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strategic design & branding



BIRTHDAY TOAST

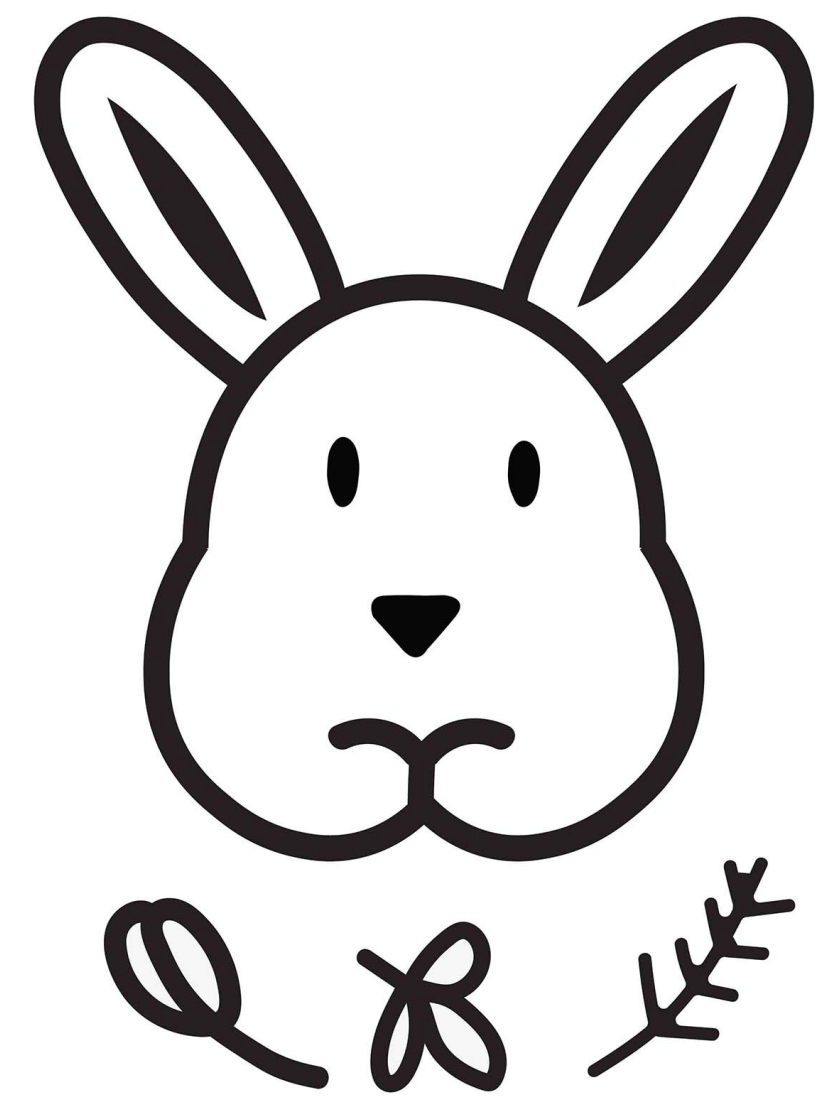
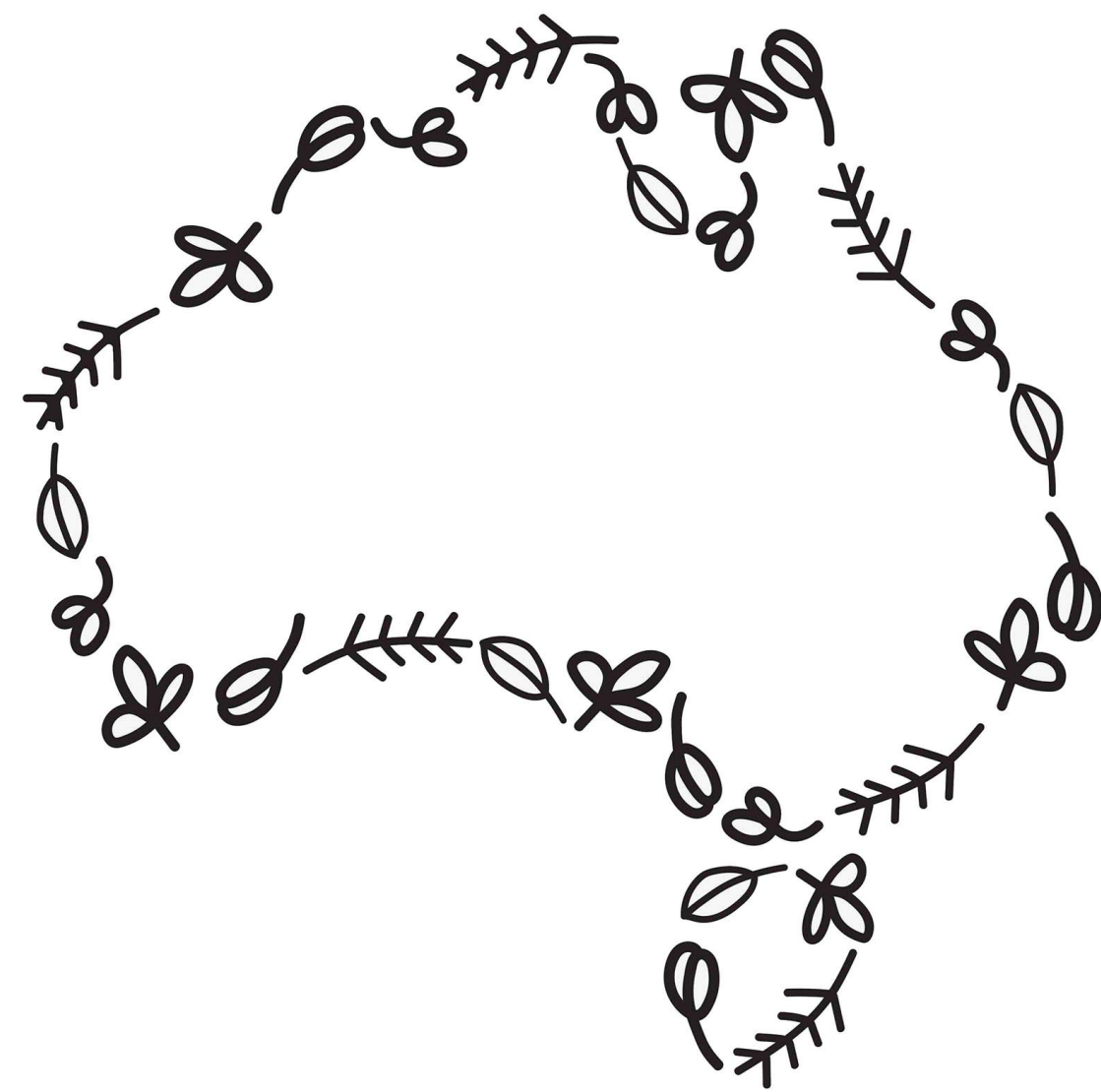
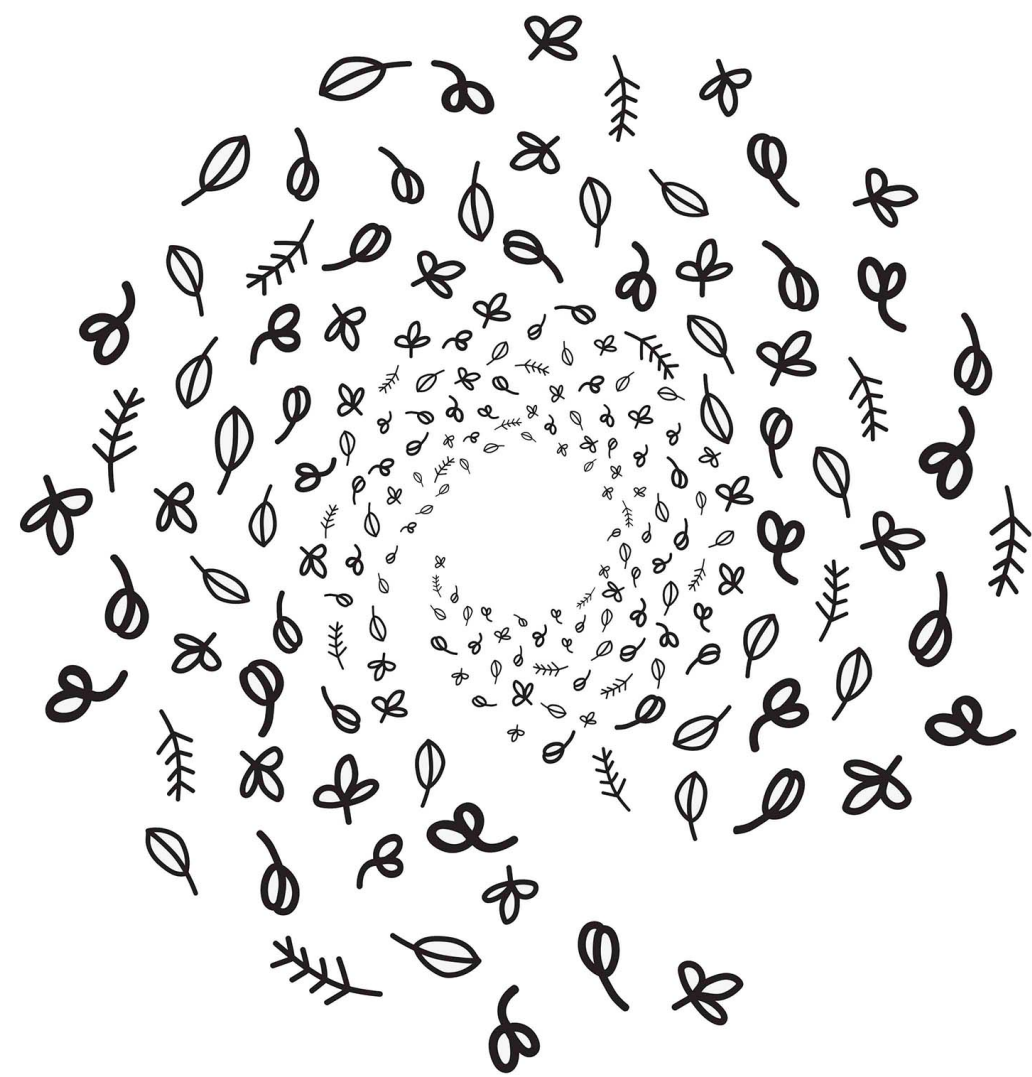
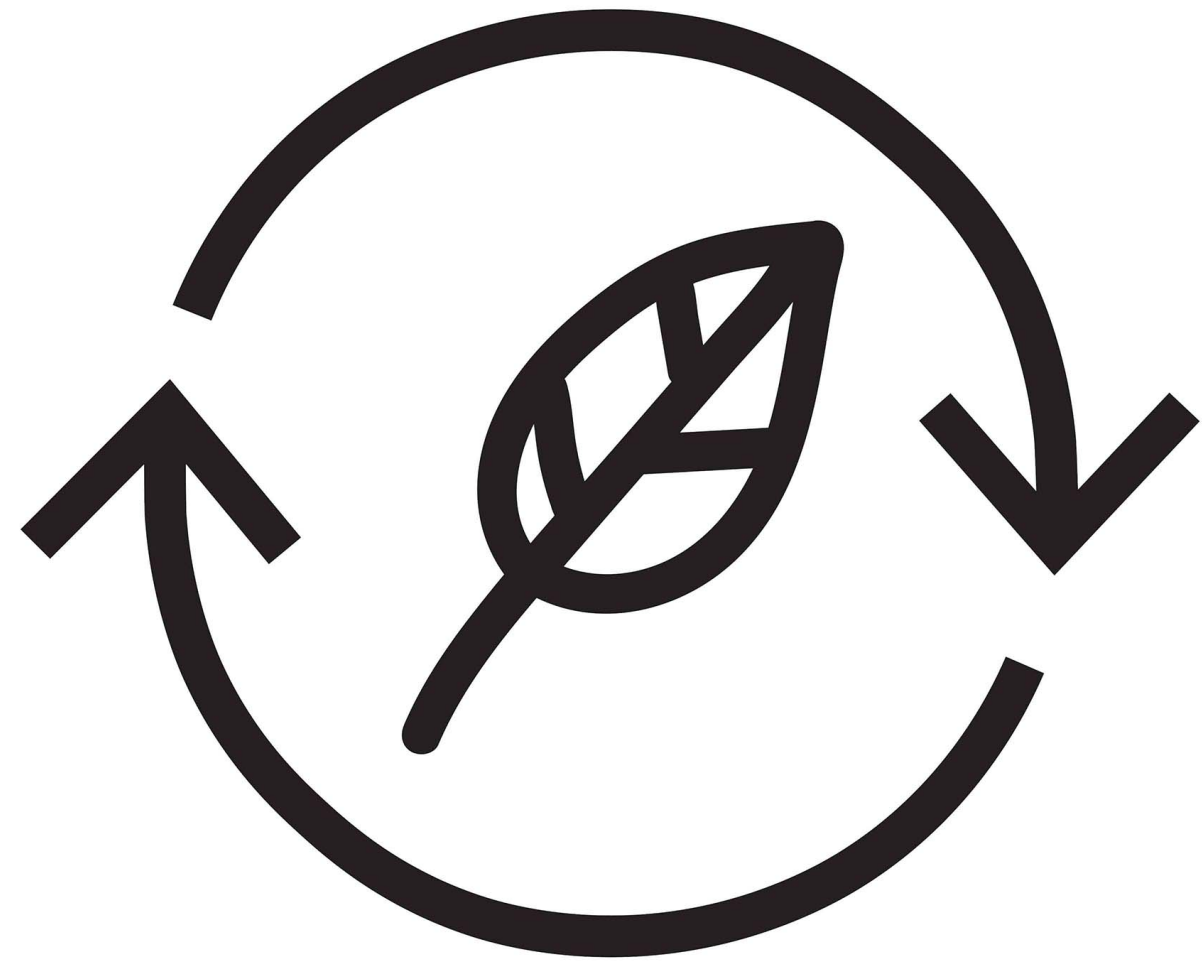


BIRTHDAY TOAST

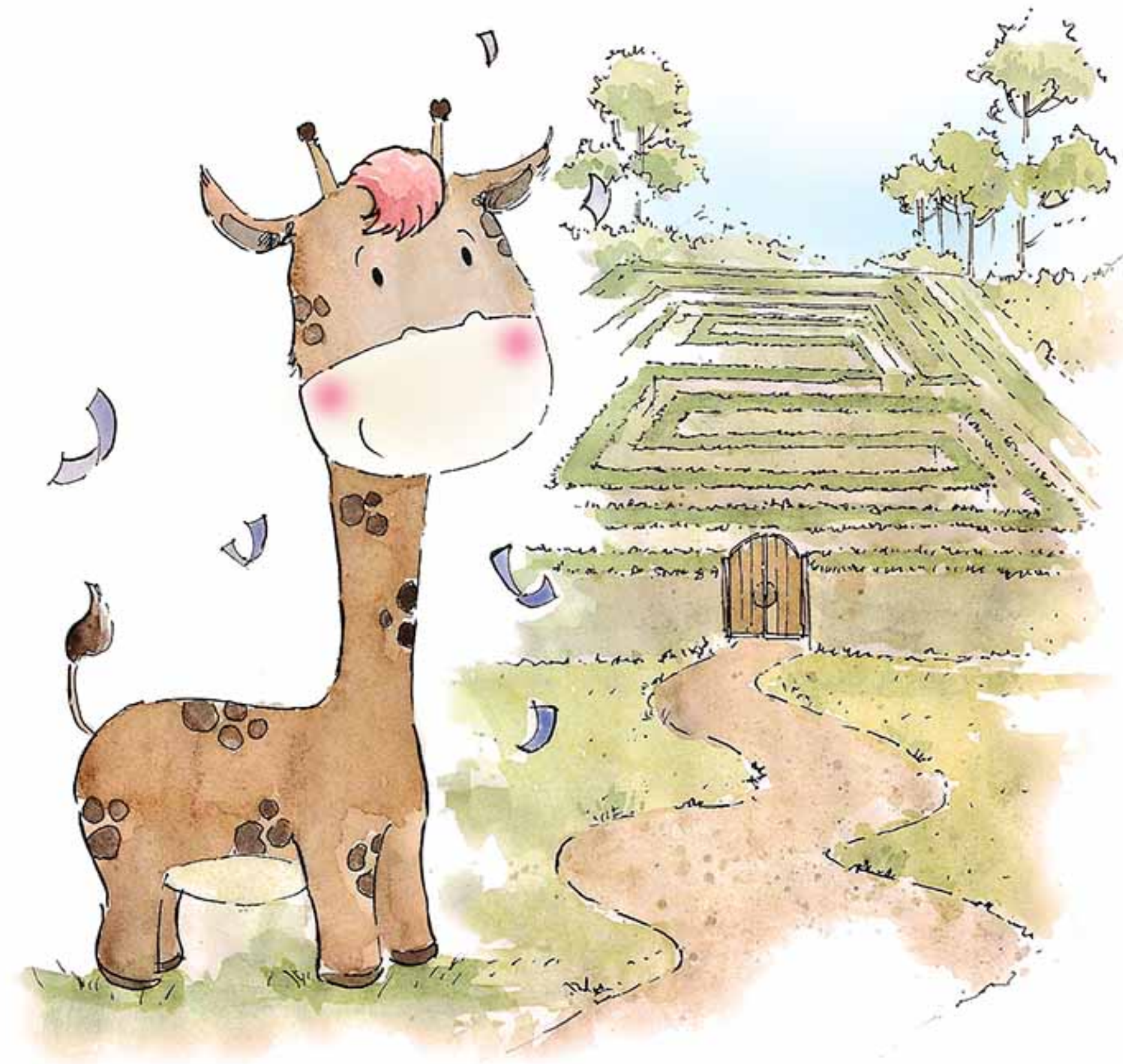












The 20/21 Collection aptly called 'FOLK' is a fairytale inspired collection that mixes traditional motifs and embroideries into wearable canvases calling for a free spirit and bold personality.

Taking inspiration from folklore this collection combines beautiful ethnic prints and bold tones with a strong play on textures.

The floral embroidery and religious motives tell a story of long forgotten traditions and femininity preserved through symbols and ornaments.

Peasants embroidered their clothes with their soul where their hands simply obeyed what their heart dictated. Hence all symbols and geometric shapes are generated to represent and redirect the energy they represent. Embroidery on the chest and sleeves channel the energy from the body down the arms and into the hands.

The Cross as an ornament is a symbol of balance. Horizontally it connects people and vertically the people get connected with God.

The collection is a personal take on ancient symbols while using modern digital printing techniques mixed with love for reviving fading traditions.

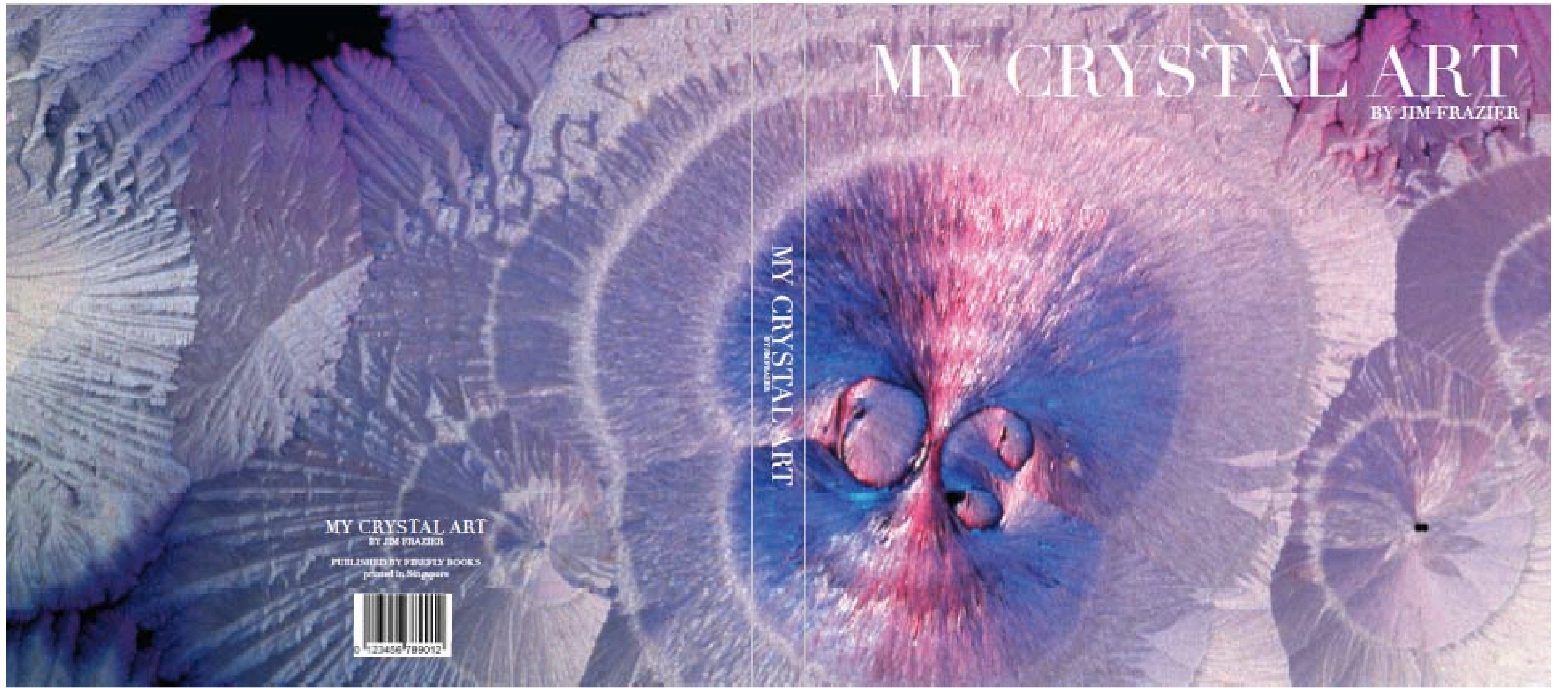
Carving symbols on objects, painting their houses or stitching symbols on clothes helped the peasants symbolically create a shield to protect themselves against evil spirits.

The FOLK series delivers a reinterpretation of the needlework messages from a long forgotten history featuring symbols of eternal life, vitality and spiritual growth.



SPRING / SUMMER 20 / 21

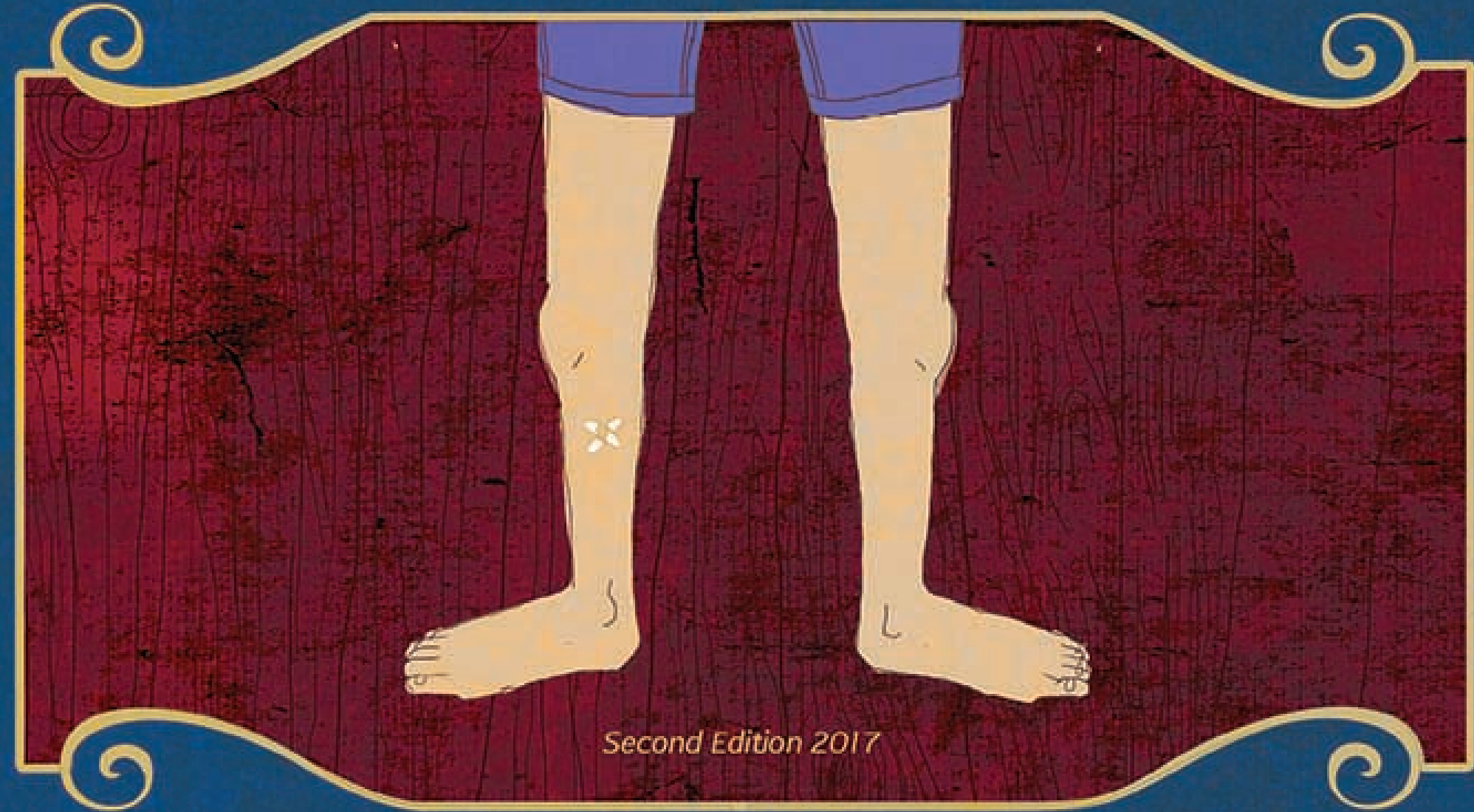




“Human nature is like water. It takes the shape of its container.” *Wallace Stevens*

THE THIRD KIDNAP OF HAIRLESS LEGS GEORGE

Written By: Mark Montgomery
Illustrated by: Ellaine Carpio - Amaro



Second Edition 2017



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THIS IS THE STORY ABOUT HAIRLESS LEGS GEORGE,
THE GREATEST PLAYER IN FOOTBALL HISTORY

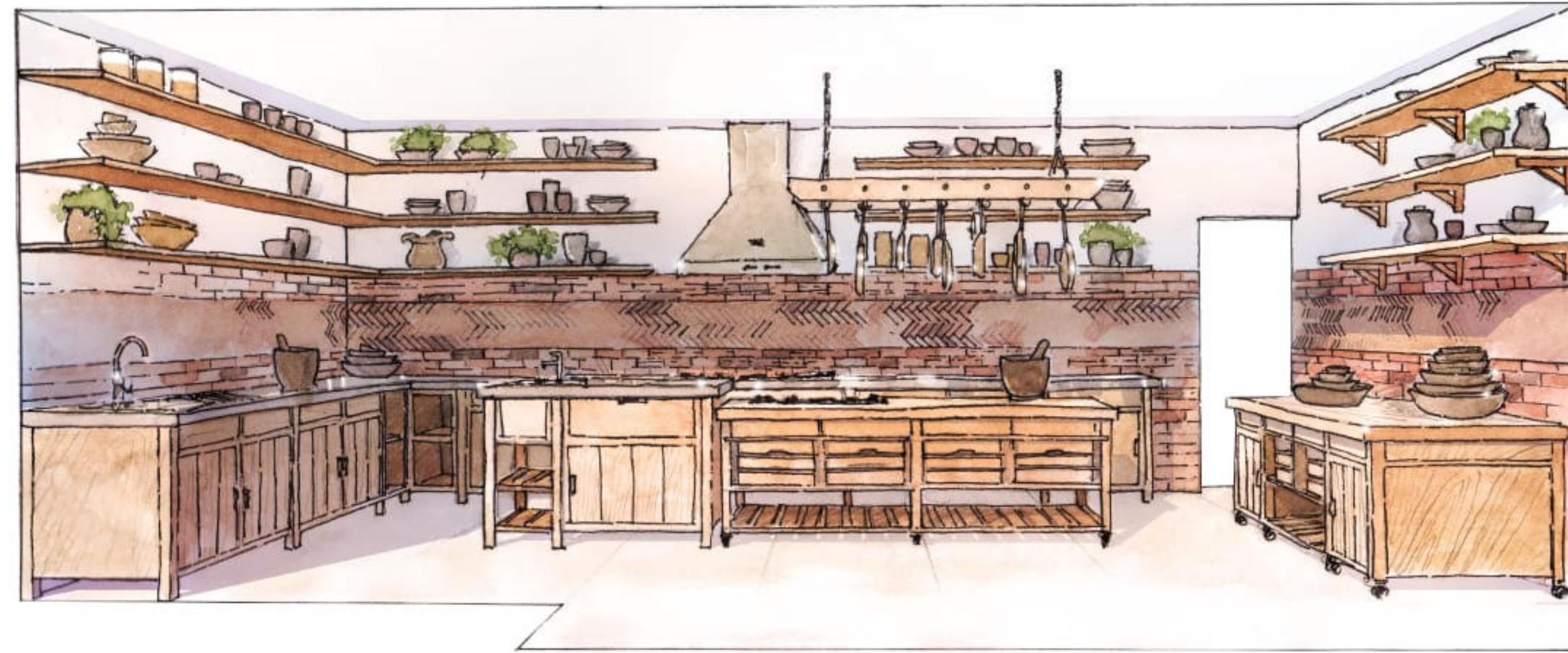


The Third Kidnapping Of Hairless Legs George



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THE HAIR ANGEL

