

# PORTFOLIO



# HOMELAND

## BRANDING, MARKETING DESIGN



BRIEF:  
CREATE NEW BRAND &  
SEASONAL COLLECTION  
FOR THIS BRAND  
3 Design Themes  
3-4 Structures  
10 Shoes

# Homeland

... a new world ordered

A UTOPIAN concept about a company, capable of adapting to its surroundings, local needs and sources

**COLLECTION FOCUS:**  
design for autumn/winter  
Tag: mountains, woods, Tyrol

10 pairs

**4 STRUCTURES:**  
men, women, unisex, kids



**city**



**sea**



**mountain**



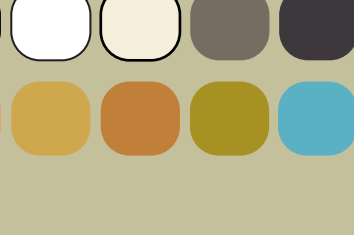
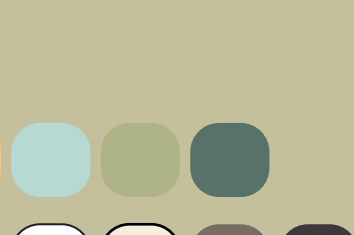
THE COLLECTION





# MOODBOARD: HOMELAND MOUNTAINS

OUTDOOR  
FAMILY PLAYTIME  
CONSCIOUS OF ENVIRONMENT  
LOCALLY PRODUCED  
EXCITING, CRAFTY DESIGNS



ACCENTS



NEUTRALS



DOMINANTS







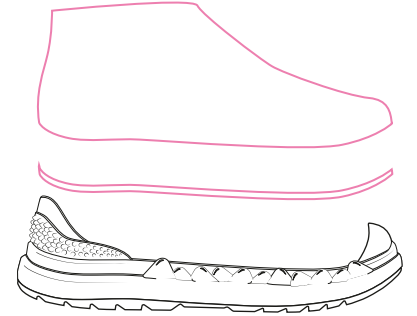
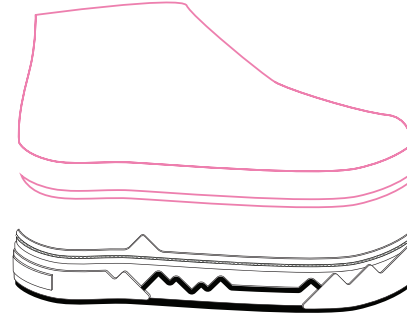
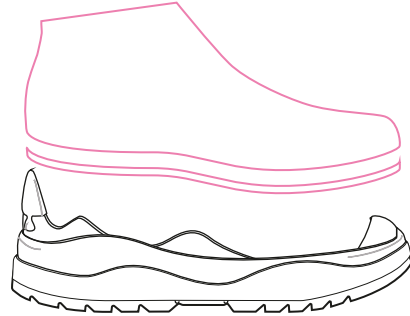
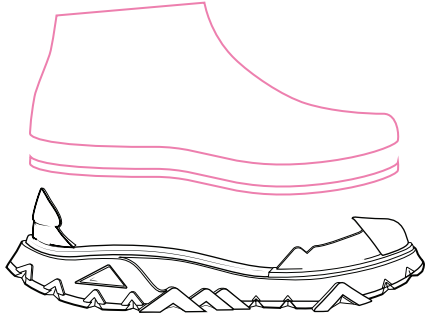
## COLLECTION STRUCTURE

MEN

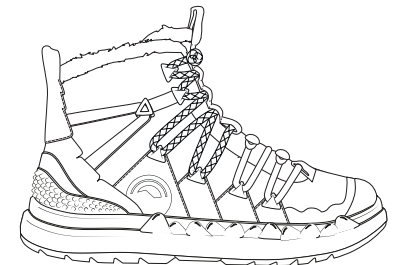
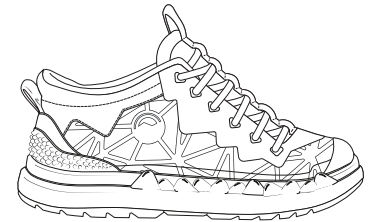
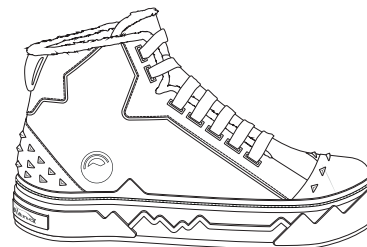
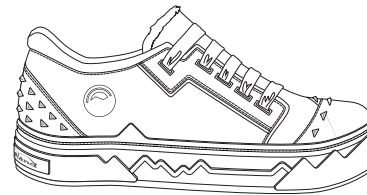
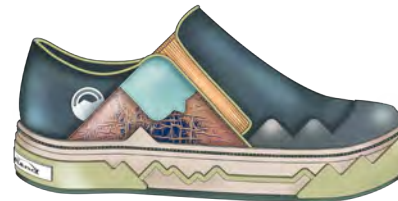
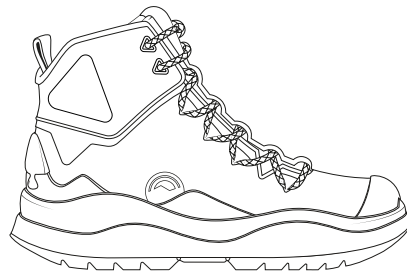
WOMEN

UNISEX

KIDS



## COLLECTION FAMILIES

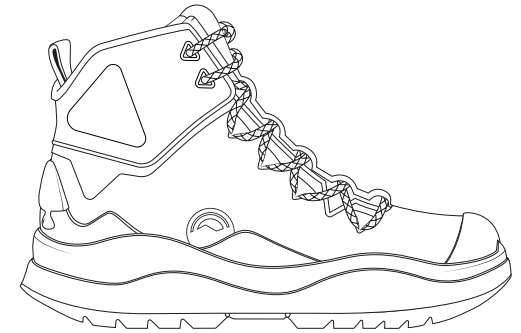
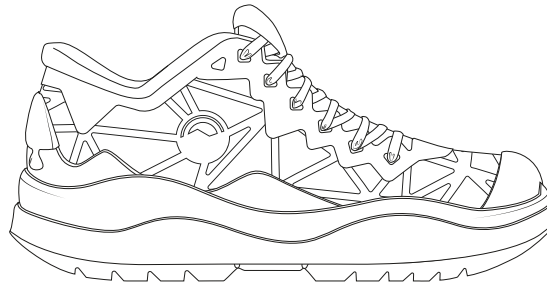




## DESIGN FAMILIES

"FINAL-YEAR-PROJECT" ARSUTORIA

straight graphic elements for stronger visual impact.  
raise awareness for global warming issues (melting glaciers)



MELTING MOUNTAINS



DONATE PARTS OF  
EARNINGS FROM THIS  
COLLECTION TO  
ENVIRONMENTAL  
ORGANISATIONS

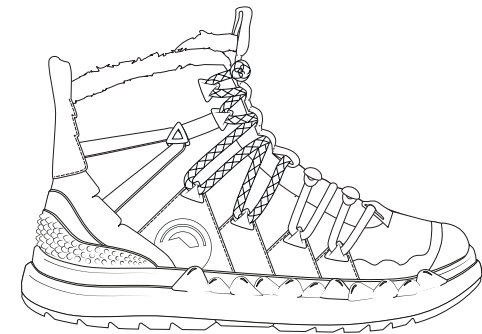


## DESIGN FAMILIES

"FINAL-YEAR-PROJECT" ARSUTORIA



take a walk in the woods and you will breathe the wood's fresh air



TREES



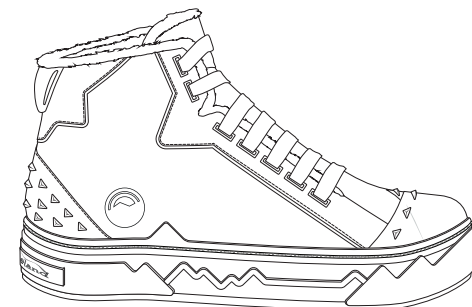
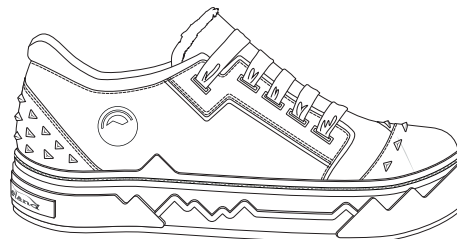


## DESIGN FAMILIES

"FINAL-YEAR-PROJECT" ARSUTORIA



furs and spikes, because small and big kids need stories of mythical creatures when walking in the woods



FLUFFY HEDGEHOG

REDUCE

REUSE

RECYCLE

**MERGED**

# SHOES

## BRIEF:

- sustainability project
- 3 pairs of sneakers
- 3 seasons

## IDEA:

Reduce waste of local, highly used materials especially since the CoVid pandemic.  
Focused on using bike parts & coffee grounds.



# BAG

## BRIEF:

Create sustainable bag/backpack as addition to the fashion show for the winning „Merged“-sneaker.

## IDEA:

Reduce waste of young urban community. Big festivals end up with huge volume of camping gear trash each time, often as good as new.



**MERGED**

PROJECT "MERGED" 2021



**WINNER OF  
FASHION GRADUATE  
ITALY 2021**

**"PUMP UP  
THE VALUE"**



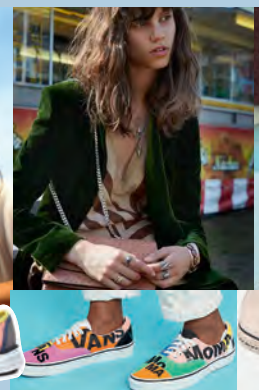




REDUCE

LONGEVITY

CUSTOMIZABILITY  
FOR PERSONAL  
ATTACHMENT



REUSE

STYLES

WORKING WITH  
FADED COLOURS  
OUTSTANDING DESIGN FOR  
A STRONG BRAND  
BASED ON LONG LOVED  
CLASSICS



RECYCLE

MATERIALS

RECYCLED  
HIGH QUALITY  
DURABLE



## FREQUENTLY USED MATERIALS

RECYCLE



BIKE PARTS



WORKWEAR



GIFT WRAPS



COFFEE



CAMPING GEAR

## NATURAL & HIGH QUALITY

SCARCELY  
USE



CORK



HIGH QUALITY WOOL





PROJECT "MERGED" 2021

SPRING



A WILD  
RIDE

SUMMER



NATURE'S  
GIFT

WINTER



COFFEE  
LOVER

# SHOES

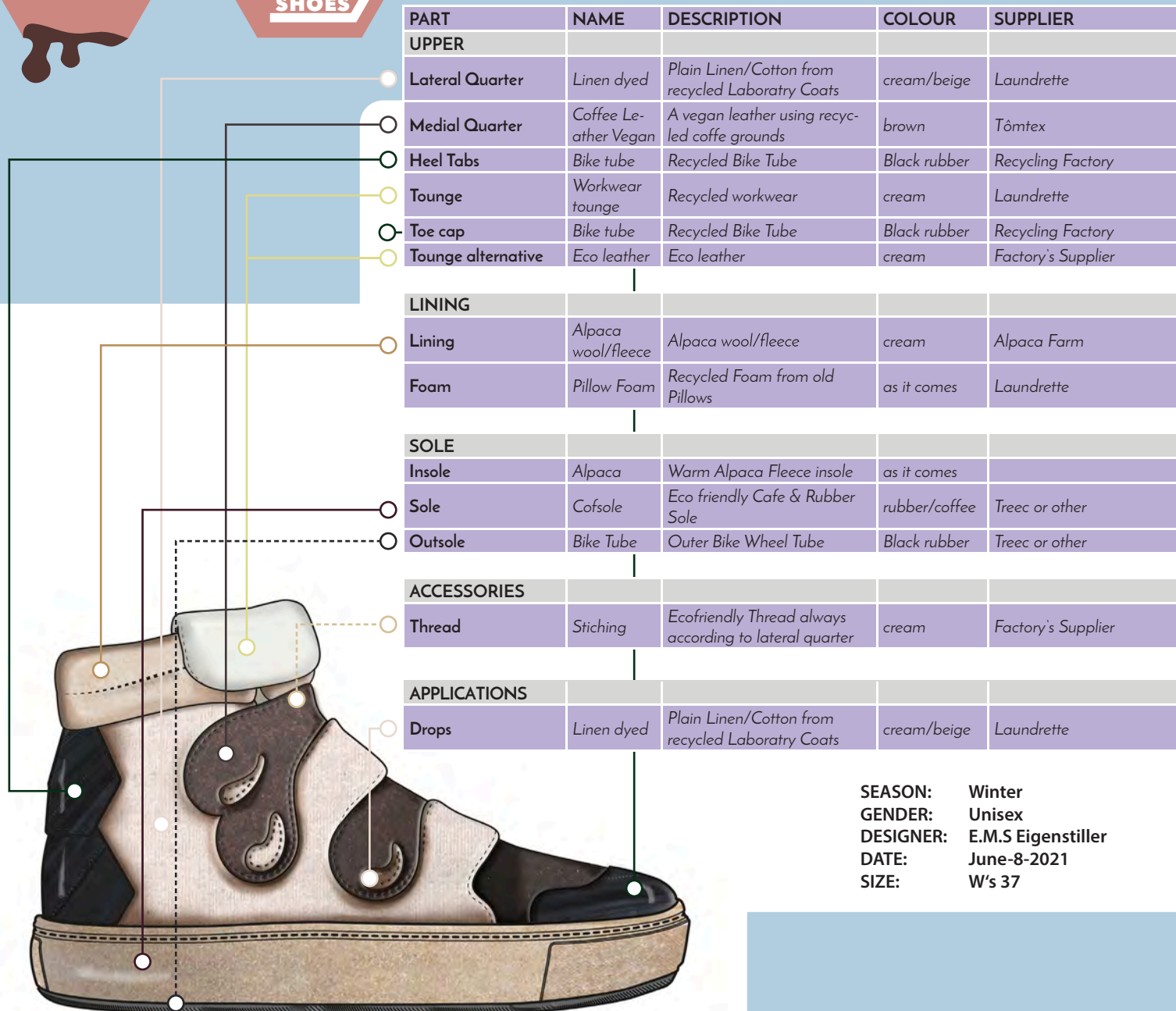
PROJECT NAME:

COFFEE  
LOVER

BRAND NAME:

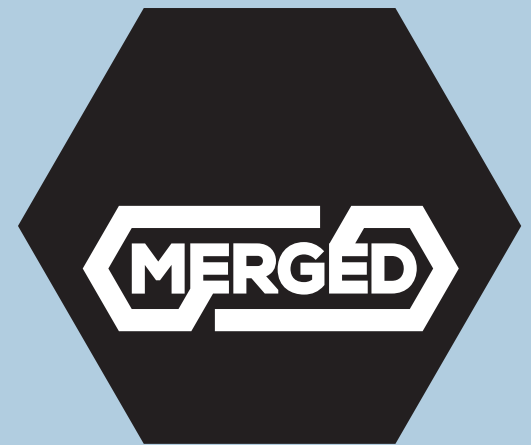


## PROJECT "MERGED" 2021

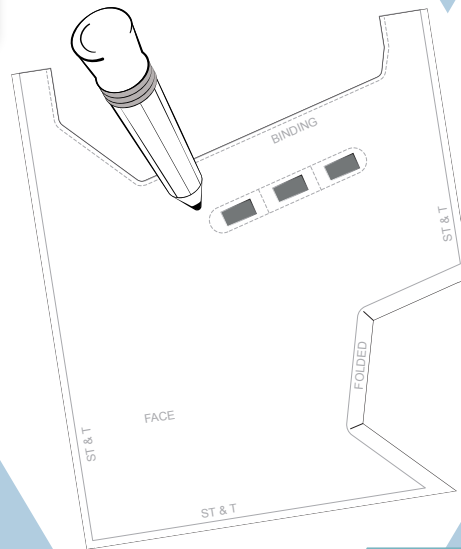


SEASON: Winter  
 GENDER: Unisex  
 DESIGNER: E.M.S Eigenstilller  
 DATE: June-8-2021  
 SIZE: W's 37





**BAG**



# RECYCLE

# DINOSAURS

A collection of  
"dinosaur" themed  
kids' shoes.

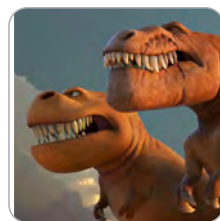
- unisex
- sneakers
- back to school with fun



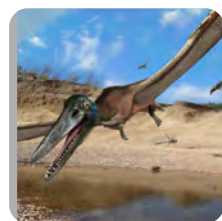




TRICERATOPS



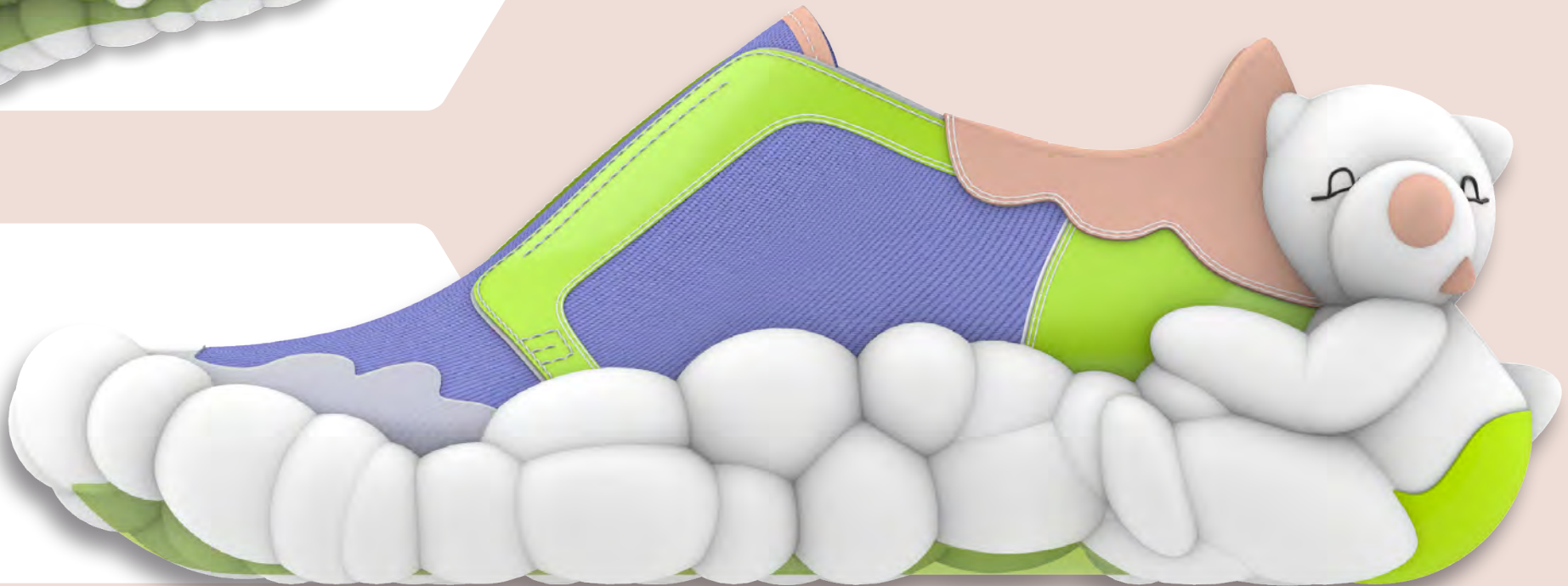
T-REX



PTERODACTYL

3D (iCad & Rhino)

# DIMENSIONS





**BRIEF:**

Dressing a famous person in her own signature style.

**IDEA:**

Creating a shoe collection for a music icon (Noodle from the band Gorillaz) who symbolizes many treats of the modern fashion world: Asian markets' influence, digitalisation, style, coolness, gender neutralism, self-confidence



**NOODLE'S SHOE COLLECTION**



**TRADITIONAL  
BRITISH STYLES  
WITH A MODERN  
TWIST**

as she is part of  
a british band



**UNISEX**

and also targeting  
the immensely  
growing asian  
market and  
trends

**TRENDY AND  
COMFORTABLE**

for her wild  
autonomous  
lifestyle



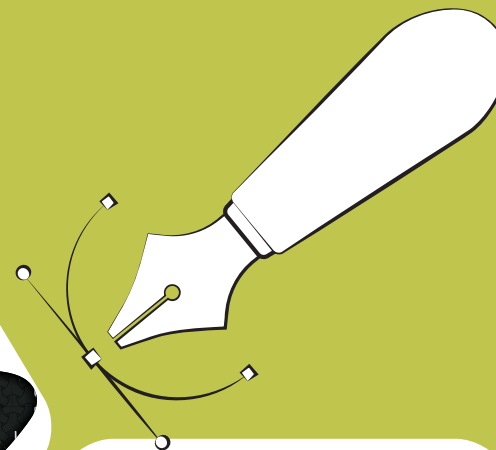
# DRESSING ICONS

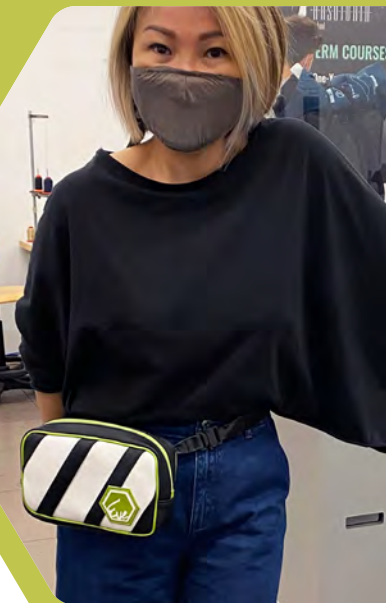


# HYBRID



"Little EVERgreen" is the final project piece created at Arsutoria School. A bag that can be used as a hybrid between a cross-body bag, a waist bag and subsequently also an external pocket of a backpack.







SHOEMAKING

# PRACTICAL PROJECTS

Pattern engineering,  
prototypes  
& work process



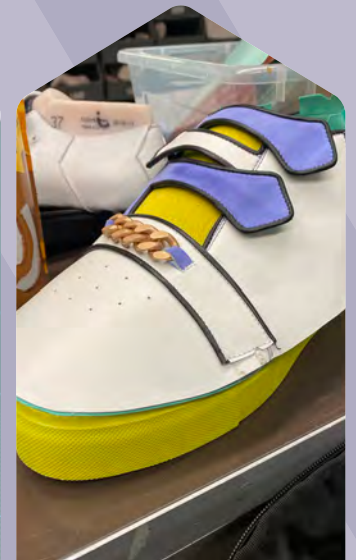
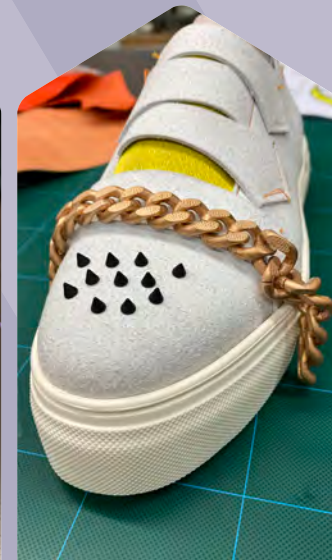
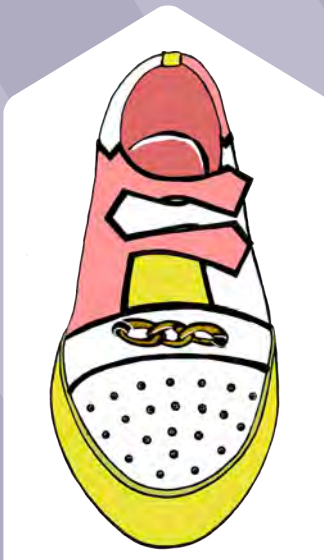






# PROTOTYPING

design, pattern making, production





GRAPHIC DESIGN

# **OTHER FAVOURITE DESIGN PROJECTS**

Created within the last  
years of my  
graphic design career

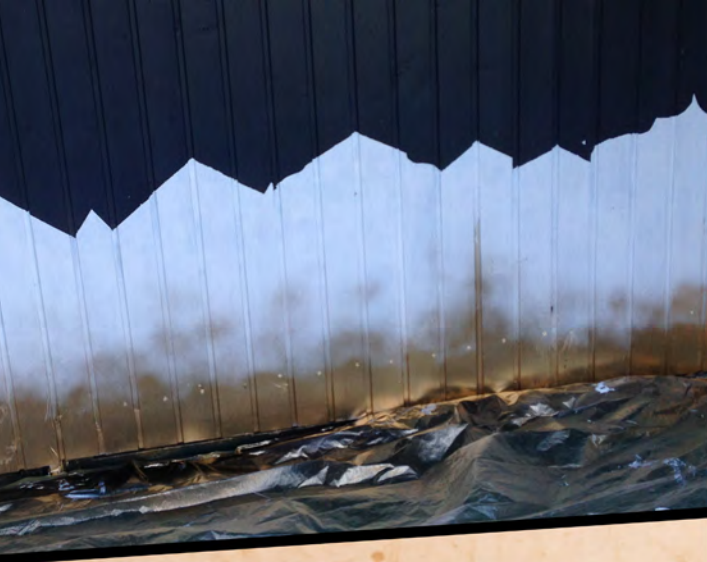


# CryoOxy



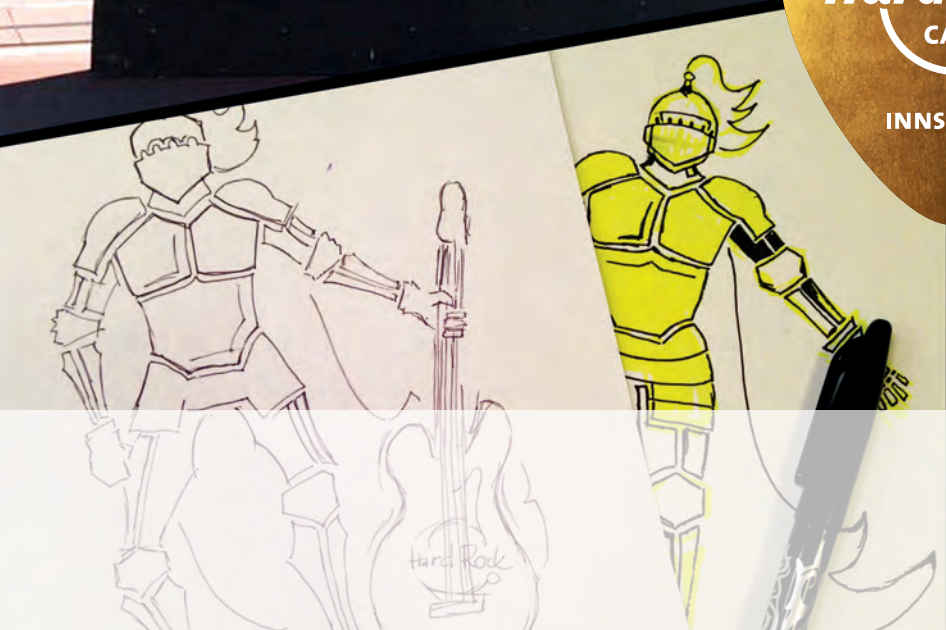
CORPORATE DESIGN





CHRISTKINDLMARKT - INSTALLMENT  
DAYTIME PHOTO OPPORTUNITY AT THEATER STAGE





CORPORATE DESIGN - LOCAL ADAPTATION





SALT - CORPORATE & PACKAGE DESIGN





## RECORD STORE - CORPORATE & STORE DESIGN



The things that  
inspire me most:

COMMUNITIES  
MUSIC  
SPORTS  
CRAFTING  
EXPLORING  
LEARNING  
TRAVEL

