

PORTFOLIO



HOMELAND

BRANDING, MARKETING DESIGN

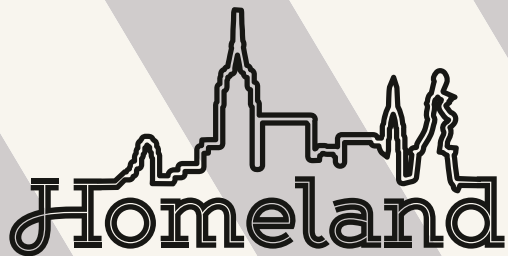


BRIEF:
CREATE NEW BRAND &
SEASONAL COLLECTION
FOR THIS BRAND
3 Design Themes
3-4 Structures
10 Shoes

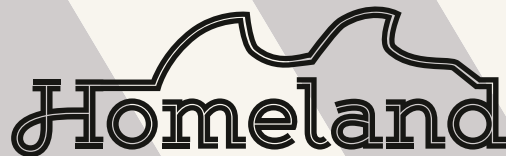
Homeland

... a new world ordered

A UTOPIAN concept about a company, capable of adapting 100% to its surroundings, local needs and sources



city

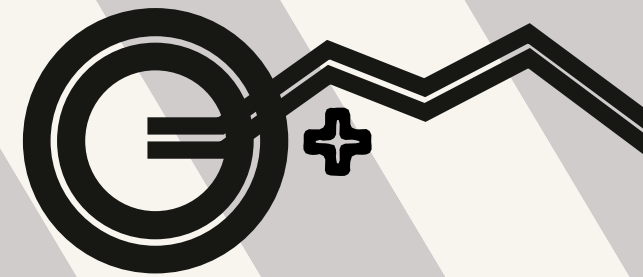


sea



mountain

COLLECTION FOCUS:
design for autumn/winter
Tag: mountains, woods, Tyrol
10 pairs
4 STRUCTURES:
men, women, unisex, kids

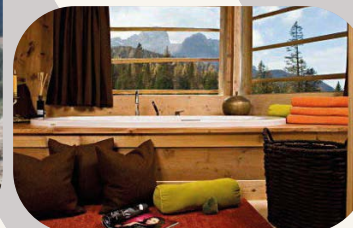
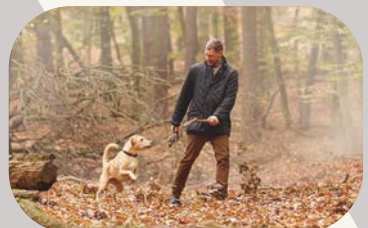
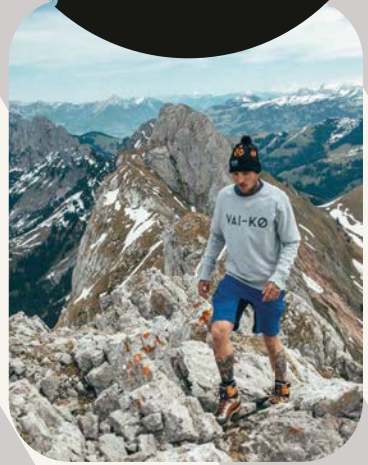


THE COLLECTION



MOODBOARD: HOMELAND MOUNTAINS

OUTDOOR
WORKWEAR
CONSCIOUS OF ENVIRONMENT
LOCALLY PRODUCED
EXCITING, CRAFTY DESIGNS



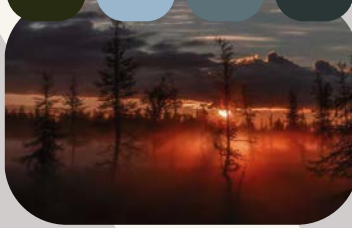
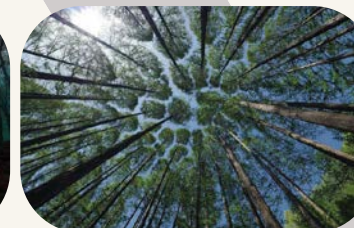
ACCENTS



NEUTRALS



DOMINANTS





COLLECTION STRUCTURE

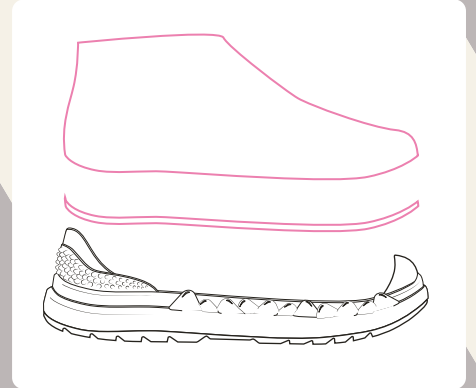
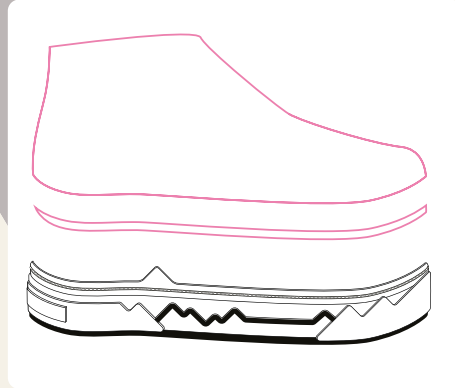
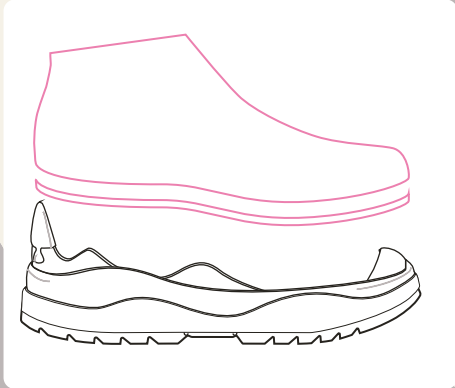
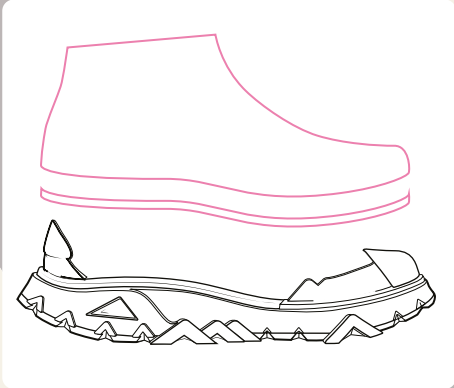
"FINAL-YEAR-PROJECT" ARSUTORIA

MEN

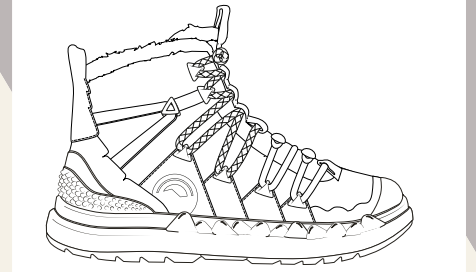
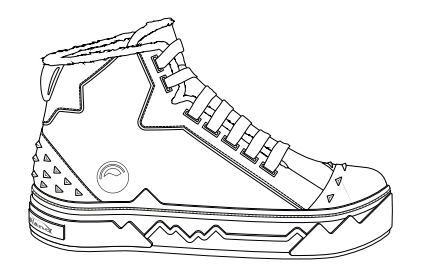
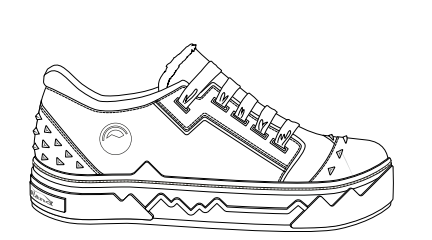
WOMEN

UNISEX

KIDS



COLLECTION FAMILIES

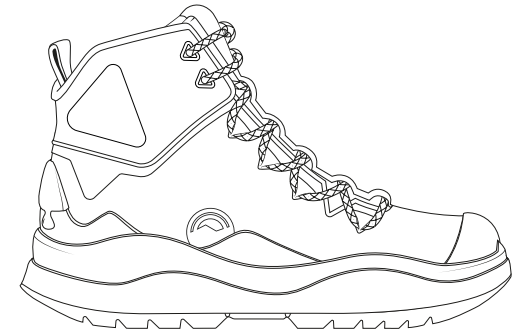
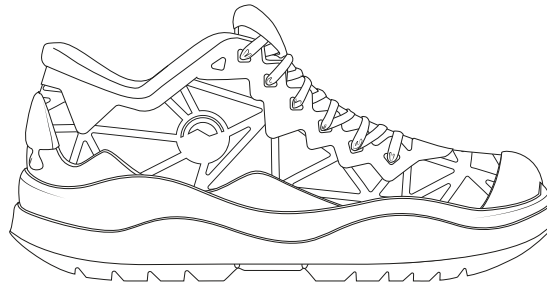
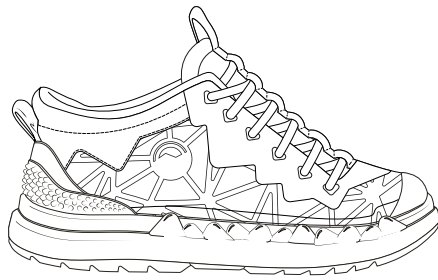




DESIGN FAMILIES

"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

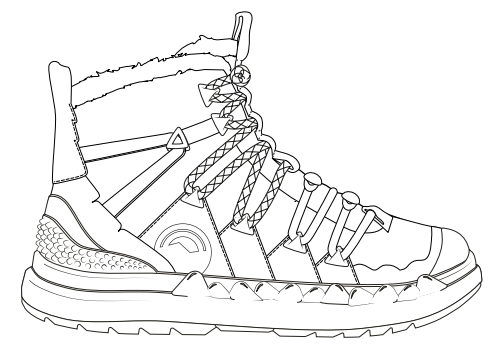


DESIGN FAMILIES

"FINAL-YEAR-PROJECT" ARSUTORIA



TAKE A WALK IN THE WOODS AND YOU BREATHE THE FRESH AIR OF THE TREES.



TREES

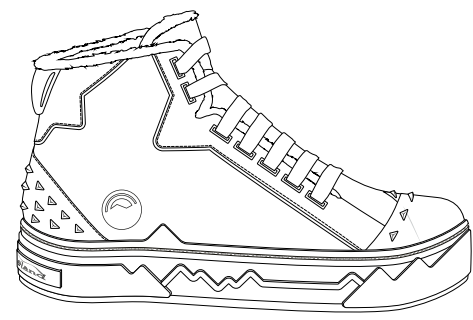
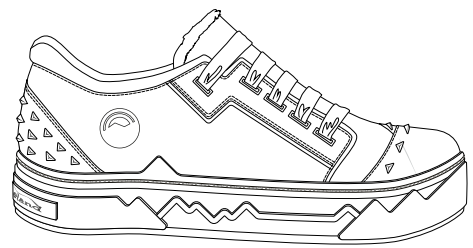


DESIGN FAMILIES

"FINAL-YEAR-PROJECT" ARSUTORIA



FURS AND SPIKES, BECAUSE YOU ALWAYS NEED A STORY OF A MYTHICAL CREATURE 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.

PROJECT "MERGED" 2021

MERGED



**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



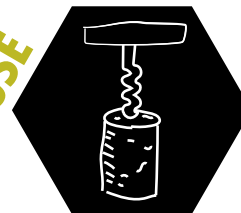
COFFEE



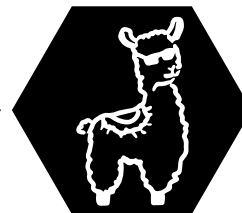
CAMPING GEAR

NATURAL & HIGH QUALITY

SCARCELY USE



CORK



HIGH QUALITY WOOL



SPRING



A WILD
RIDE

SUMMER



NATURE'S
GIFT

WINTER



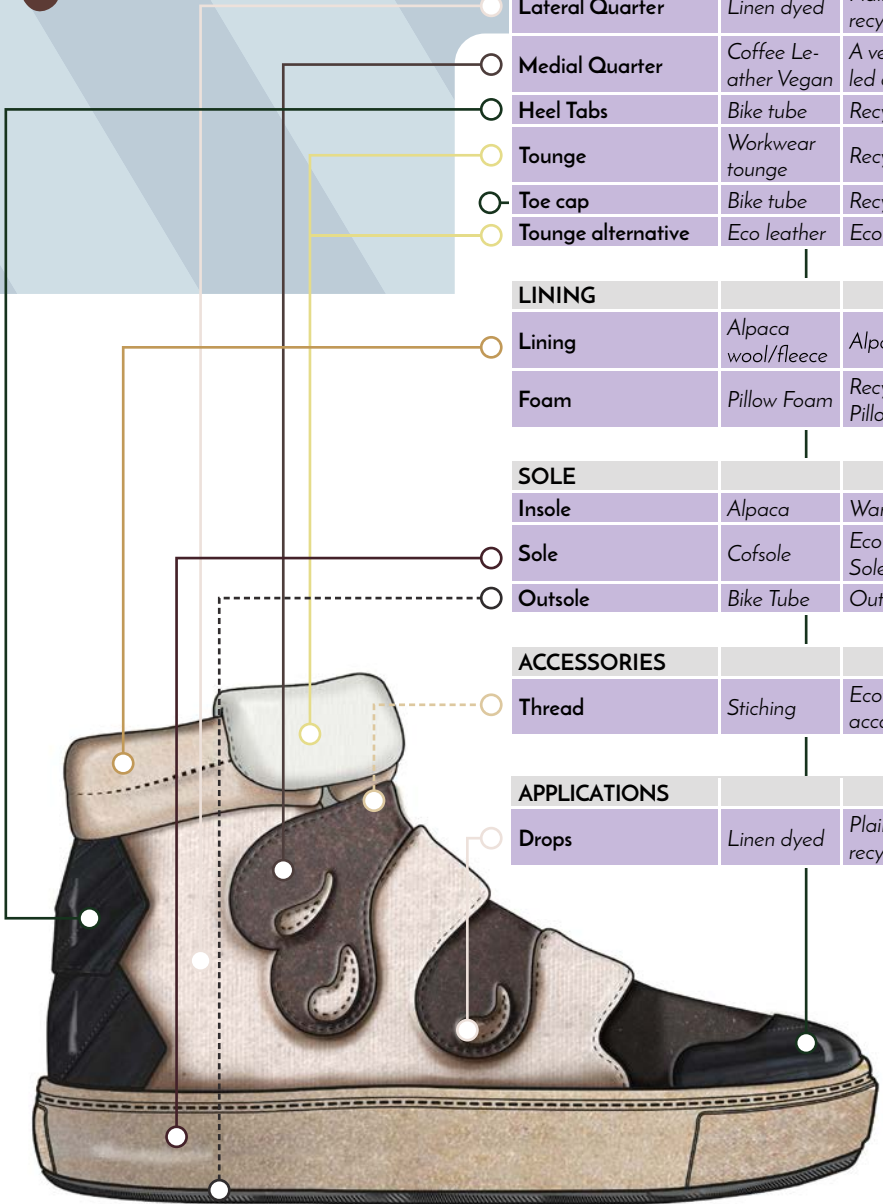
COFFEE
LOVER

SHOES



PROJECT NAME:
COFFEE LOVER

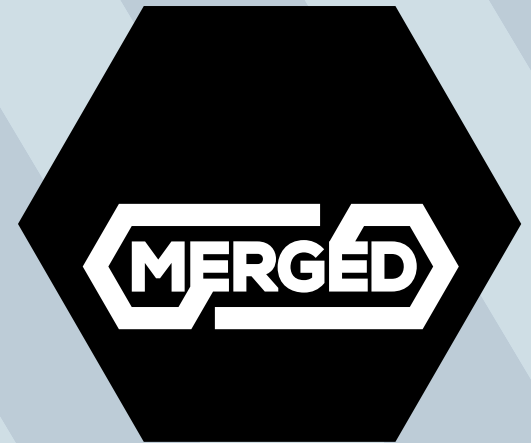
BRAND NAME:
MERGED SHOES



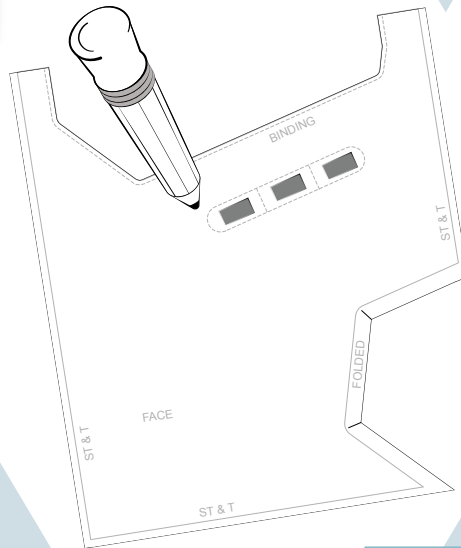
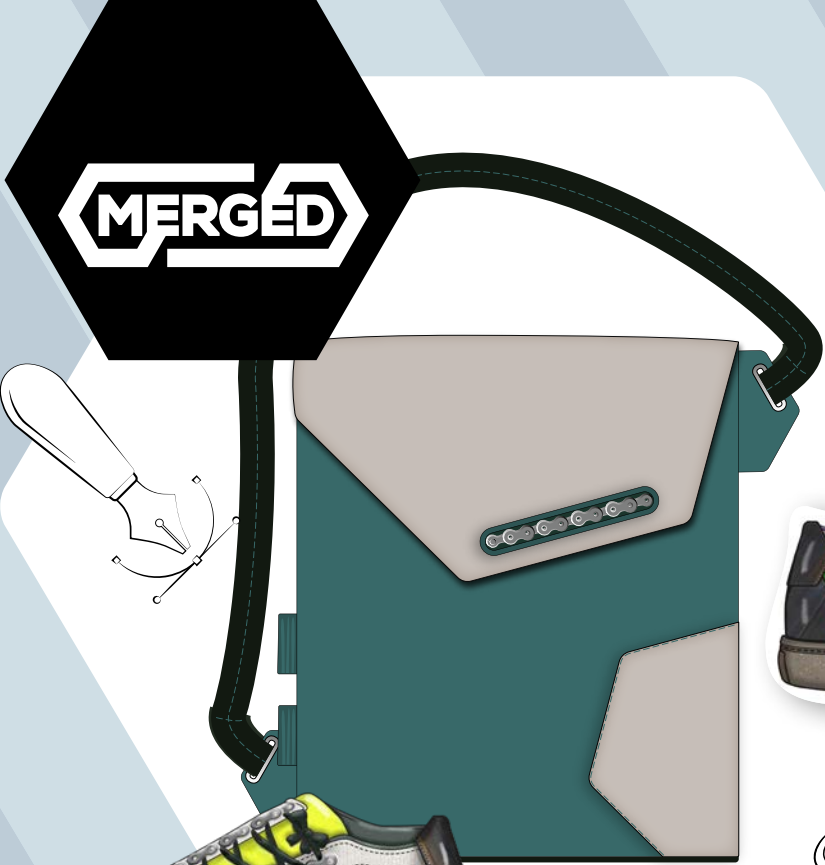
PART	NAME	DESCRIPTION	COLOUR	SUPPLIER
UPPER				
Lateral Quarter	Linen dyed	Plain Linen/Cotton from recycled Laboratry Coats	cream/beige	Laundrette
Medial Quarter	Coffee Leather Vegan	A vegan leather using recycled coffe grounds	brown	Tômtex
Heel Tabs	Bike tube	Recycled Bike Tube	Black rubber	Recycling Factory
Tounge	Workwear tounge	Recycled workwear	cream	Laundrette
Toe cap	Bike tube	Recycled Bike Tube	Black rubber	Recycling Factory
Tounge alternative	Eco leather	Eco leather	cream	Factory's Supplier
LINING				
Lining	Alpaca wool/fleece	Alpaca wool/fleece	cream	Alpaca Farm
Foam	Pillow Foam	Recycled Foam from old Pillows	as it comes	Laundrette
SOLE				
Insole	Alpaca	Warm Alpaca Fleece insole	as it comes	
Sole	Cofsole	Eco friendly Cafe & Rubber Sole	rubber/coffee	Treec or other
Outsole	Bike Tube	Outer Bike Wheel Tube	Black rubber	Treec or other
ACCESSORIES				
Thread	Stiching	Ecofriendly Thread always according to lateral quarter	cream	Factory's Supplier
APPLICATIONS				
Drops	Linen dyed	Plain Linen/Cotton from recycled Laboratry Coats	cream/beige	Laundrette

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

PROJECT "MERGED" PACKPACK 2021



BAG



REDUCE

REUSE

RECYCLE

DINOSAURS

A collection of
"dinosaur" themed
kids' shoes.

- unisex
- sneakers
- back to school with fun

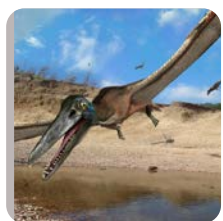




TRICERATOPS



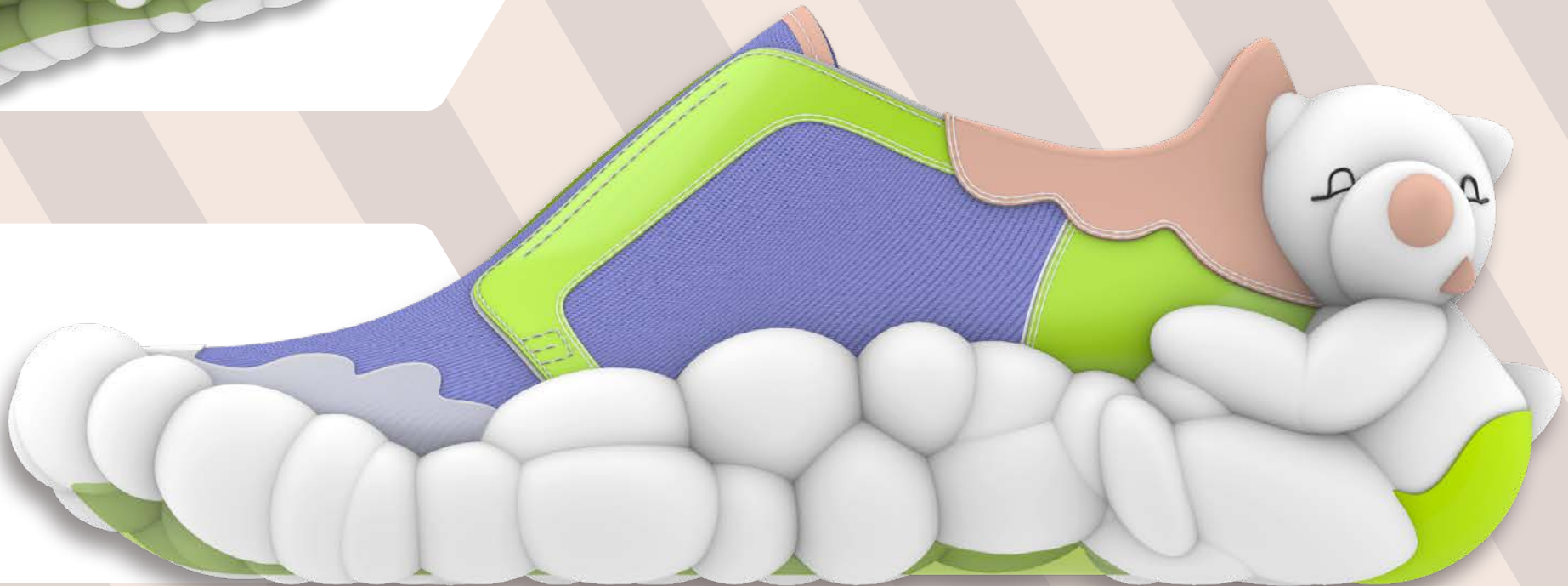
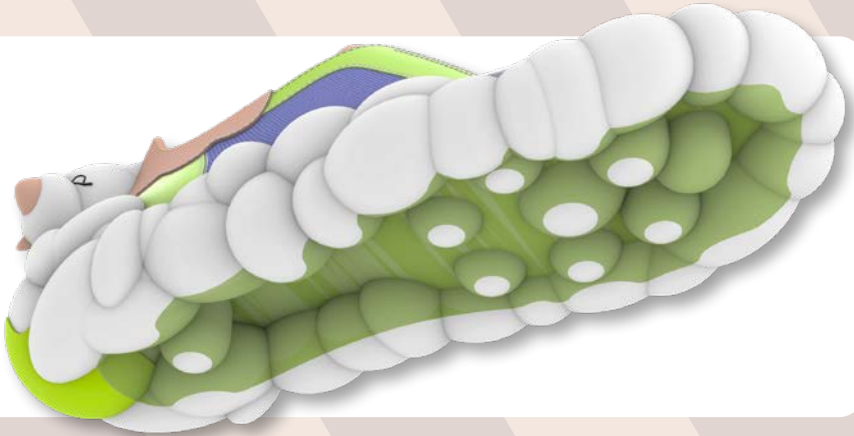
T-REX



PTERODACTYL

3D (iCad & Rhino)

DIMENSIONS



NOODLE'S SHOE COLLECTION



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 traits of the modern fashion world: Asian markets' influence, digitalisation, style, coolness, gender neutralism, self-confidence



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

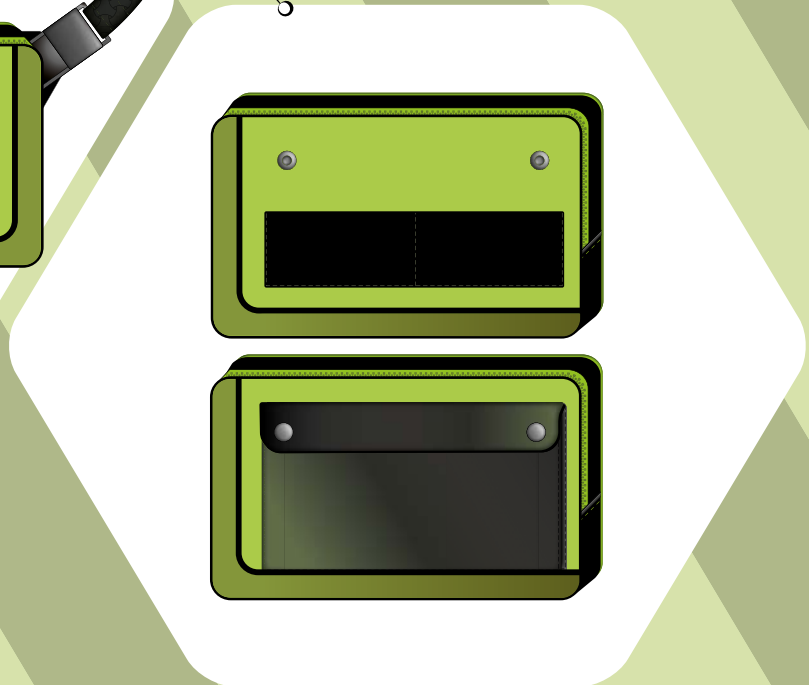
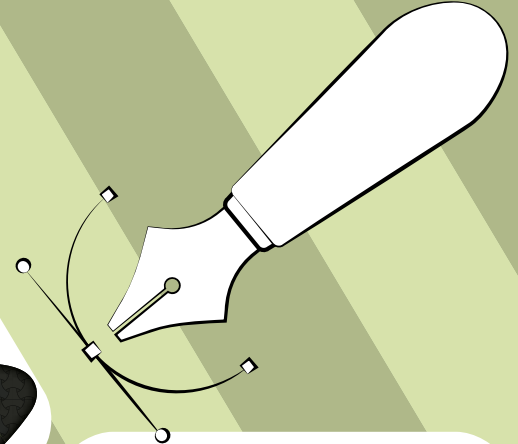


DRESSING ICONS

HYBRID



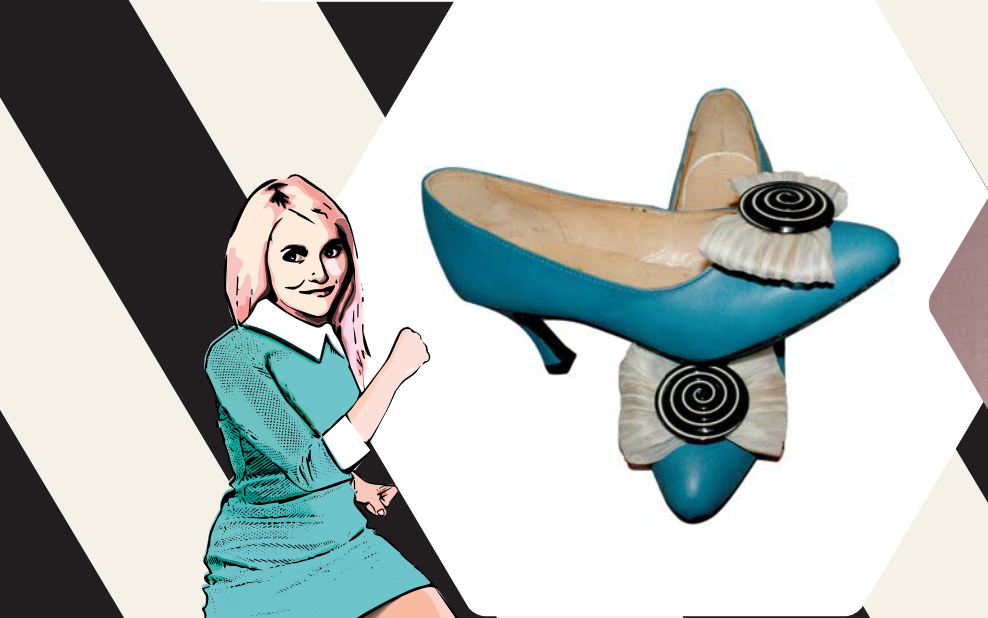
"Little EVERgreen" is the final project piece created at Arsutoria School. A hybrid that can be used as a hybrid between a cross-body bag, a waist bag and subsequently also an external pocket of a backpack.





PRACTICAL PROJECTS

Pattern engineering,
prototypes
& work process





PROTOTYPING

design, pattern making, production

