

SELFreak

LOOK BOOK / CATALOGUE 2018

SPRING
COLLECTION



Spring COLLECTION

03-05

2018 CLAREMONDE COLLECTION

06 - 14

2018 GODFERY COLLECTION

06 - 14

2018 TRUELLIE COLLECTION

14 - 19

2018 RIWIZA COLLECTION

SPRING HAS ALWAYS BEEN MY
FAVORITE SEASON. E TIME WHEN
EVERYTHING BURSTS WITH ITS
LAST BEAUTY, AS IF NATURE HAD
BEEN SAVING UP ALL YEAR FOR
THE GRAND NALE.

LAUREN DESTEFANO

C6050L-329A JACKET 4 VESTE



About Selfreak

AS AN INTERNATIONAL FASHION HOUSE, GLOBAL ISSUES ARE VERY IMPORTANT TO US AND THIS IS REFLECTED IN OUR WORK. FASHION HAS ALWAYS PLAYED AN IMPORTANT ROLE IN SOCIETY AND IS CONSTANTLY USED AS A FEEL GOOD AND CONFIDENCE FACTOR. IN TODAY'S SOCIETY WE ARE UNDER A CONSTANT AND INTENSE MEDIA BOMBARDMENT ABOUT WHAT IS "ACCEPTED" AND MEDIA HAS TURNED FASHION INTO A TOOL FOR MASS PRODUCTION AND FAST CONSUMPTION. SLOWING DOWN THE PROCESS, WE WANT TO EXPLORE A MORE HUMAN ALTERNATIVE AND CONCENTRATE ON THE ESSENCE OF FASHION WHICH, FOR US, IS FABRICS, CRAFT, AND DETAILS. THIS MINIMAL AUTUMN/WINTER COLLECTION EXPLORES MOBILITY WITHIN COMFORTABLE TAILORED CLOTHES. I WAS INSPIRED BY A RANGE OF FRENCH THE DESIGNS AND WHERE THE FEMALE BECOMES IN A CONSTANT TOUCH WITH BEAUTY SHAPES. WE ALSO WERE INSPIRED BY RETRO AGE IMAGES WHICH LED US TO EXPERIMENT AND DEVELOP OUR OWN PARTY FEEL TO THE MOOD AND FABRICS WHERE WE EXPERIMENTED WITH USING SPECIAL MACHINERY.

WWW.SELFREAK.COM

WWW.FACEBOOK.COM/SELFREAK2



DESIGN THINKING

2016 MAY
TIGER OF SWEDEN STOCKHOLM
DESIGN COLLECTION

2014 JUNE
CHARLES ANASTASE LONDON
DESIGN COLLECTION

2012 FEBRUARY
RUI LEORNADES LONDON
DESIGN COLLECTION
[HTTP://WWW.SEALFREAK.COM/](http://www.sealfreak.com/)

DESIGN STAFF

BA FASHION DESIGN &
TECHNOLOGY WOMENS WEAR
THE LONDON COLLEGE OF
FASHION, LONDON, UK

DESIGN COLLECTIONS

- FINAL MAJOR COLLECTION
- FINAL MAJOR COLLECTION II
- CRAFT MAJOR COLLECTION
- EXPLORING COLLECTION
- SUSTAINABILITY COLLECTION
- TAILORMADE COLLECTION
- DENIM AND JERSEY COLLECTION
- THE WHITE SHIRT COLLECTION

DESIGN KNOWHOW

DRAWING & TECHNICAL DRAWINGS
COLLAGING
TECHNICAL DRAWINGS (CAD)
KNITTING (HAND)
CROCHET
WEAVING
EMBROIDERY
PATTERN CUTTING
DRAFTING PATTERNS
TOILING
TAILORING
MANUFACTURE DOMESTIC AND INDUSTRY
MACHINERY
STYLING
TEXTURE SPECIALISATION
HAIRDRESSING
MAKEUP





MATERIAL-VISCOS PRINT STREACHABLE LYCRA, SIZE- S M L

























































S

ST18-SF-26 FEATHER BOAT



LOOK BOOK 2018

SELFREAK COLLECTION

P 36

MATERIAL- SPOT KNIT PLAIN STRECHABLE THICK LYCRA ,SIZE- FREE



























S

ST18-SF-22 PENNE TOP

LOOK BOOK 2018

SELFREAK COLLECTION



P 50

MATERIAL- RAYON , SIZE- S M L



S

ST18-SF-22 PENNE TOP

LOOK BOOK 2018

SELFREAK COLLECTION



P 52

MATERIAL- RAYON , SIZE- S M L



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