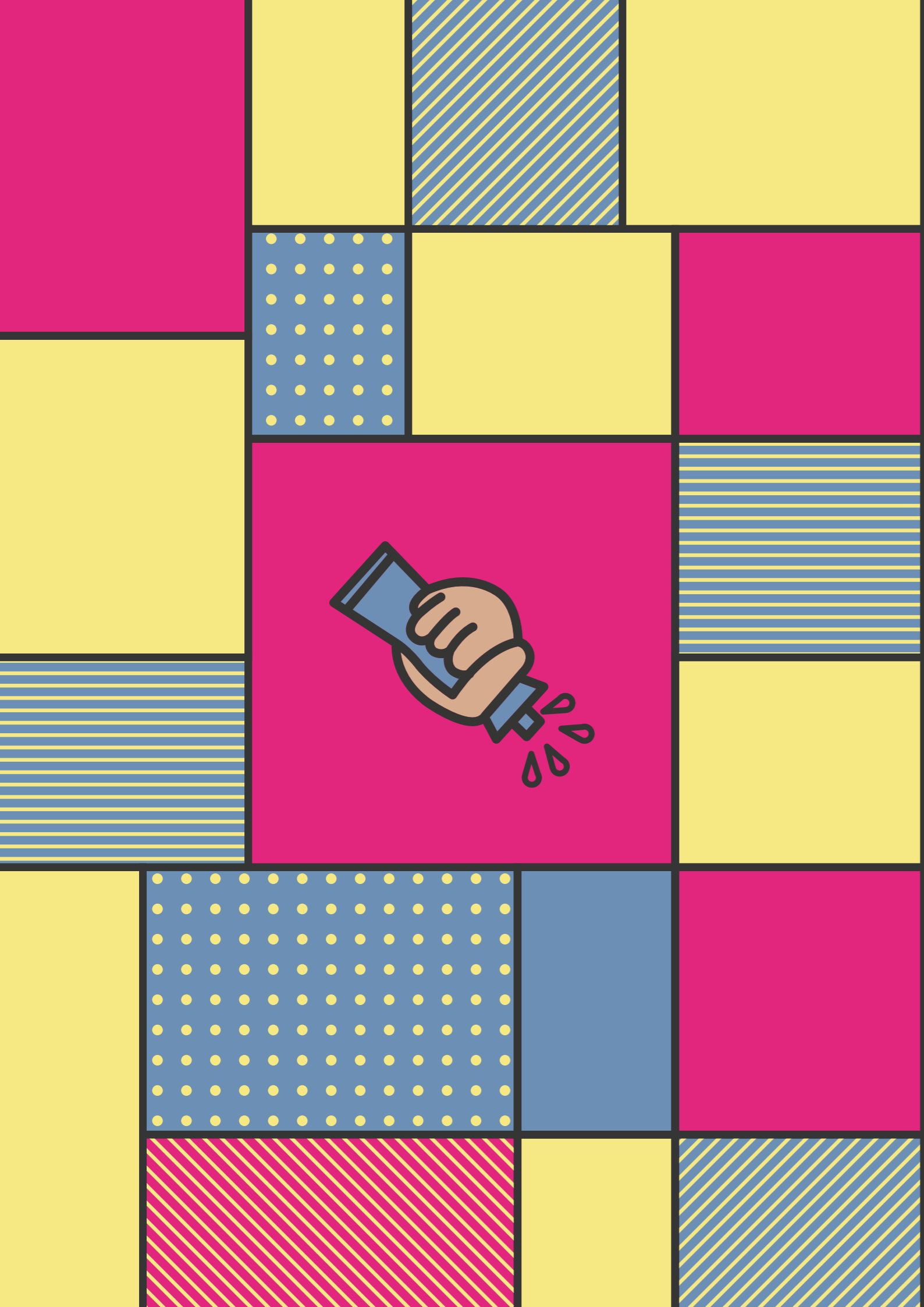
First view



Back

The QR guides people to the website or app





MEXICAN COLORS

COLORING ILLUSTRATIONS

MEXICAN COLORS

COLORING ILLUSTRATIONS

Illustration Design: Mexican Colors Envelope. This design project aims to convey the richness of Mexican cultural textiles through a series of illustrations and patterns that customers can color themselves. The project includes 13 digitized hand-drawn illustrations, along with packaging and store decoration implementations.

CLIENT
INDART, Roel

Indart | Pattern | Full color | Paper | Used
on paper goods and envelop coloring
product.



Plan, view
envelop



Close envelop
view

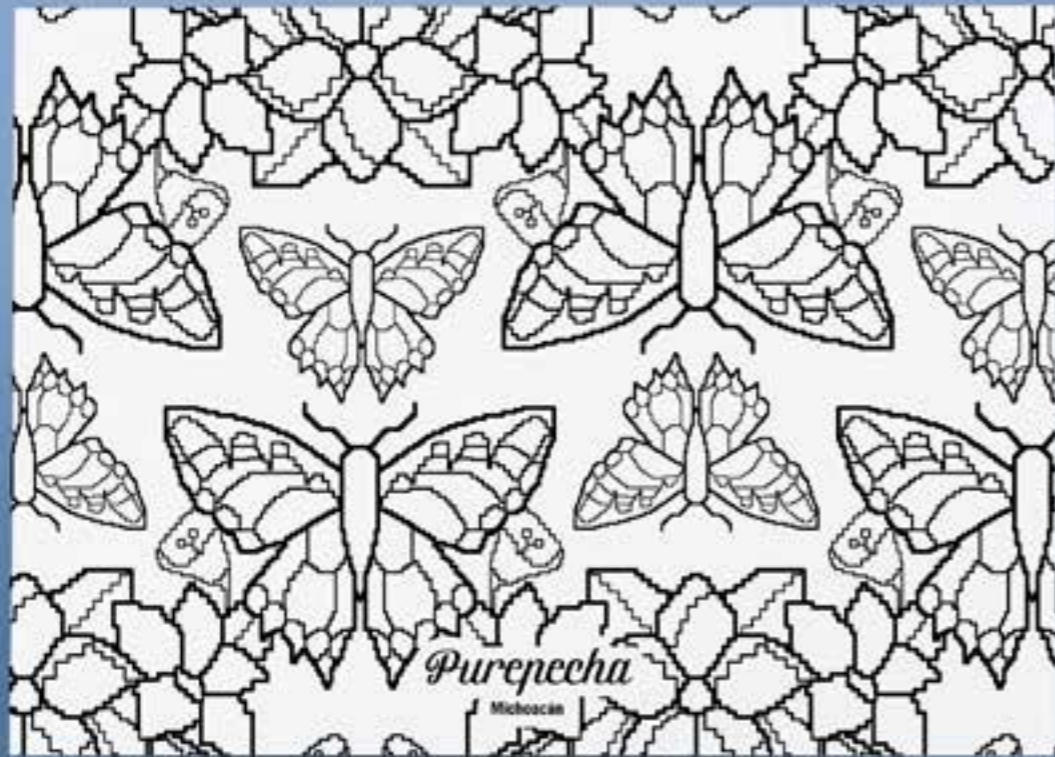


Envelop with 12
illustrations to
decorate.



Zapoteco textile | Illustration | Full color | Paper | Used on paper goods and envelop coloring product.

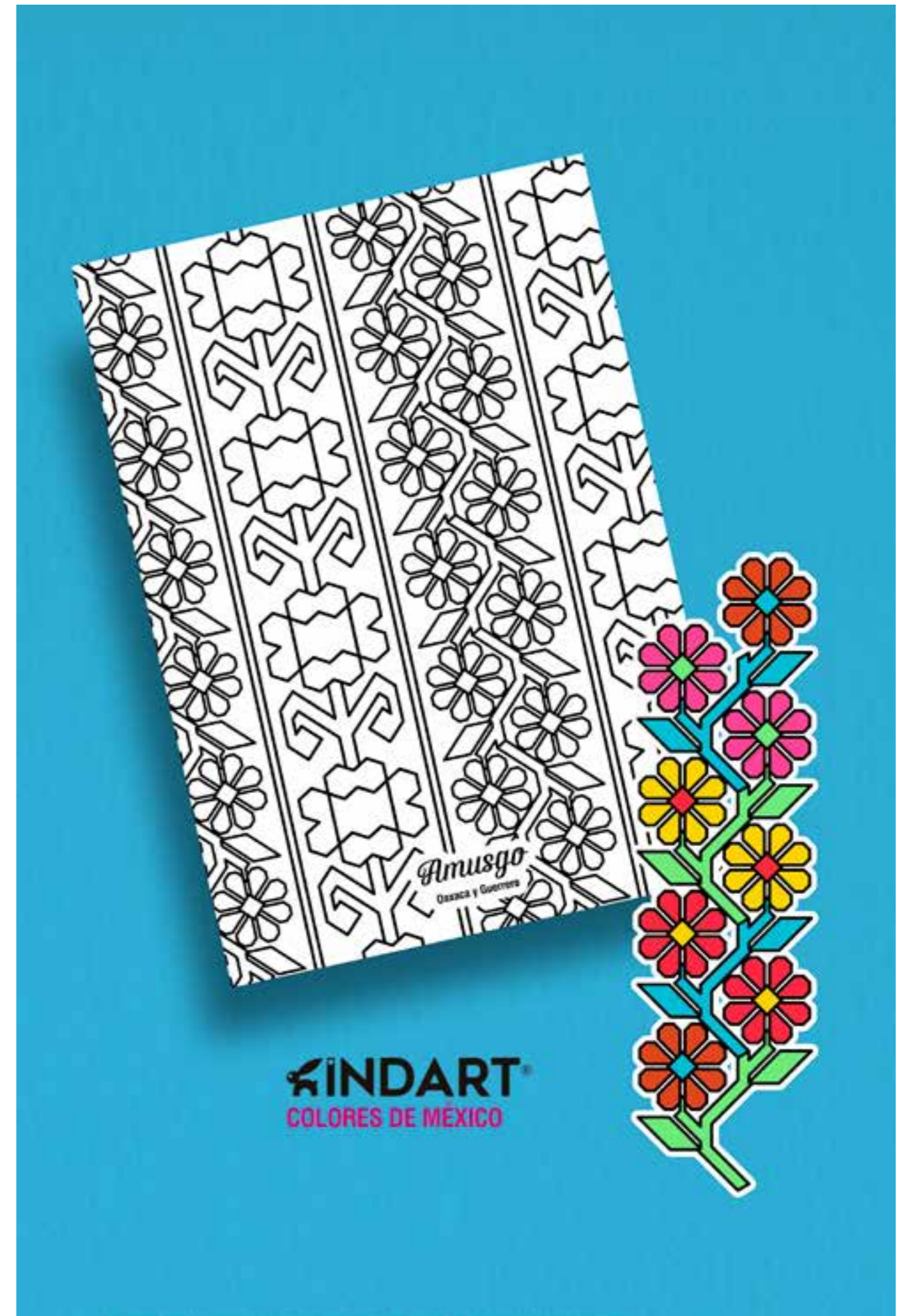




Huichol | Illustration | Full color | Paper |
Used on paper goods and envelop
coloring product.

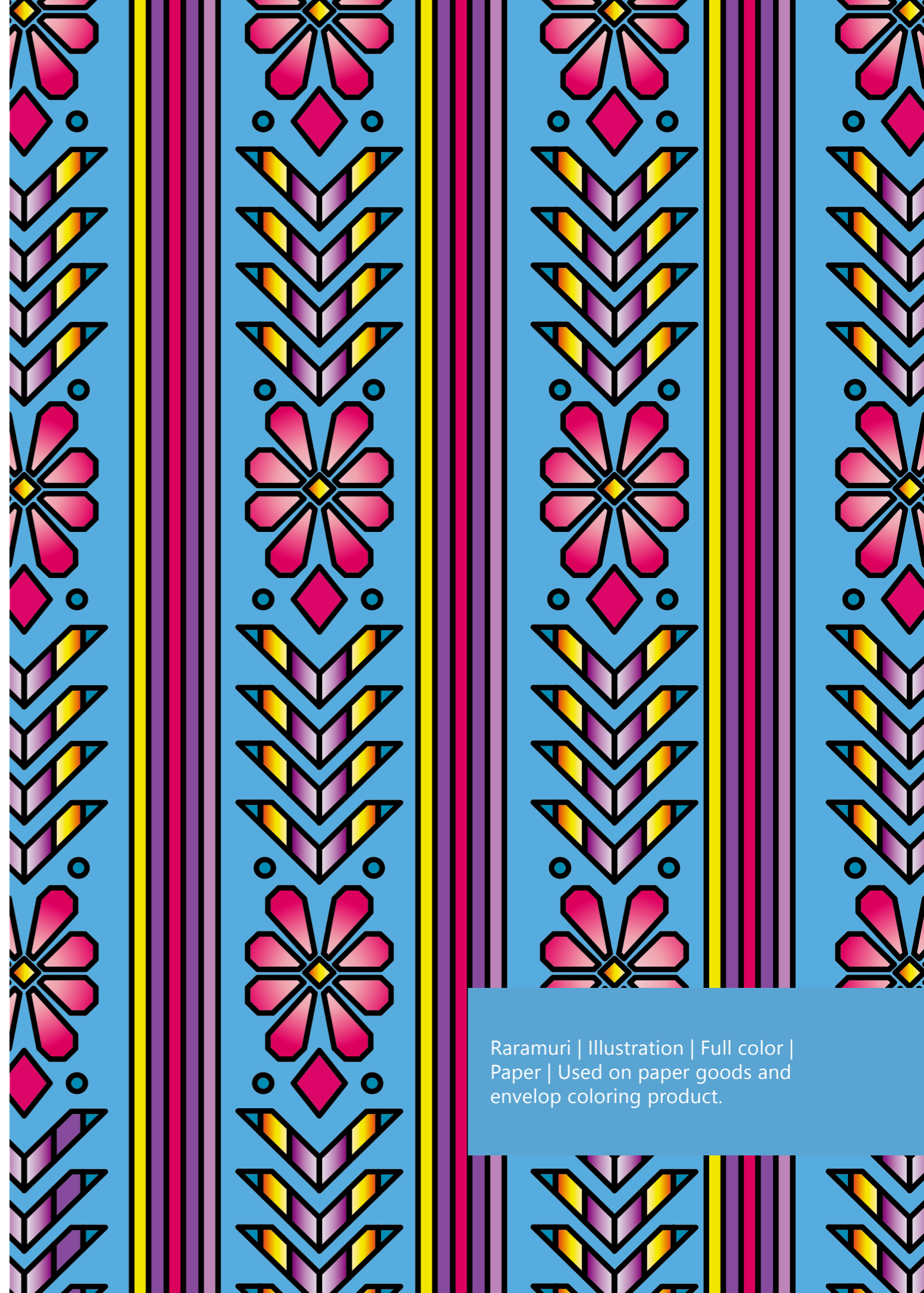
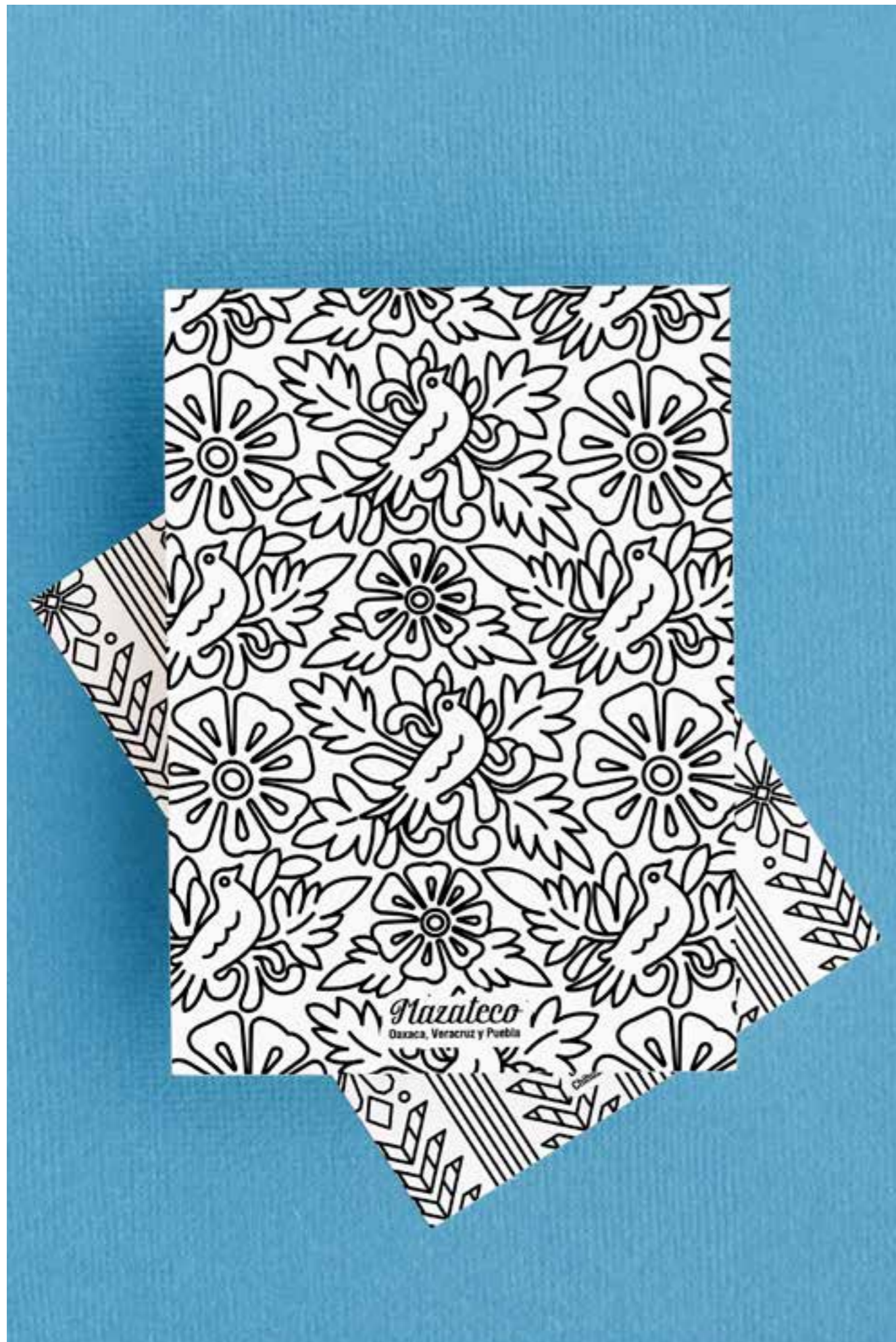


Otomi | Illustration | Full color | Paper |
Used on paper goods and envelop
coloring product.



KINDART
COLORES DE MEXICO





Raramuri | Illustration | Full color | Paper | Used on paper goods and envelop coloring product.



MARIA ANTONIETA

PATTERN | EDITORIAL

MARÍA ANTONIETA

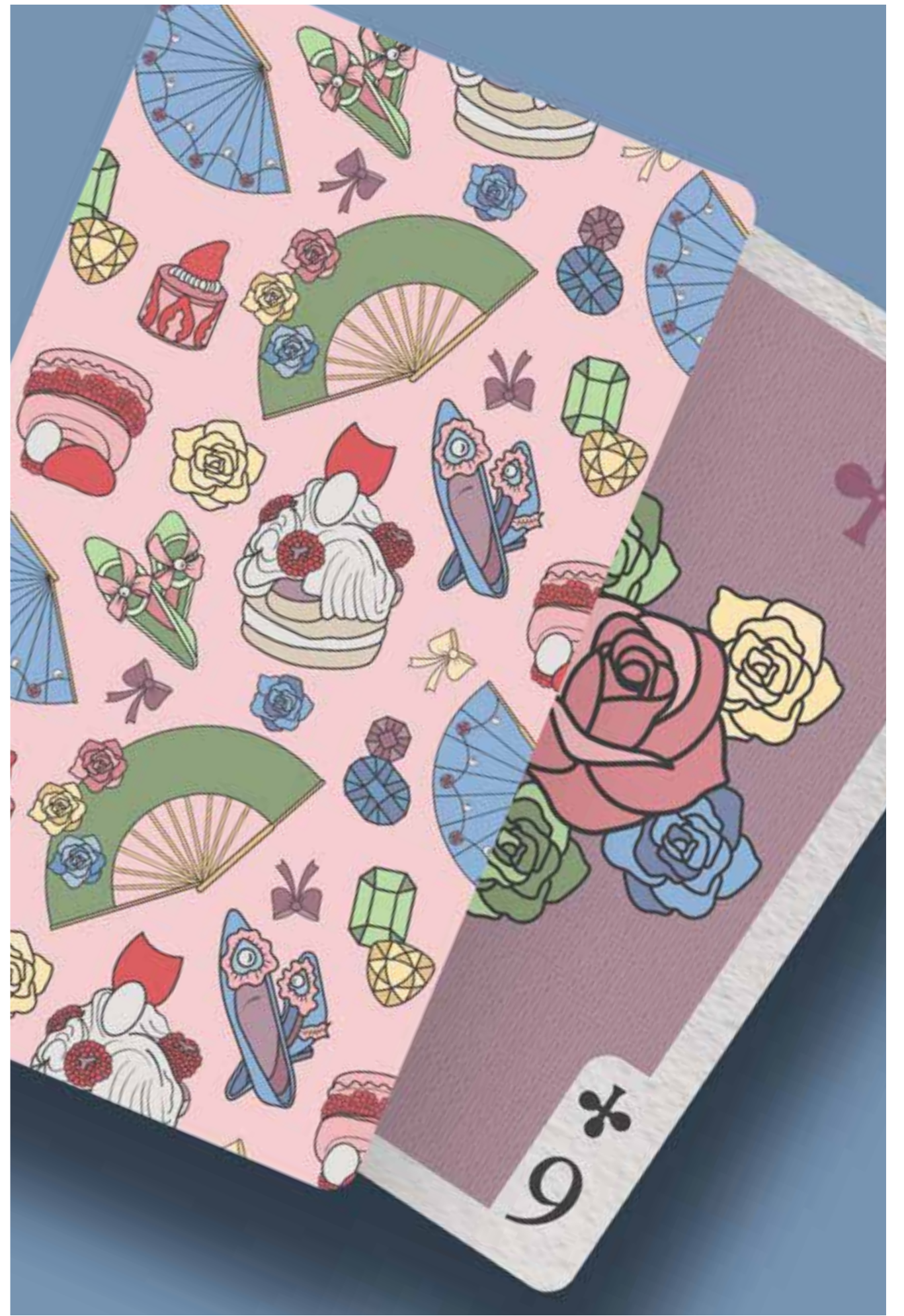
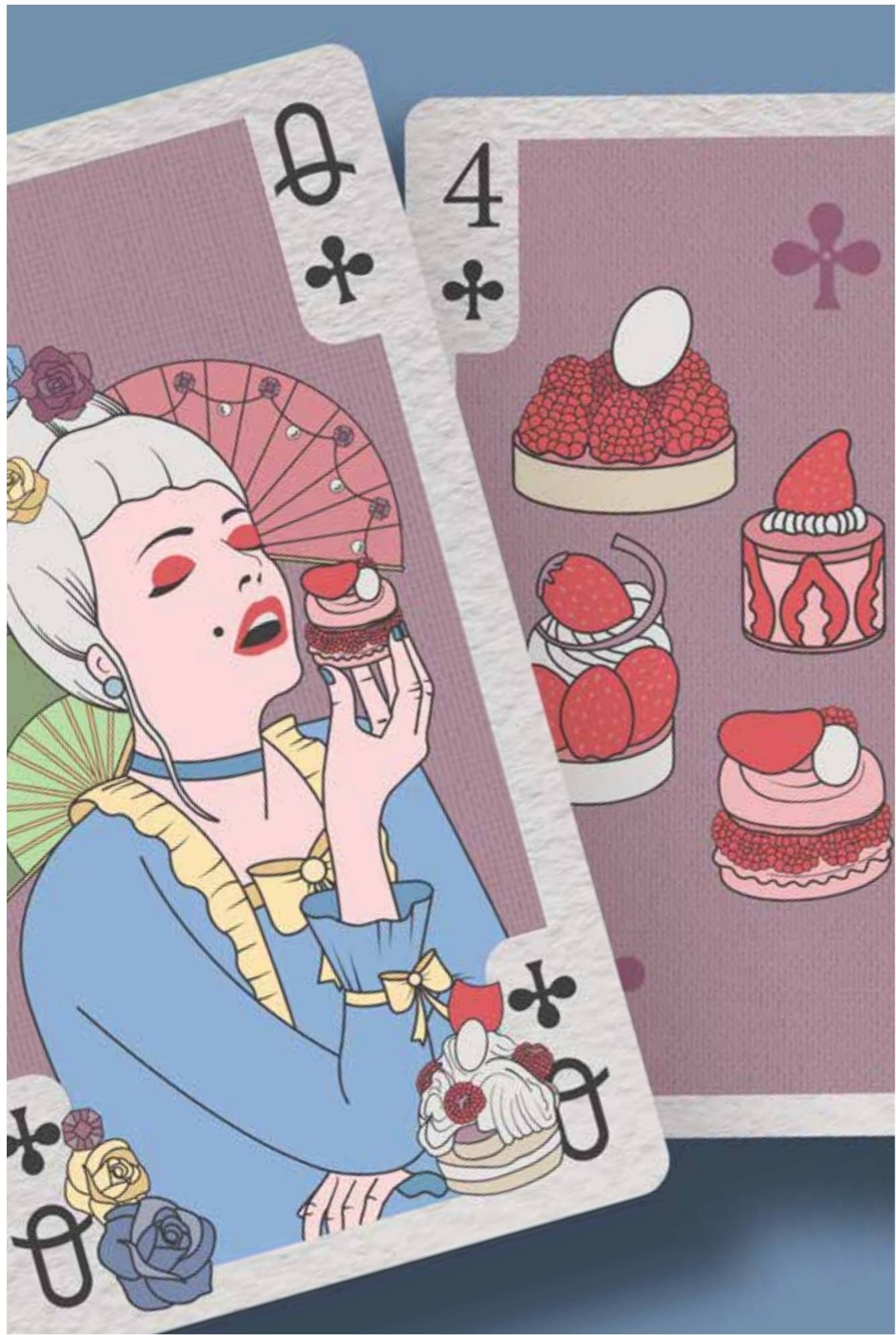
PATTERN | EDITORIAL

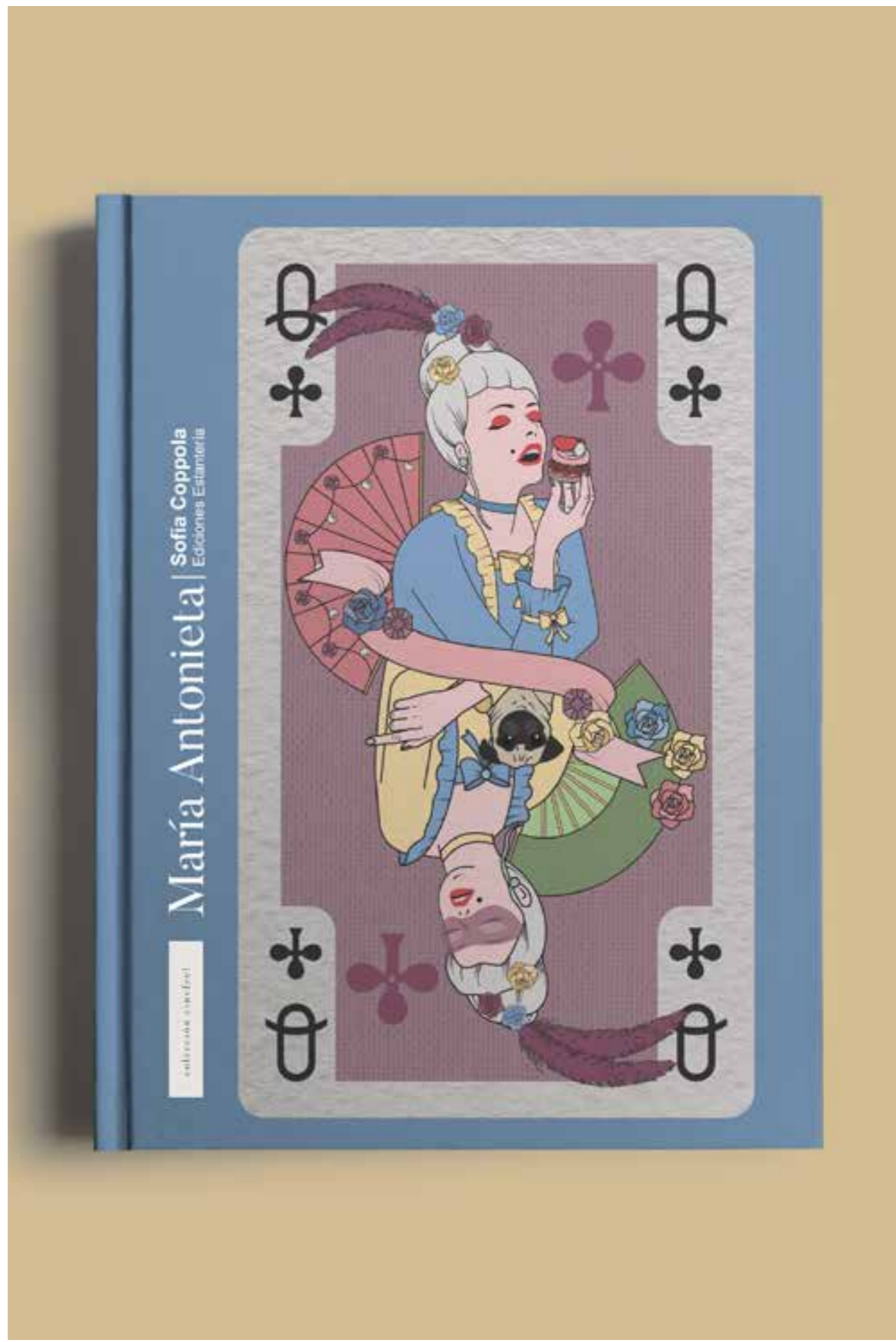
Patterns and Movie Illustrations That Truly Move You. This project involves the design of illustrations and patterns for the cover of a book, inspired by Sofia Coppola's film "Marie Antoinette." The aim is to create visuals that evoke the emotional depth and aesthetic beauty of the movie.

CLIENT

Challenge "Moview", Pupapop









FRIENDLY SWAP

PATTERN | PRODUCT

FRIENDLY SWAP

PATTERN | PRODUCTS

House Product Design: Friendly Swap Trend. This project focuses on house product design inspired by the Friendly Swap trend, characterized by flat colors, the freshness of chambray, and fine lines. The primary objective was to develop a collection of patterns, utilizing screen and digital printing, to be applied to a line of children's products.

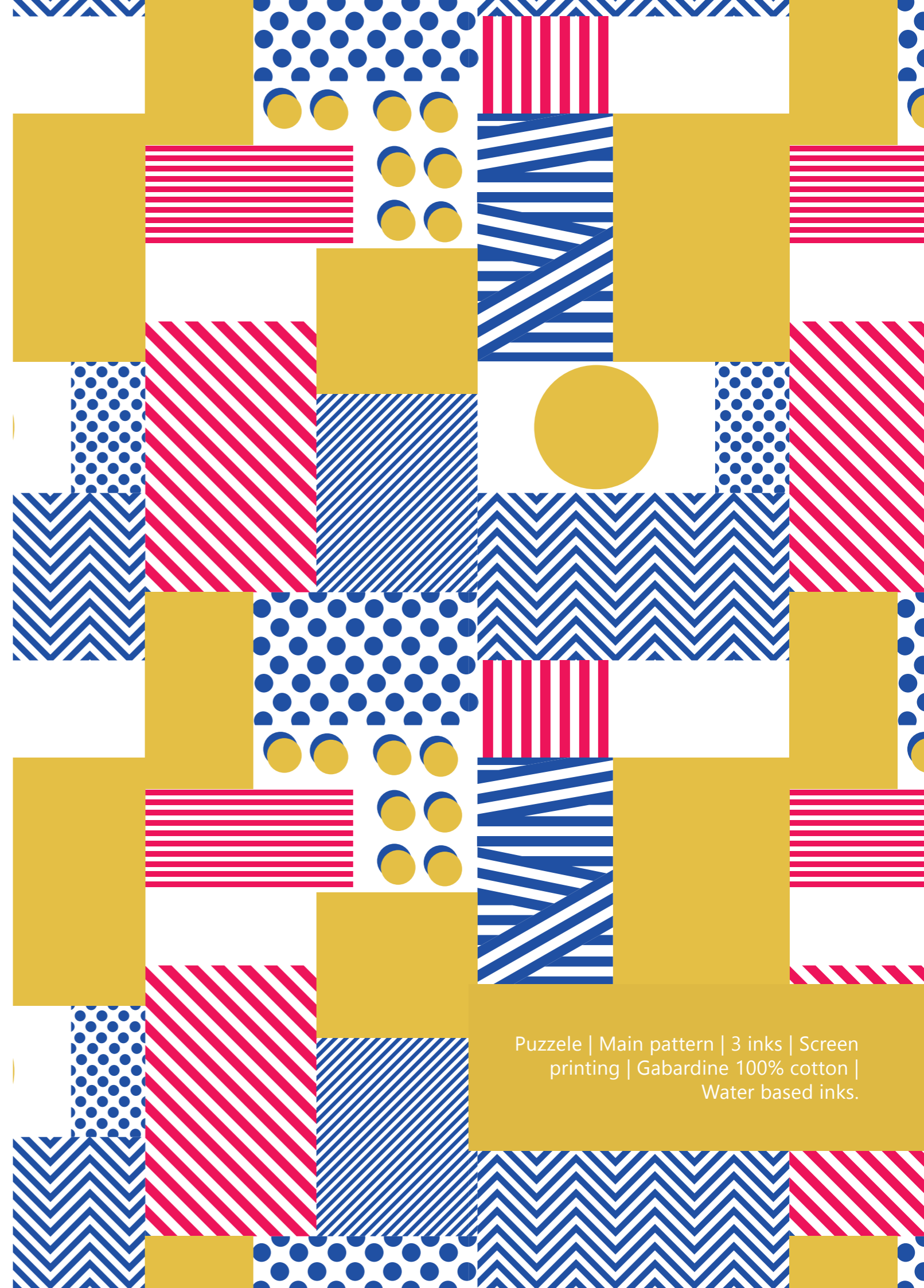
CLIENT

National Instituto of Fine Arts (EDINBA, Mexico)

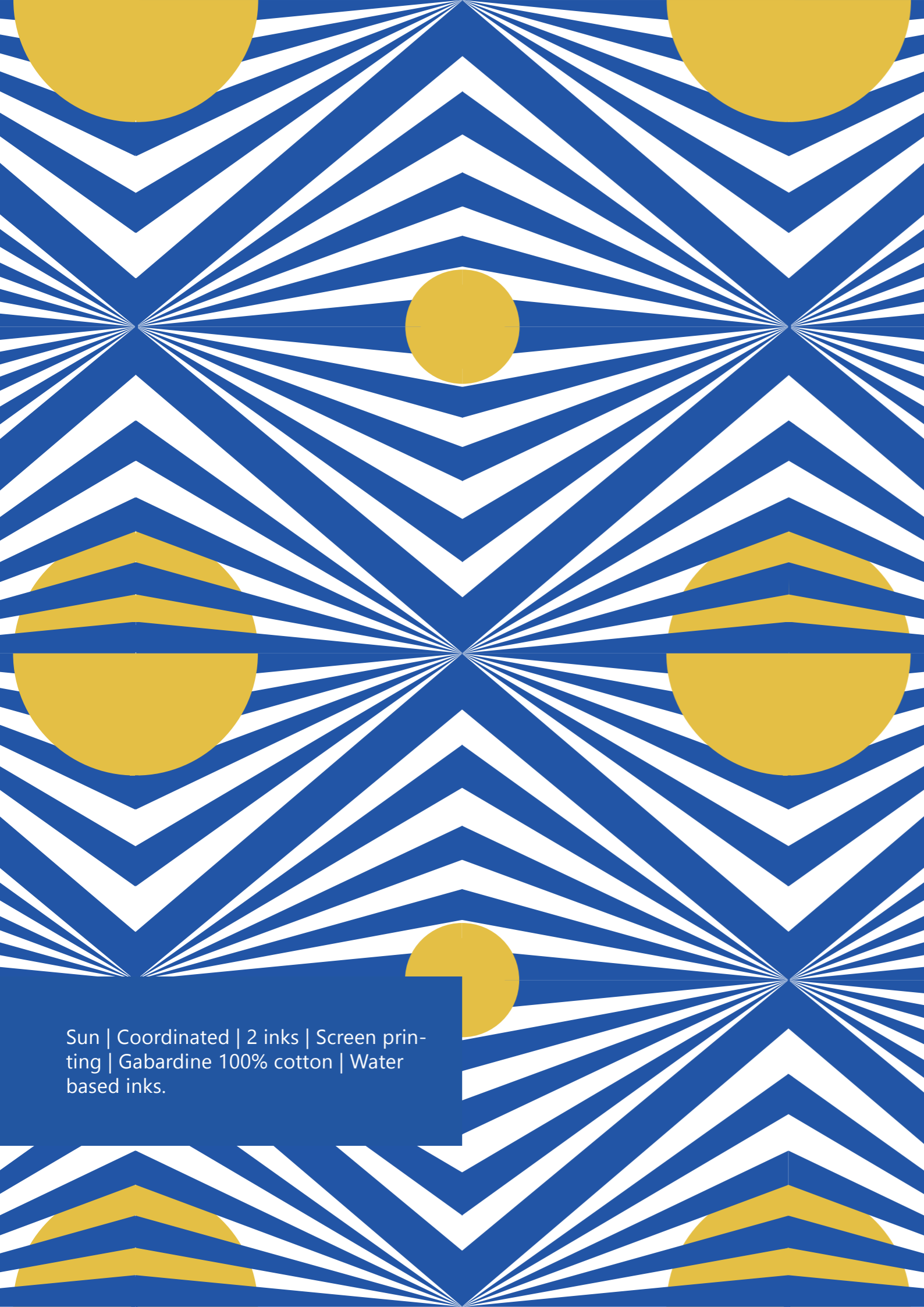




Decoration proposal for a children's room, applying the design of the small collection of prints on surfaces and furniture.



Puzzle | Main pattern | 3 inks | Screen printing | Gabardine 100% cotton | Water based inks.



Sun | Coordinated | 2 inks | Screen printing | Gabardine 100% cotton | Water based inks.



Magazine rack, base: wood and copper. Stamped by screen printing.



Baskets: base material wood. Stamped by screen printing, gabardine 100% cotton.



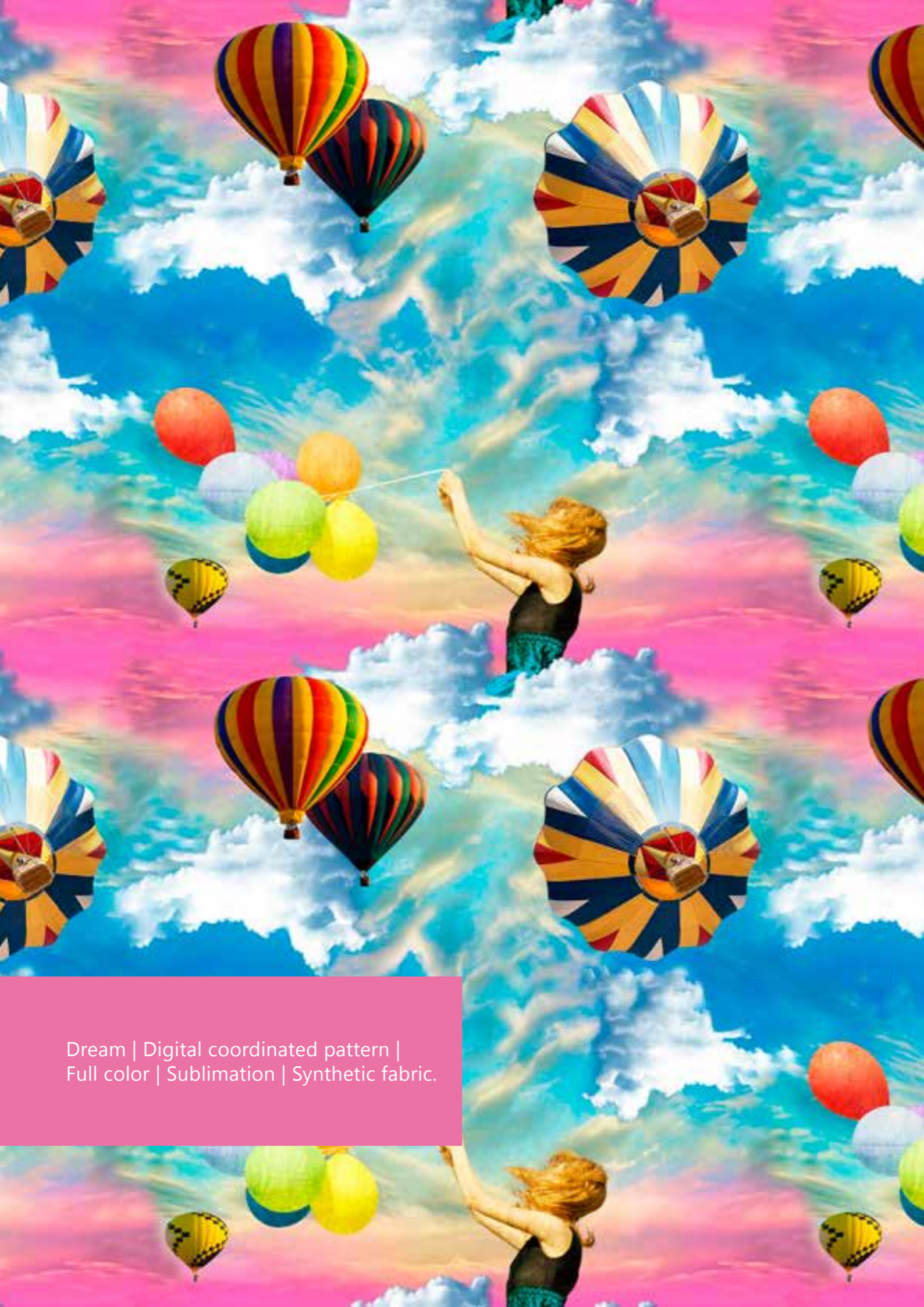
Particles | Coordinated | 1 ink | Screen printing | Gabardine 100% cotton | Water based inks.



Patterns printed in 100% cotton gabardine with screen printing. Preparation of frames for screen printing and water based inks.



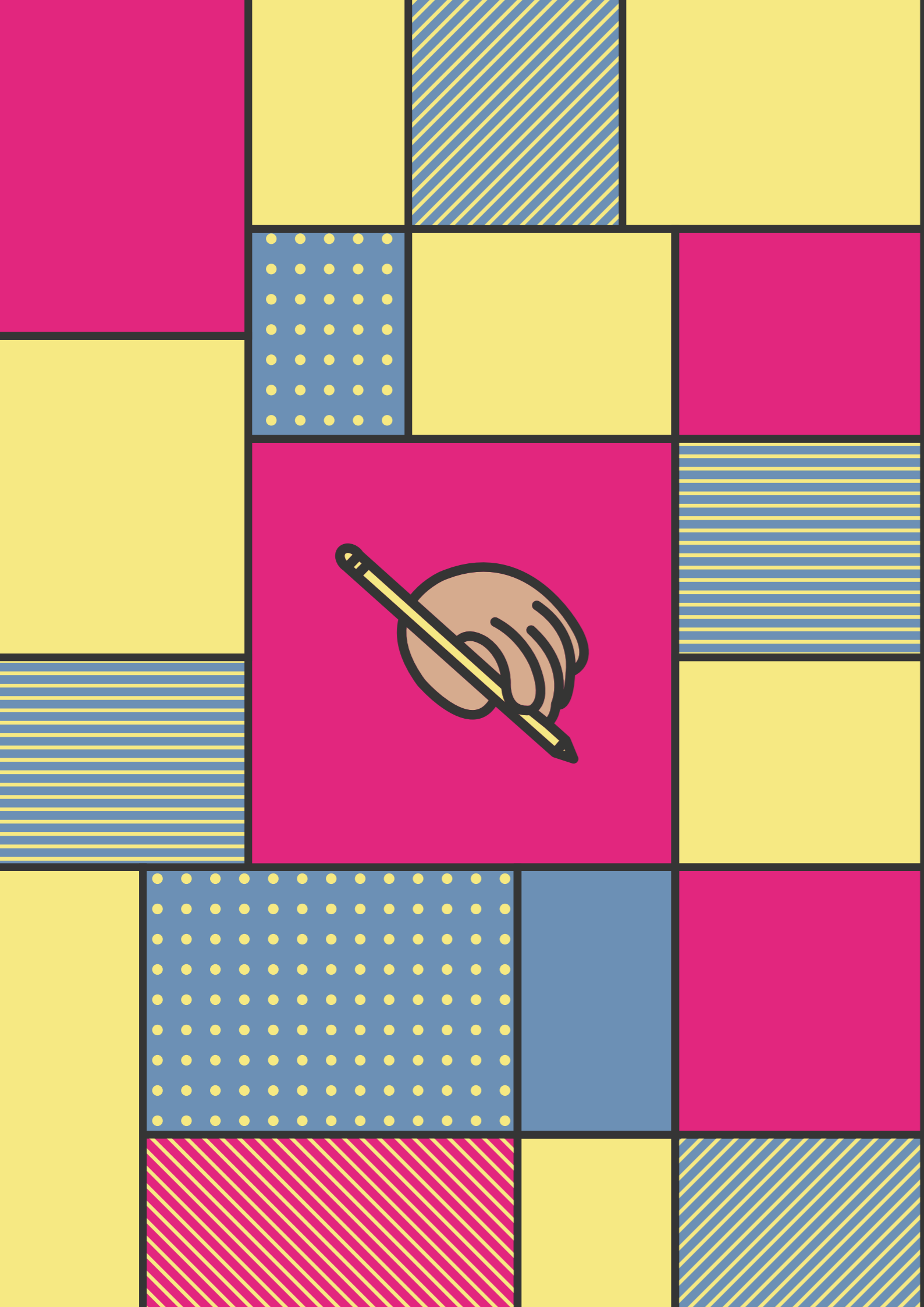
Final fabric samples. Gabardine 100% cotton. Water based inks.



Dream | Digital coordinated pattern |
Full color | Sublimation | Synthetic fabric.



Tipy: base material wood. Stamped
by sublimation printing, polyester fabric.



ADRIATIKA

BRAND IDENTITY AND
CAMPAING STRATEGY

ADRIATIKA

CAMPAING STRATEGY

Social Media Content Design and Campaign Advertising. The primary objective was to increase traffic to the website, Instagram, Facebook, and Pinterest. The campaign included the creation and implementation of videos, GIFs, product photography, and image retouching.

CLIENT

Adriatika / London Contour Experts



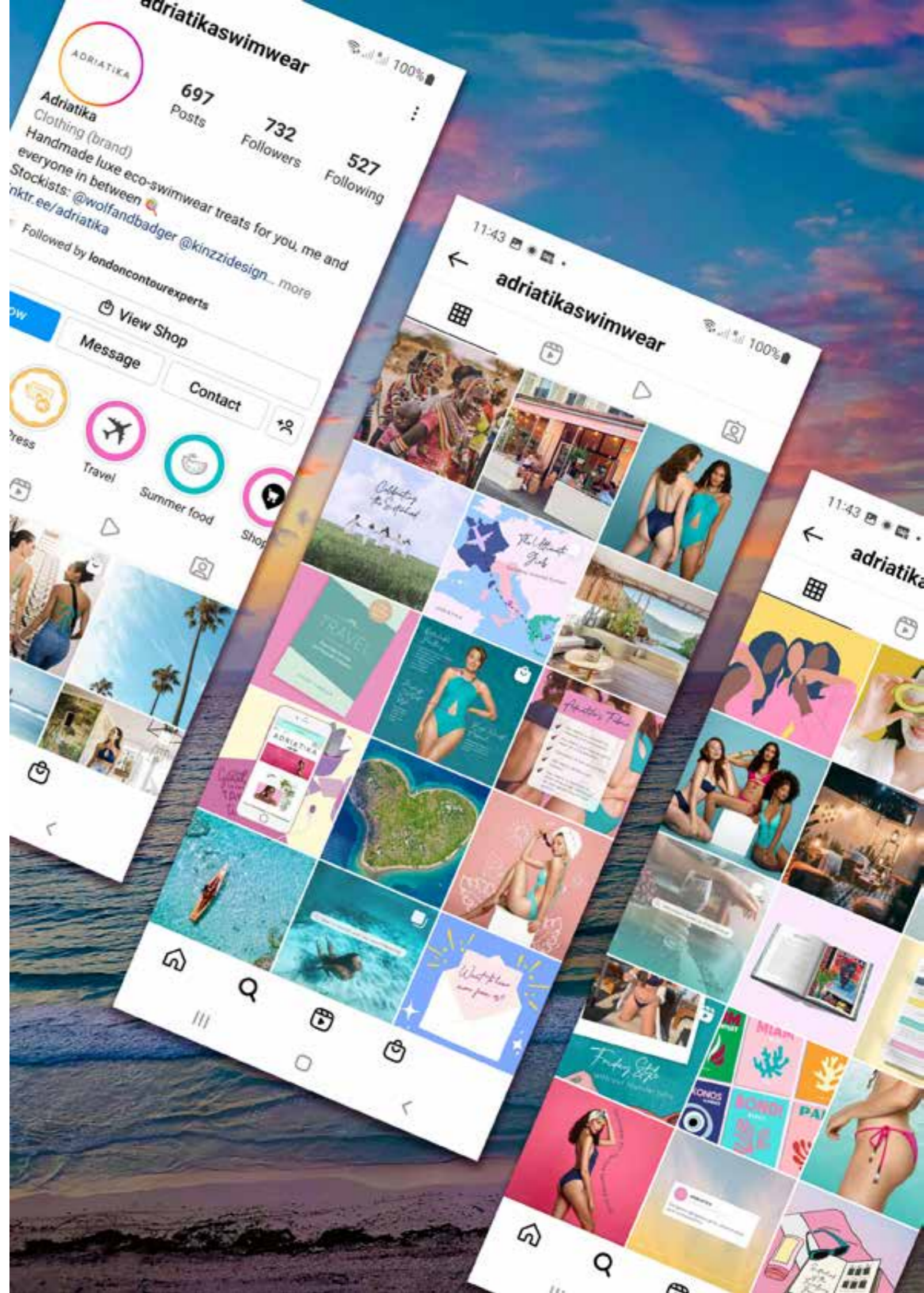
In the beginning
Our fabric started out as waste
fishing nets polluting the oceans.



The waste
collected
Healthy

It's
Our luxury
developed

And finally
The fabric can now be infinitely
recycled without losing its quality
and has helped cut down on
ocean waste!



How do Adriatika remain a responsible brand?

- ✓ We choose to manufacture locally to cut our carbon footprint.
- ✓ We create small collections in order to minimise our waste.
- ✓ We use sustainable fabrics for our swimwear.
- ✓ We ensure our employees are paid fair wages and are provided with great working conditions!

ADRIATIKA



Friday Style
with our founder Julia



Our seductive swimwear is waiting for you!
collection to

Check the link
to shop



ADRIATIKA





NAWALE

PRODUCT SERVICE SYSTEM

NAWALE

PRODUCT SERVICE SYSTEM

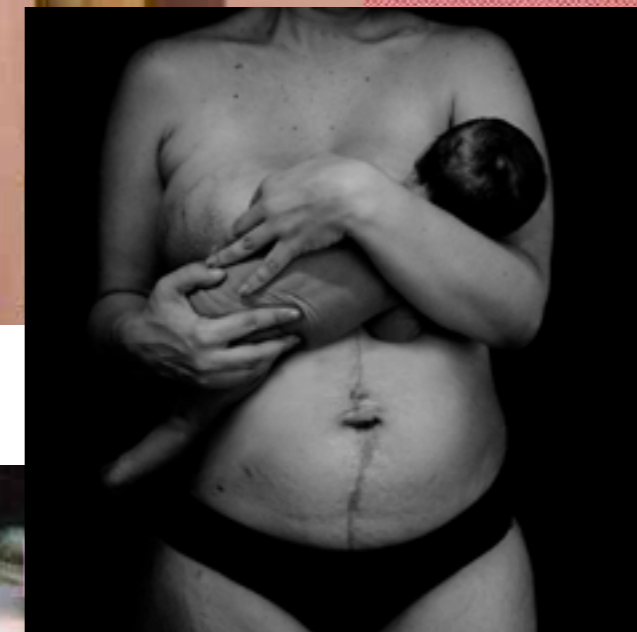
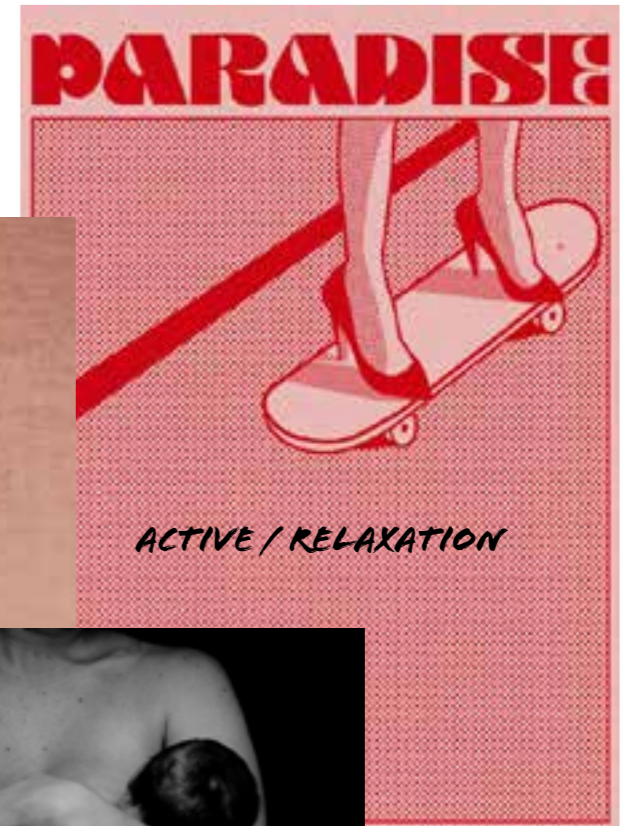
Nawale: Tailored Maternity Products. Nawale is a brand dedicated to providing specialized maternity products designed to adapt to the changing needs of the body during pregnancy. Our goal is to create tailor-made solutions that offer freedom of movement, comfort, and personalized style.

We aim to support women during this transformative stage, recognizing that feeling comfortable and confident in their bodies is essential.

Our design process includes developing three adaptable products, experimenting with auxetic figures and lacing mechanisms, researching connectors, and focusing on customer experience design. Additionally, we are implementing a digital platform to enhance accessibility and convenience for our customers.

CLIENT
Politecnico di Milano

"DEFORMATION"



FREEDOM

SUPPORT



LIMINAL STAGE



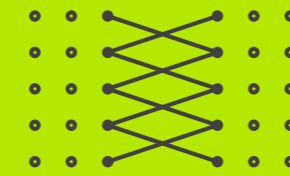
Nawwale



NAWALE FOCUSES ON

**PERFECT FIT
ADAPTABLE
MOVEMENT
COMFORTABLE
EASY TO WEAR
CUSTOMIZATION
LONG LASTING LIFE
HELP TO RELIEF PAIN
TREND AND YOUNG STYLES
PERMIT THE BREAST FEEDING
HELP TO CARRY WEIGHT (BELLY, BREATHS)
NICE AND SOFT TEXTURE (BREATHABLE, STRETCHABLE)**

Nawale wants to break the stereotypes of the perfect body and that mothers never were young. Likewise, the brand seeks to provide modern, contemporary, adaptable styles, generating the least possible waste.



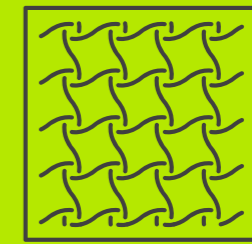
ADAPTABLE



SUSTAINABLE



CUSTOMIZABLE



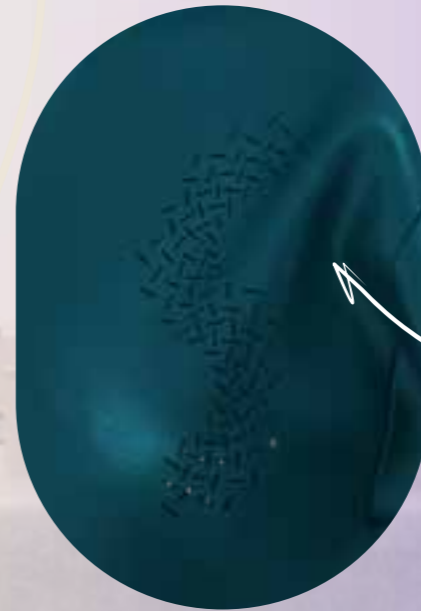
FLEXIBLE

ADAPTABLE PRODUCTS



ADAPTABLE SIZE AND STYLE

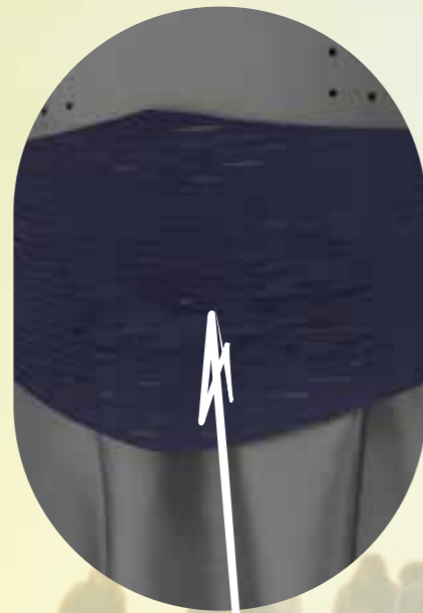
GROW SIZE / COMFORT



ADJUSTABLE MECHANISM

GROW SIZE / COMFORT

INTERLOCKING SYSTEM



LOWER BACK SUPPORT



ADJUSTABLE

CONNECTOR PRODUCTS

ADAPTABLE, FLEXIBLE, AND TAILOR-MADE GARMENTS AND ACCESSORIES



Some products can be produced locally. Generating local commercial activity.



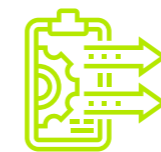
The brand uses sustainable fabrics.



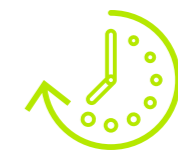
Nawale tries to produce garments without adding buttons and zippers, and with only one type of fabric to make easier to recycle them.



The designs and patterns are designed to improve the efficiency of the use of the fabric and generate the least possible waste during production. "zero waste"

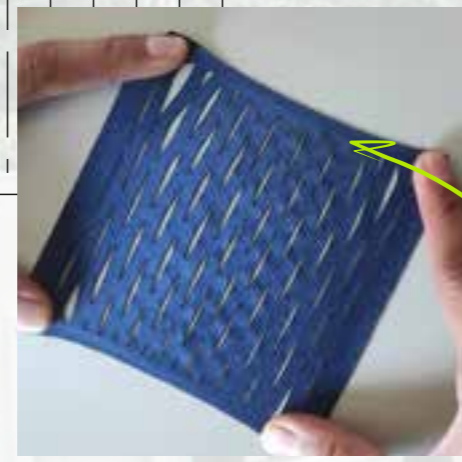
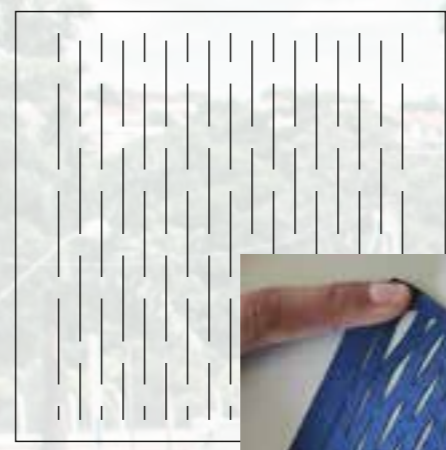


All the garments and accessories are made on demand. This reduces the over production.



Long life of products. The mission is that they could be useful to women even after pregnancy.

AUXETIC FIGURES



Auxetic structures expand in all directions when stretched and shrink in all directions when compressed.

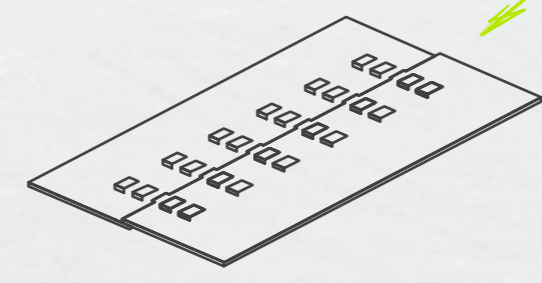
LACING MECANIMS

Lacing as adaptable. The cord would be inserted through the holes generating the gather.



Nawwale SPECIAL FEATURES

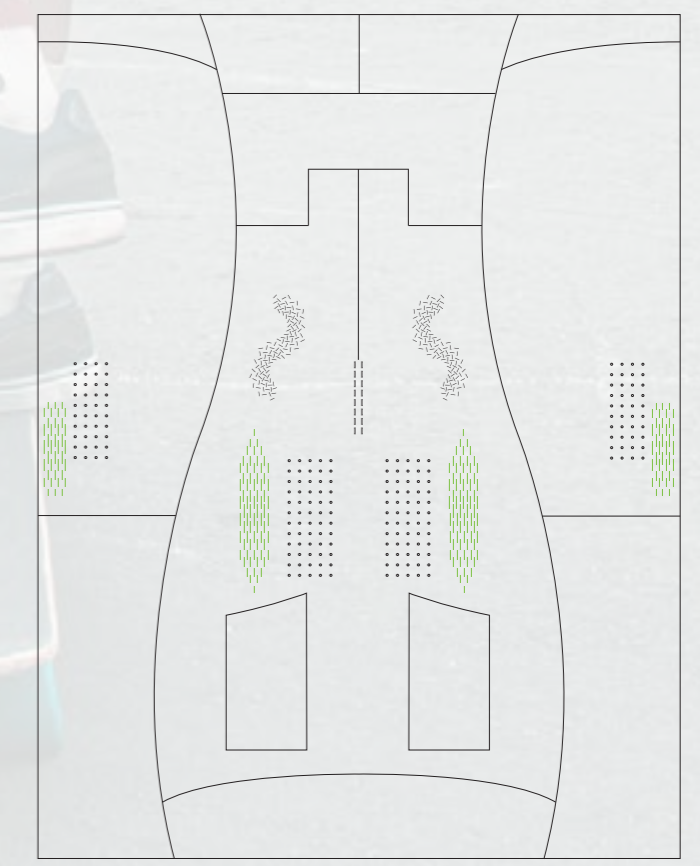
INTERLOCKING SYSTEM



The connectors are structures that allow the fabric to be joined without the need for a sewing machine.

ZERO WASTE

Adaptable zero waste pattern. No fabric waste is generated in the production process.





**CUSTOMER
JOURNEY**



1) HOME

Nawale HOME HOW IT WORKS START TO DESIGN COMMUNITY CLIENT AREA CONTACT



WATCH VIDEO

ADAPTABLE, FLEXIBLE, AND TAILOR-MADE PRODUCTS

ADAPTABLE FLEXIBLE CUSTOMIZABLE SUSTAINABLE

Excellent for work and daily life

KIMONO DRESS
Customize your dress to your style and it will arrive at the door of your house!

SUPPORT BELT
Customize your belt, relax your pelvic area and relieve back pain.

WESTERN DRESS / DIY
Customize, download the file, produce and assemble at home.

PRODUCTS YOU CAN ASSEMBLE AT HOME

CUSTOMIZABLE FIT AND STYLE
Tailor-made products, you give us your measurements and your tastes to create the perfect dress that will accompany you during this stage.

ADAPTABLE TO YOUR BODY
It adapts to your body during the different stages of pregnancy and postpartum. Long lasting

FLEXIBLE AUXETIC STRUCTURES
Flexible structures that make your body feel comfortable.

CONNECTORS
Structures that allow the fabric to be joined without the need for a sewing machine.

OUR PRODUCTS ARE/USE

Produced Locally (Diy) Sustainable Fabrics Least Waste Production Made On Demand Easier To Recycle Long Lasting Products

CUSTOMER SUPPORT
Alterations & Returns | Shipping & Delivery

2) START TO DESIGN

Nawale HOME HOW IT WORKS START TO DESIGN COMMUNITY CLIENT AREA CONTACT

WE HAVE TWO TYPES OF PRODUCTS DIY AND NORMAL

DIY NETWORKING PRODUCTION
You can produce them at home without the need for a sewing machine or sewing skills. They use connectors, structures that allow the fabric to be joined without the need for a sewing machine.
MORE SUSTAINABLE PROCESS.
I want to know more

NORMAL TRADITIONAL PRODUCTION
The designs and it arrives at your home armed as a normal purchase.

ARE YOU READY?

WHAT WOULD YOU LIKE TO DESIGN?

KIMONO DRESS NORMAL
Customize your dress to your style and it will arrive at the door of your house!

SUPPORT BELT NORMAL AND DIY
Customize your belt, relax your pelvic area and relieve back pain.

WESTERN DRESS DIY
Customize, download the file, produce and assemble at home.

All our products are designed to:

ADAPTABLE TO YOUR BODY
It adapts to your body during the different stages of pregnancy and postpartum. Long lasting

FLEXIBILITY
They have flexible structures that make your body feel comfortable.

CUSTOMER SUPPORT
Alterations & Returns | Shipping & Delivery

3) 3D PLATFORM DESIGN

Nawale HOME HOW IT WORKS START TO DESIGN COMMUNITY CLIENT AREA CONTACT

KIMONO DRESS

Customize your perfect dress, following a fitting quiz and our 3D customize platform to adapt the item that you love into and outfit that help you to feel free, independent and comfortable.

FOLLOW THE INSTRUCTIONS, CHOOSE THE COLOR, TYPE OF NECK, LENGTH AMONG OTHER OPTIONS TO CREATE YOUR STYLE!

COLOR

Green Blue Golden Gray Aquamarine

POCKETS

Pockets Without pockets

SLEEVES

With sleeves Open sleeves Without sleeves

LENGTH

To the knee Below the knee Mullet

NECK

Collar Triangle Square

ZIPPER

Without zipper With zipper

AUXETIC

BREASTS

Pinwheel Swirl Lines

BODY / Front and back

Lines Boxes Square Pinches

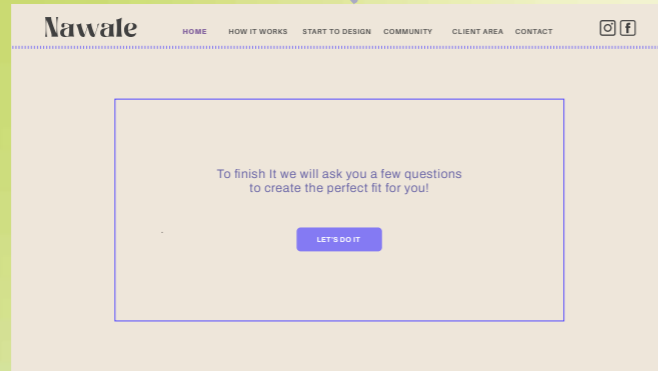
Rhombus Triangle Waves Y

WE ARE ALMOST DONE!
If you are happy with your design, click next

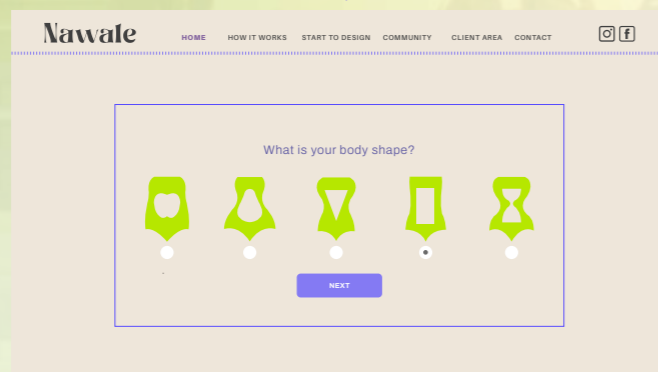
NEXT

CUSTOMER SUPPORT
Alterations & Returns | Shipping & Delivery

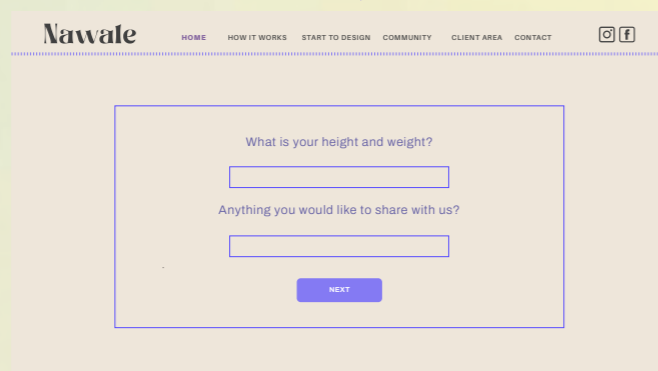
4) QUIZ A



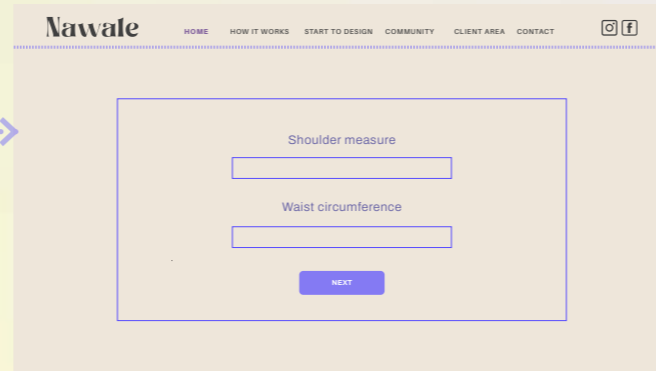
4) QUIZ B



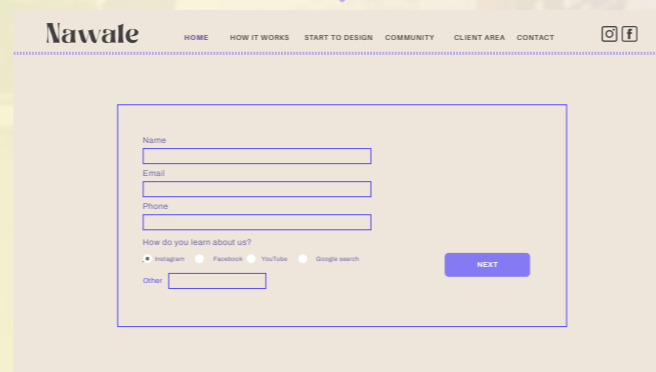
4) QUIZ C



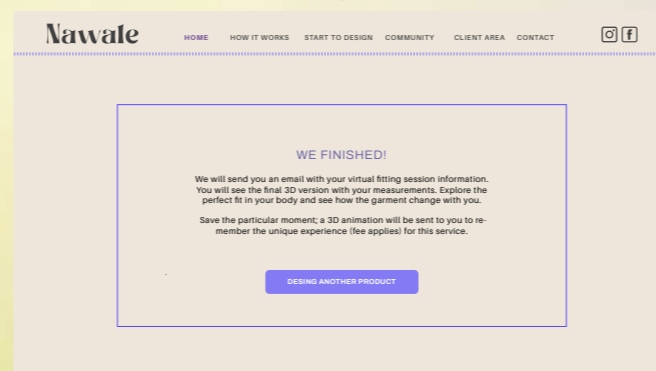
4) QUIZ D



4) QUIZ E



4) QUIZ F

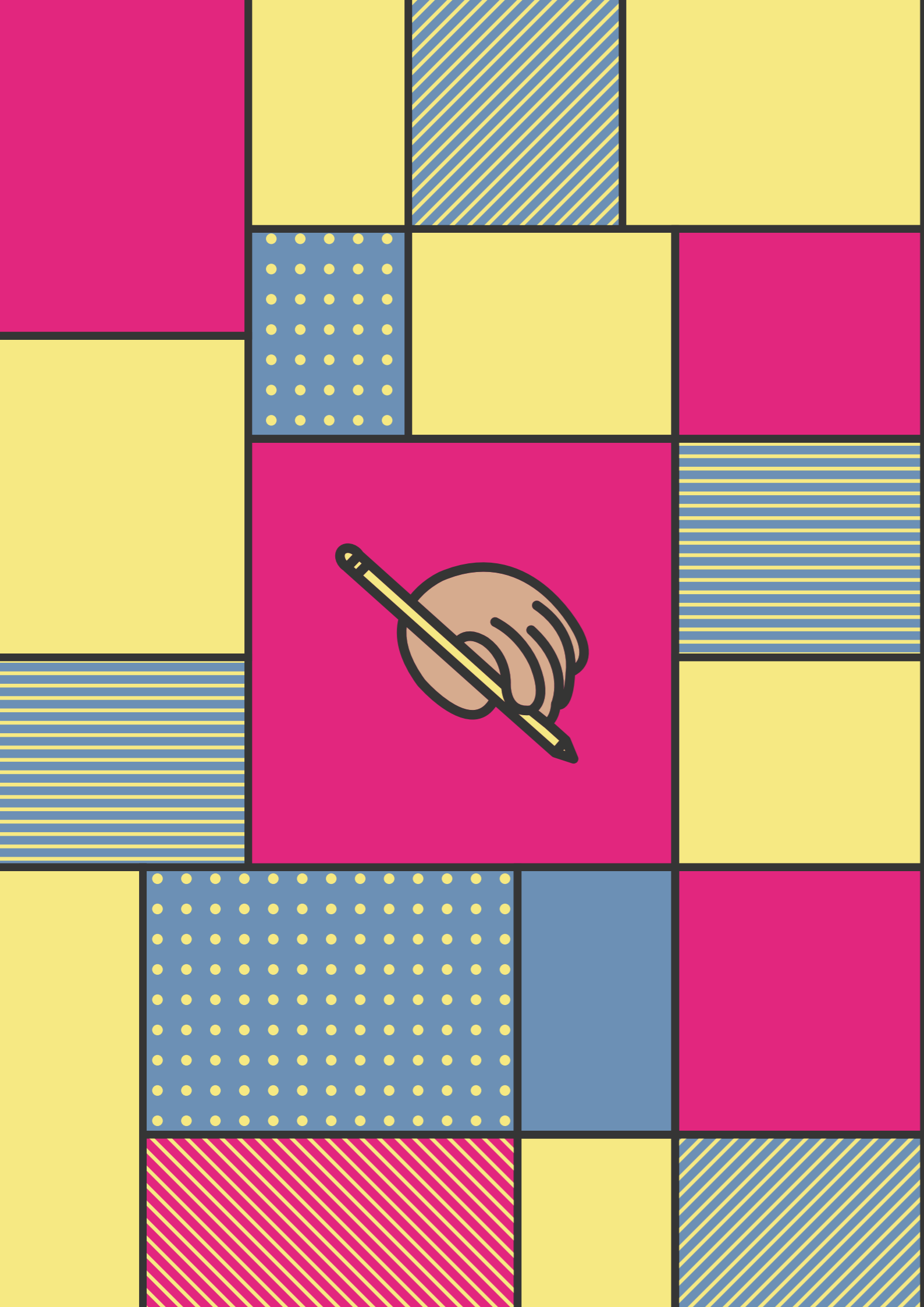


5) 3D SCAN, CONFIRMATION EMAIL



6) VIRTUAL FITTING SESSION





JEYOON
BRANDING

JEYOON

BRANDING

Jeyoon: Embracing UAE Heritage with Modern Confidence. Jeyoon draws inspiration from the rich cultural tapestry of the UAE, empowering women to express themselves authentically and confidently.

Our brand focuses on developing a unique branding design that reflects our heritage, a design aesthetic that merges tradition with modernity, and a tone of voice that celebrates individuality and empowerment.

CLIENT

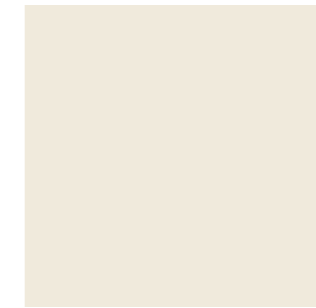
Jeyoon/ London Contour Experts



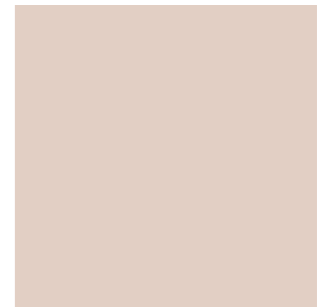
JEYOON



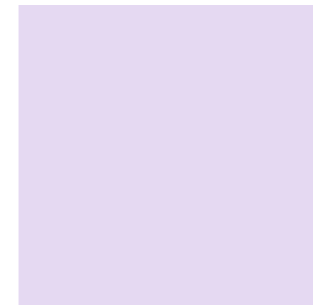
PEARL METALLIC



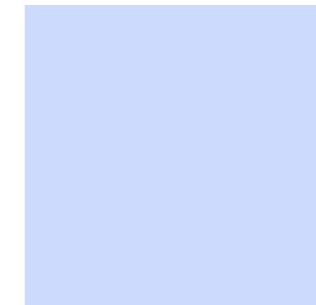
CREME



SAND



LILAC



DAZE



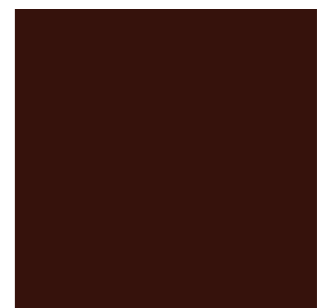
SKY



CLAY



EARTH



COFFEE

Logo design, symbols, color palette selection and development of identity manual.



Social media look and feel design. Combine the brand's calming, sophisticated colour palette with striking imagery and impactful messaging.

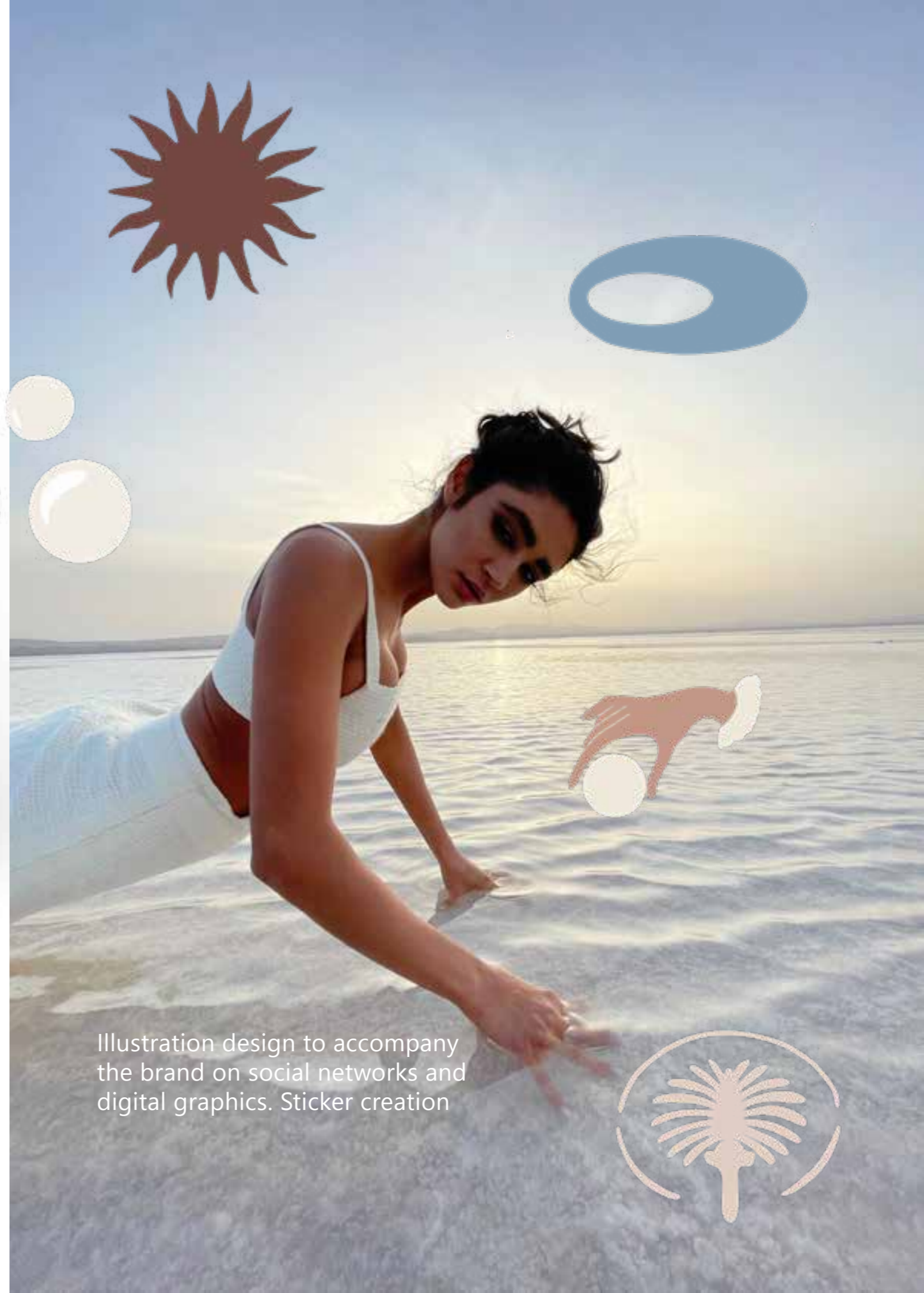


Illustration design to accompany the brand on social networks and digital graphics. Sticker creation

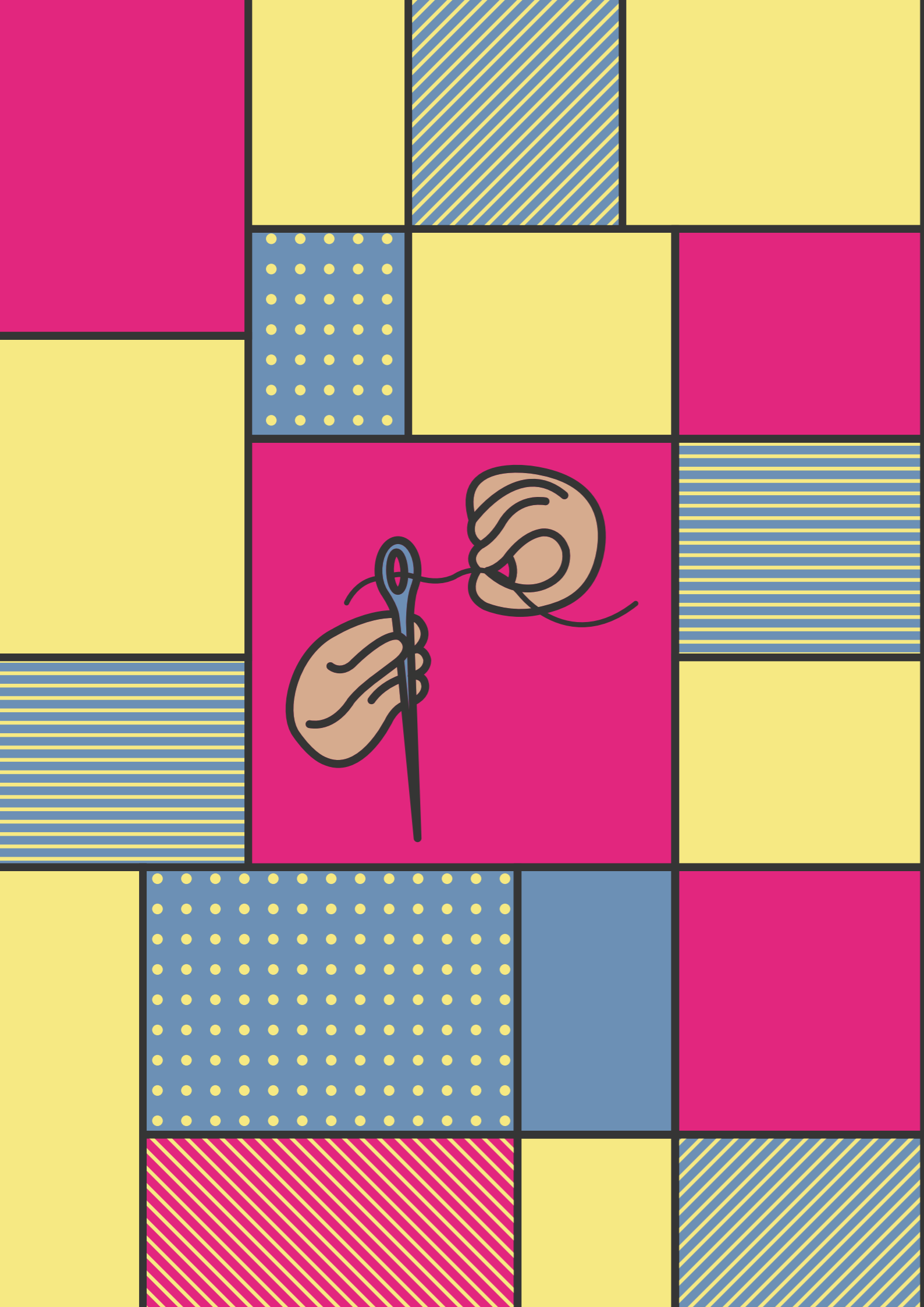




Packaging design, labels, ribbon, tissue paper, pouch.
The intention was to create an unboxing experience.







HAPPENING

CAPSULE COLLECTION

HAPPENING

CAPSULE COLLECTION

Capsule collection that emerges from the collaboration between the artist Yayoi Kusama and the new concept of the brand Poiret.

IMPLEMENTATION

Design of five garments, surface pattern design, development of one prototype. Communication strategy, corporate identity design, 3D model.

NEW TECHNOLOGIES

Use of laser cut to create and highlight texture.

CLIENT

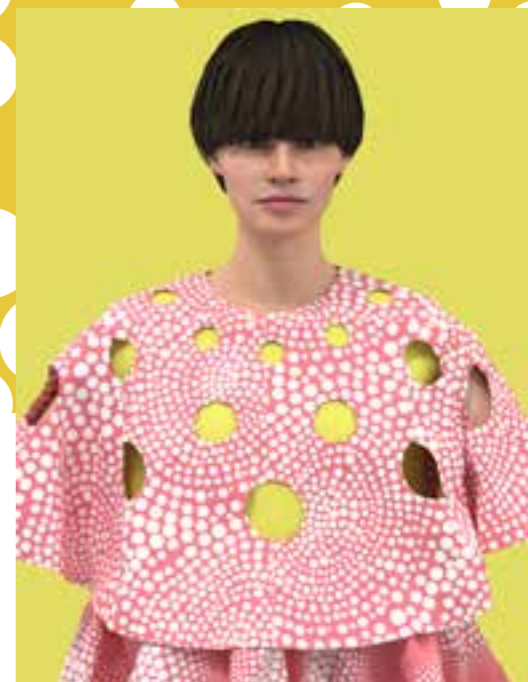
Politecnico di Milano



EXPERIMENTAL PSYCHEDELIA, REPETITION, PATTERNS





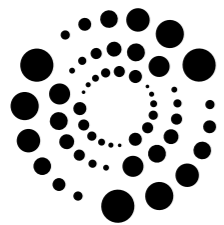


Garment 3D prototype. Use of clo 3D software



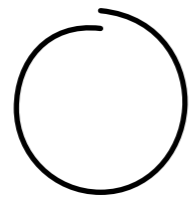


Sensory symbol



+

O poiret



=



SYMBOL



Happy yellow



Women grey

KUSAMA

Childhood writing

