

# RAKAN

SHAMS ALDEEN

## PORTFOLIO

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**THE 1.0**







Concept.

This collection was inspired by a personal experience and feelings which I had while visiting Pamukkale in Turkey.

My main inspiration was the contrast between the mountains and the water, the softness of the water over the roughness of the mountains. The pools were soft and smooth but had a solid rough outlook.

The idea goes deeper to the feeling you have when you put your foot into water and the dusty movement which is created inside of it.

The main color is Ecru which represents the mountains and water. With adding a touch of Purple, Silver and gold which represents the reflection of the sunset on the water.



# LOOKS





# LOOKS



# LOOKS





# LOOKS



# LOOKS





# SKETCHES



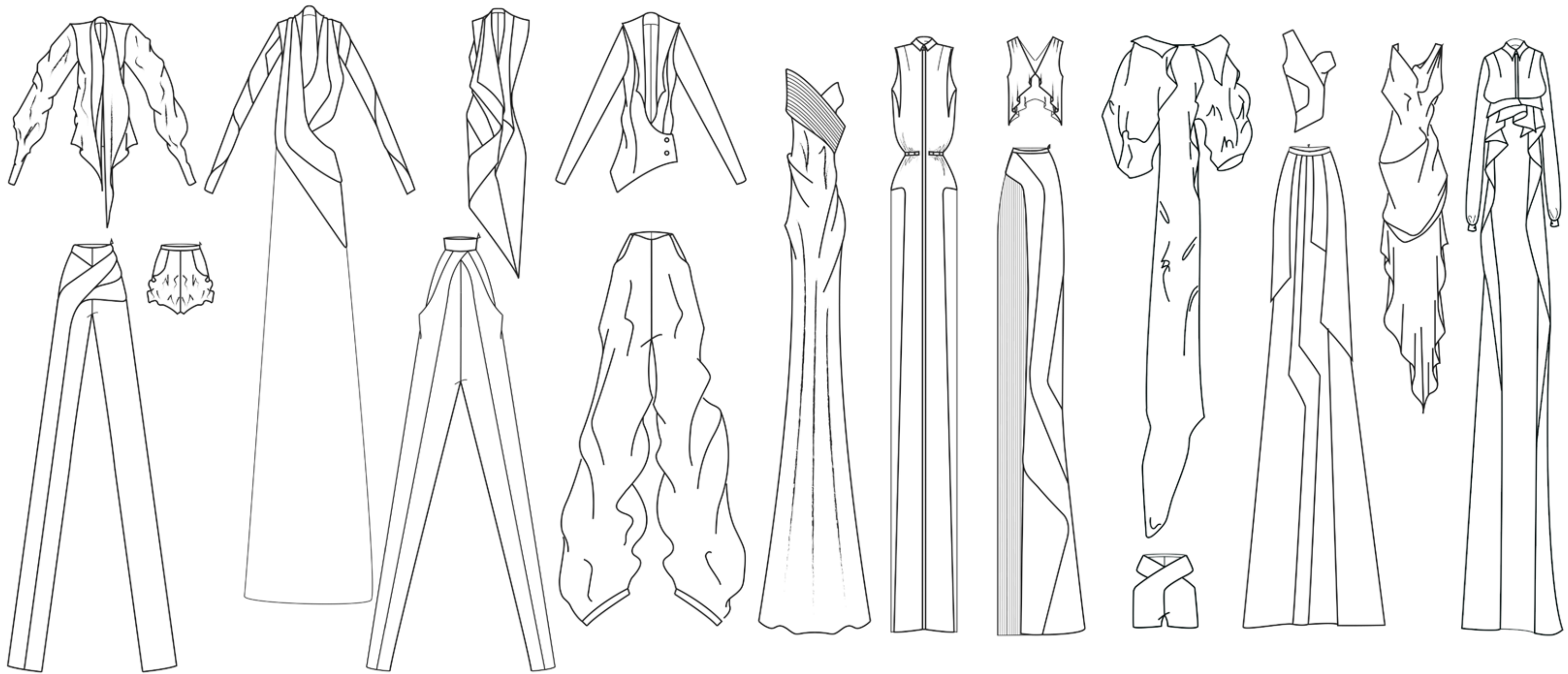


# SKETCHES





# FLATS





**TORY BURCH**

SS 23



# LOOKS





# LOOKS





# LOOKS





# EMBROIDERY SWATCH DEVELOPMENTS





CHRISTIAN SIRIANO



# PF 20





FW 20





# RETROFÊTE

PF 22 - FW 23 - HL 23



# LOOKS





# LOOKS





# LOOKS





## A collage of 11 fashion images featuring models in various styles of sequined and beaded clothing. The images are arranged in two rows. The top row shows models in a red sequined dress, a black sequined dress with a large sleeve, a silver sequined dress with a white crop top and denim shorts, a bright pink sequined dress, a black sequined crop top with black flared pants, a silver sequined dress with fringe, and a white shirt with a silver sequined skirt. The bottom row shows models in a black sequined crop top and shorts, a silver sequined dress, and a silver sequined crop top and skirt. The models are posing in various ways, showcasing the different styles and colors of the clothing.



# FITTINGS





# FITTINGS





# FITTINGS





# FITTINGS





# SKETCHES





# SKETCHES





# SKETCHES





# SKETCHES





# SKETCHES





# SKETCHES





# EMBROIDERY SWATCH DEVELOPMENTS





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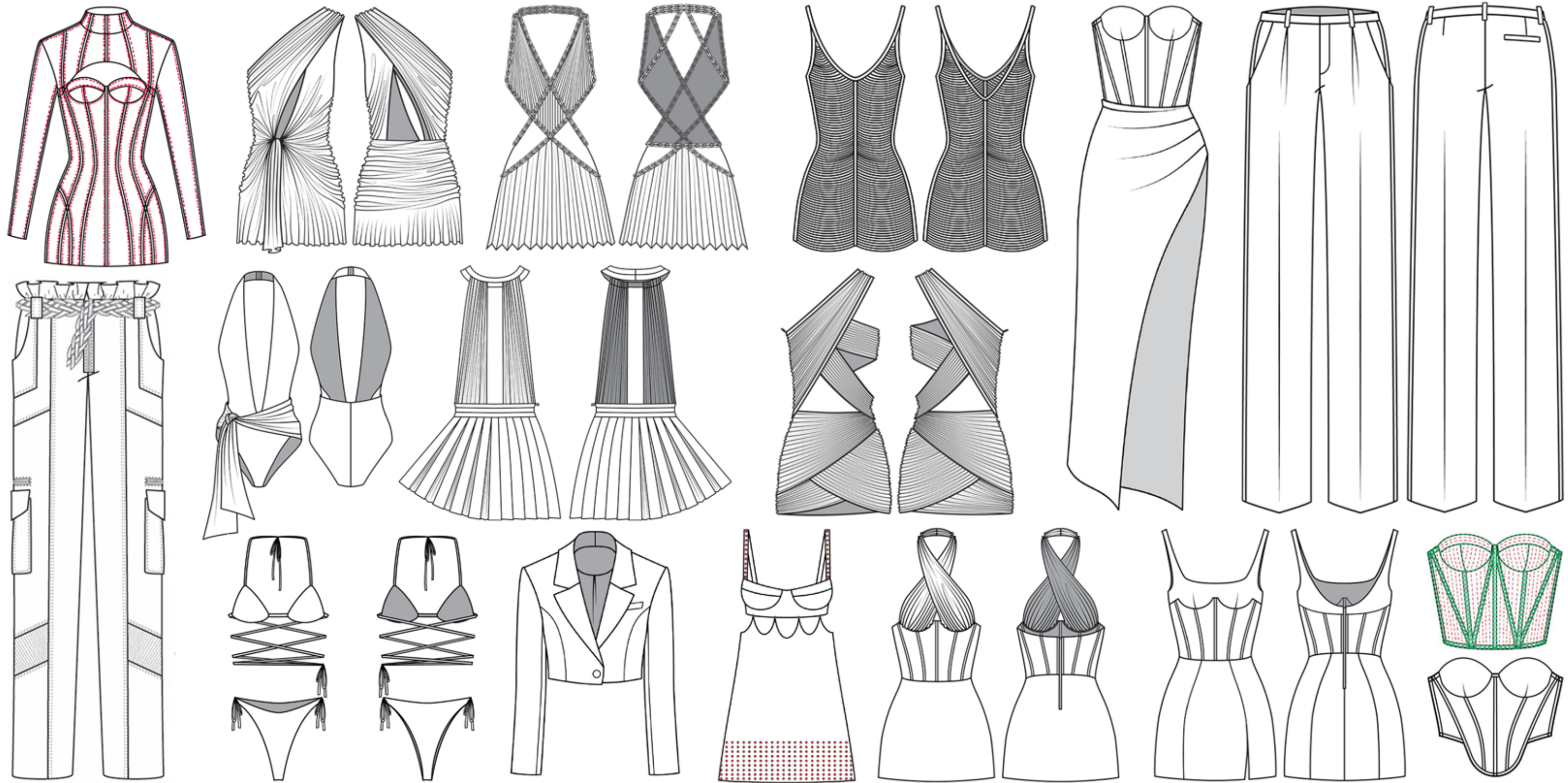


# FLATS





# FLATS







**F/W 20-21**



# LOOKS





# LOOKS





# LOOKS





# LOOKS



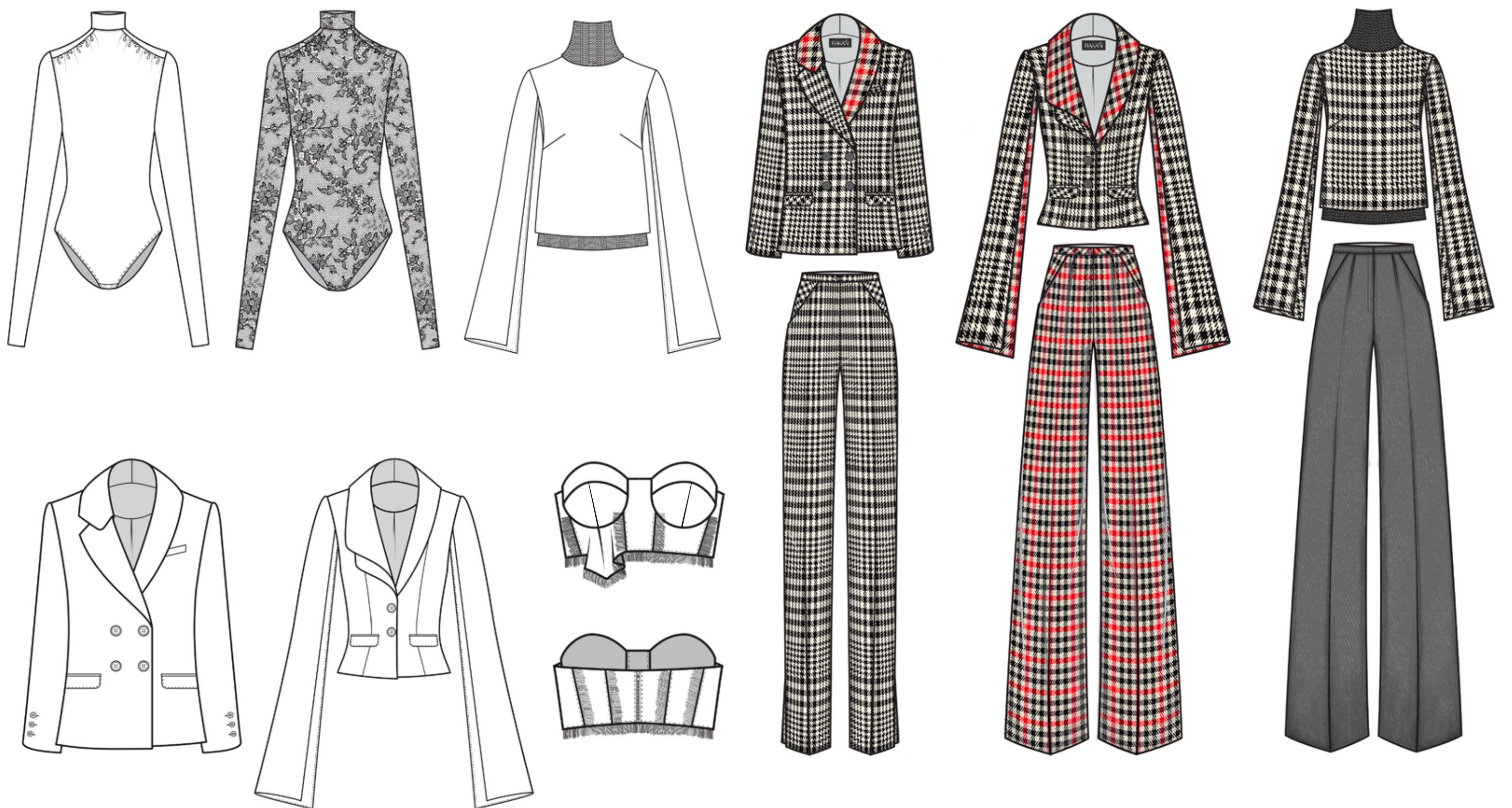


# SKETCHES



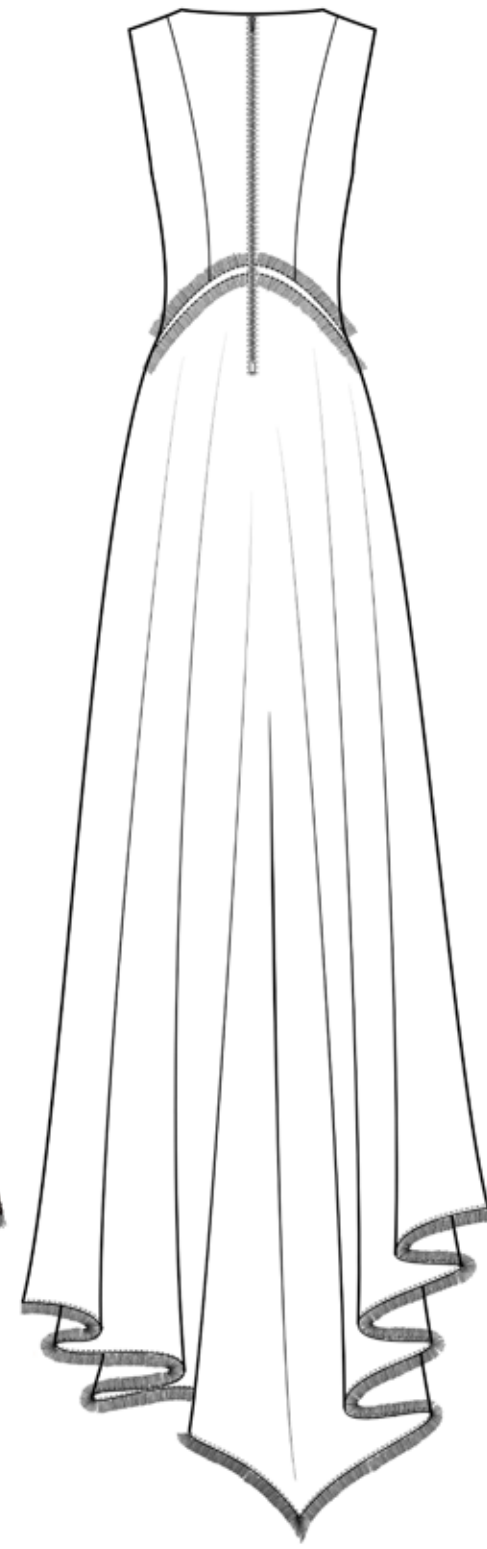
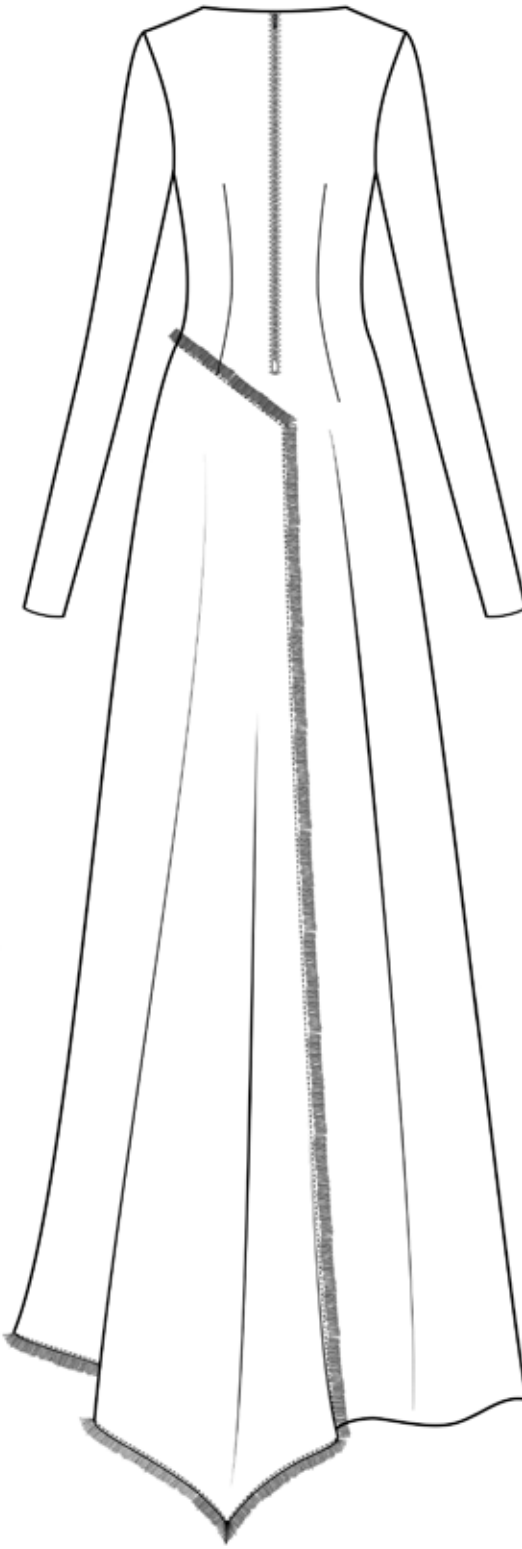


# FLATS





# FLATS



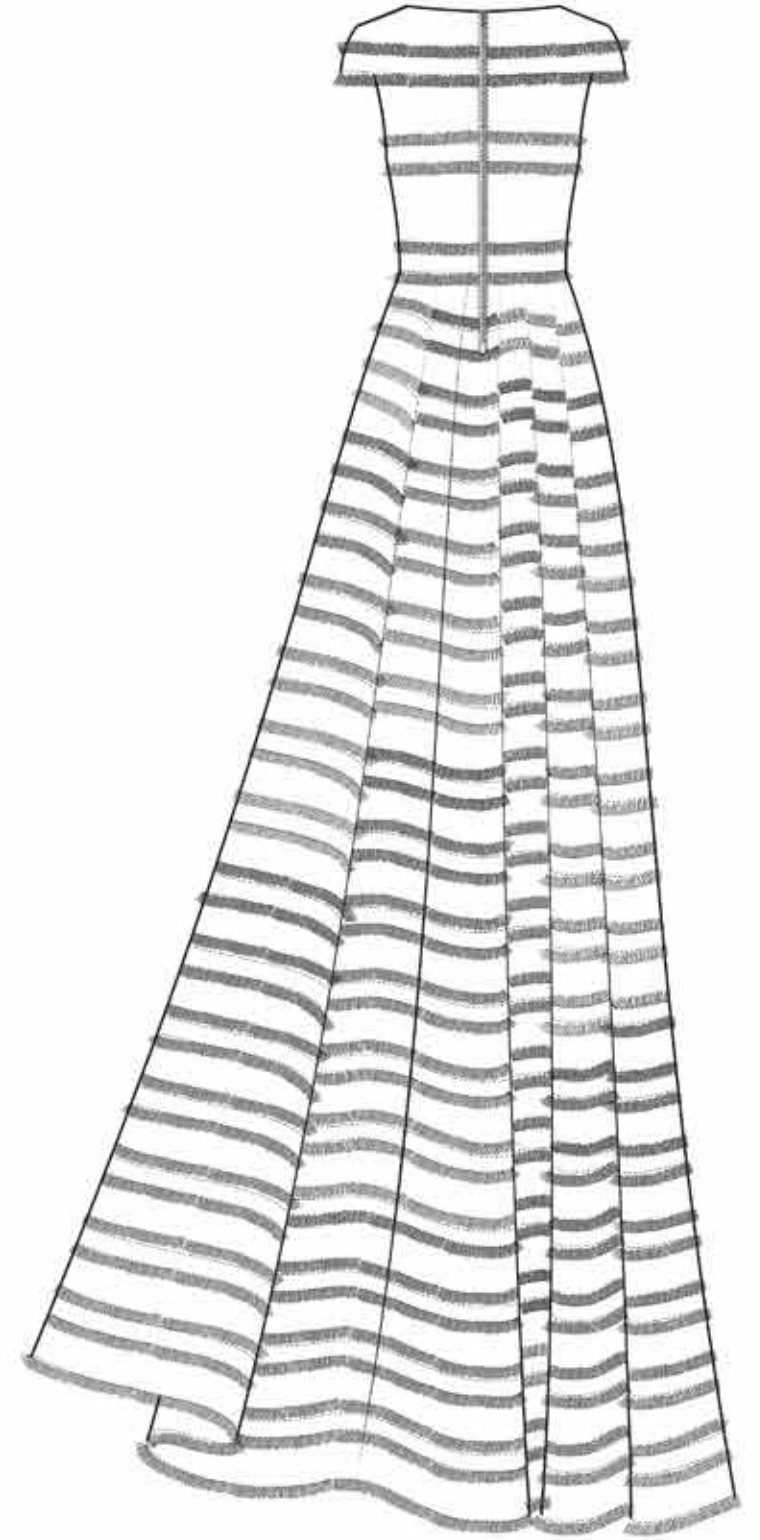
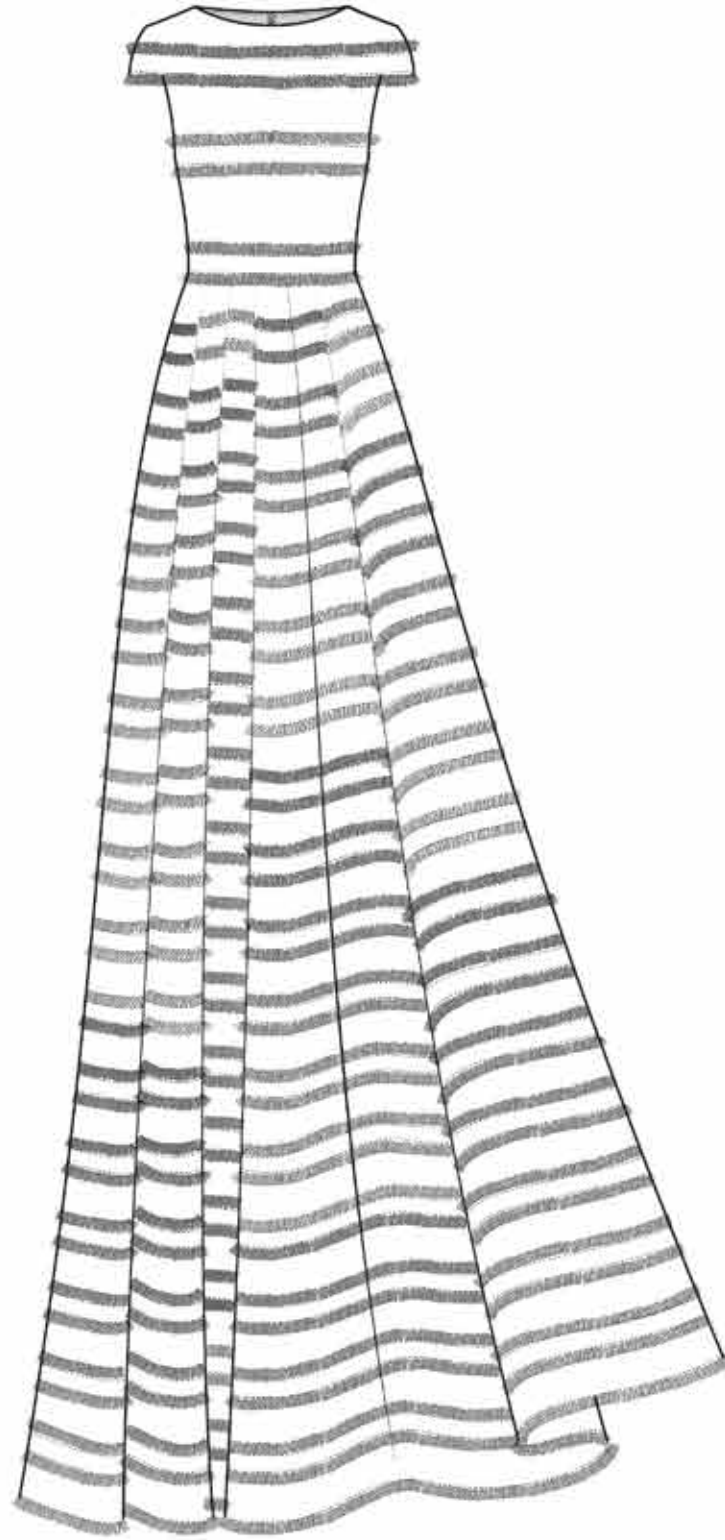


# FLATS





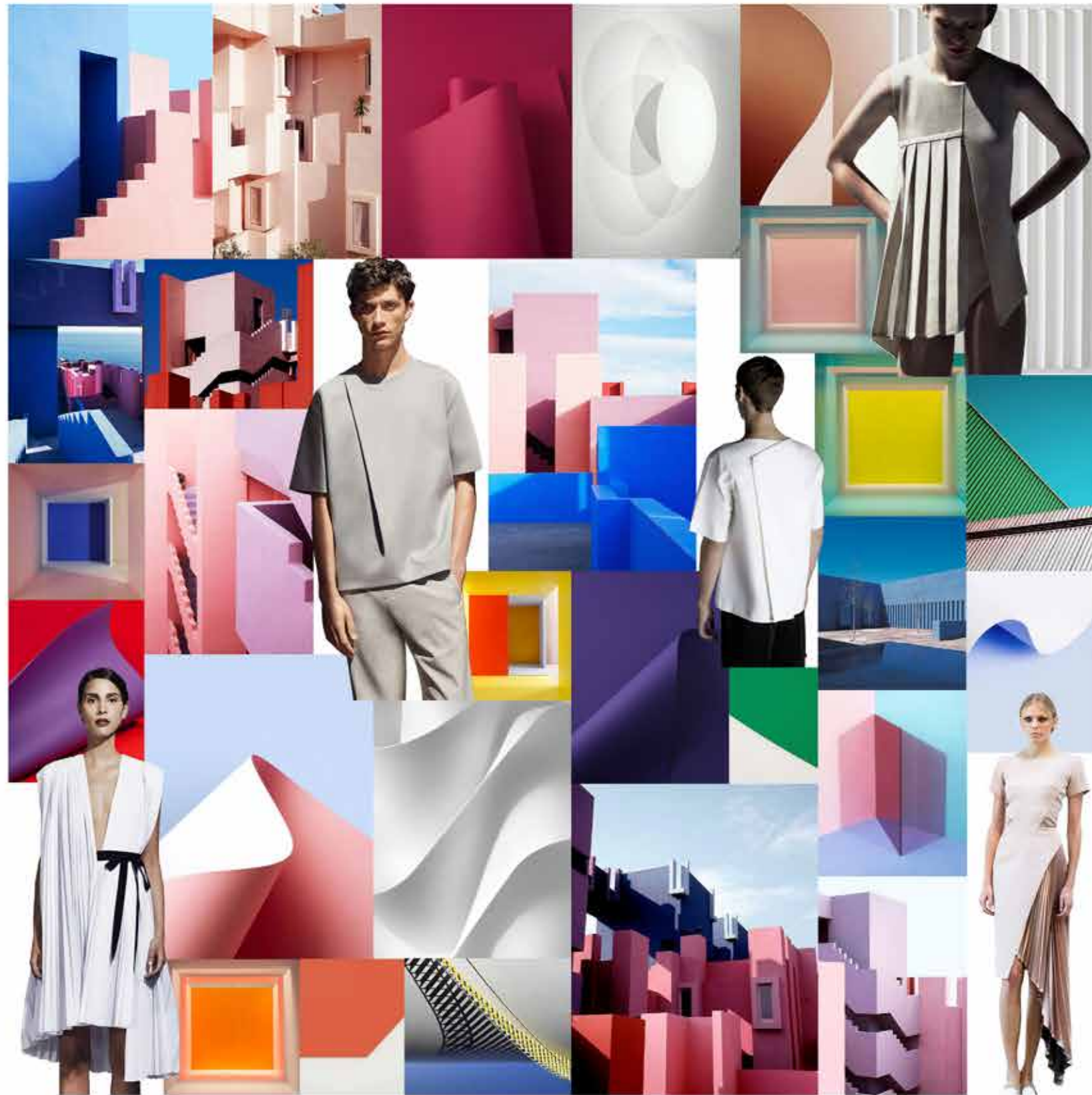
# FLATS





*S.S/21*





Concept.

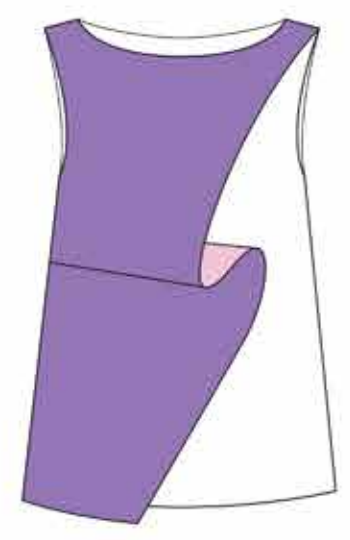
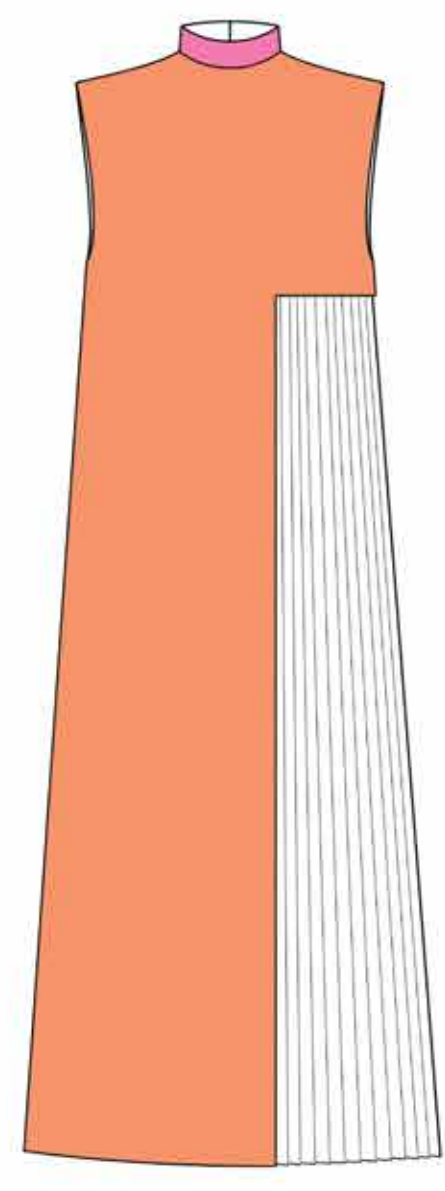
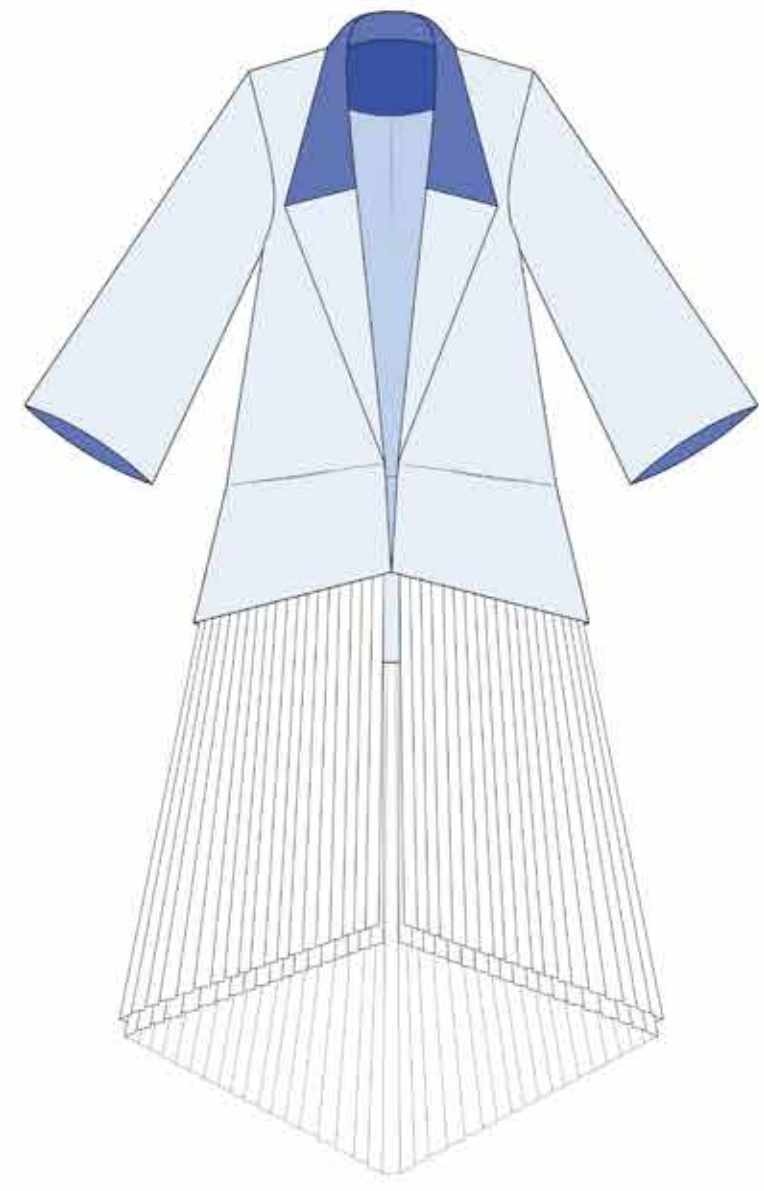
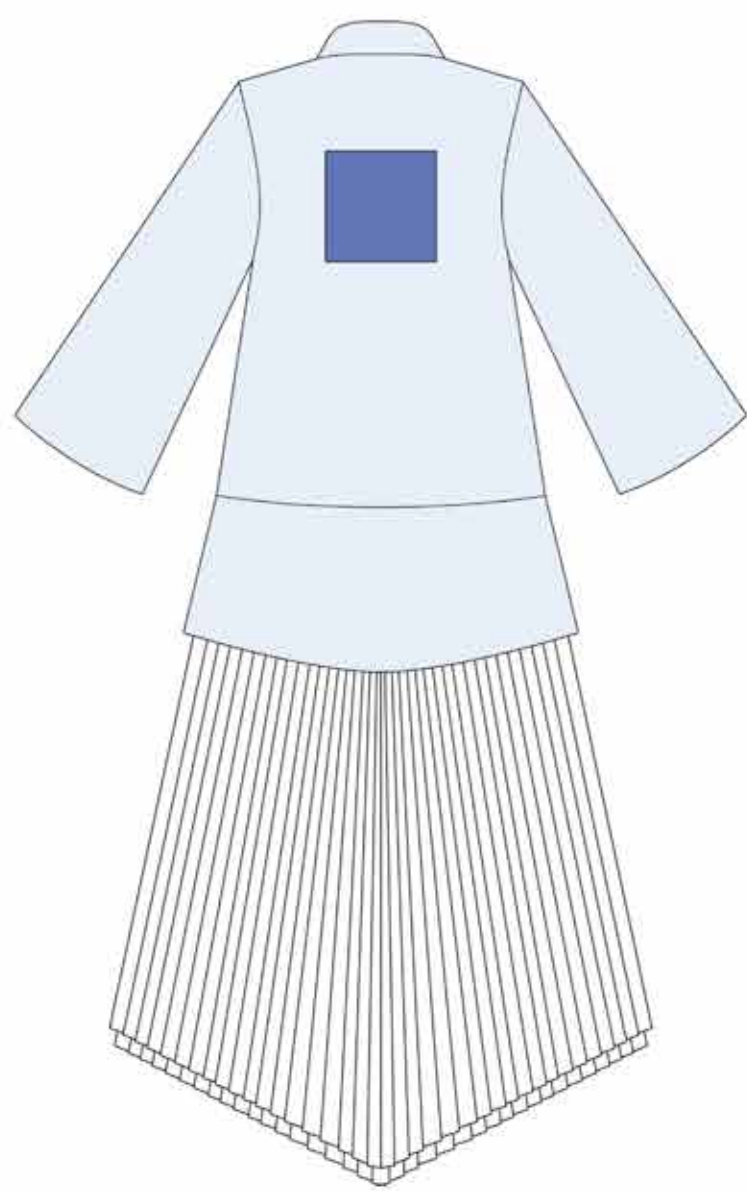
This collection is all about playing with lines and surfaces, bending them to create shadows and layers.

There were two main inspirations for the colors and volumes, one came from La Muralla Roja by spanish architect Ricardo Bofill which had a clear reference to the Arabic mediterranean architecture specially in North Africa. The other one came from the work of architect/ photographer Erin O'keef in her (Things as They Are) series.

The collection shows geometric cuts, A-line volumes, folded and pleated fabrics. The fabrics include shades of purple, blue, pink, red, green & orange which are brought together by adding an outer layer of white organza and creating a lighter pastel shades of color.

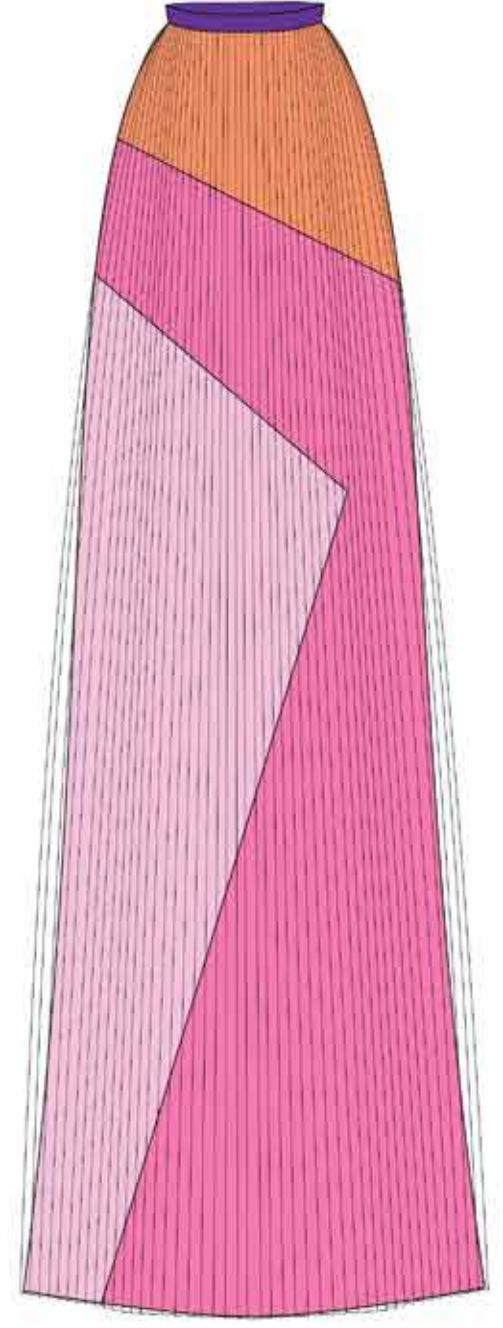
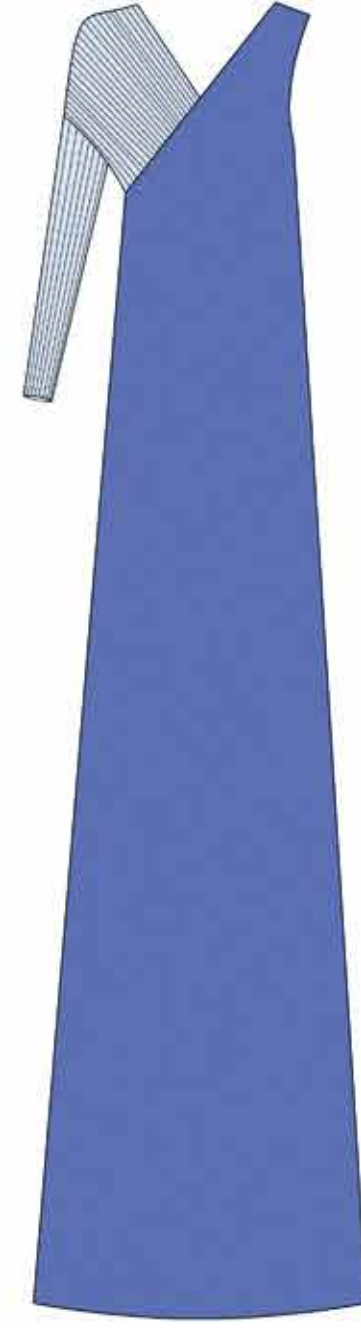
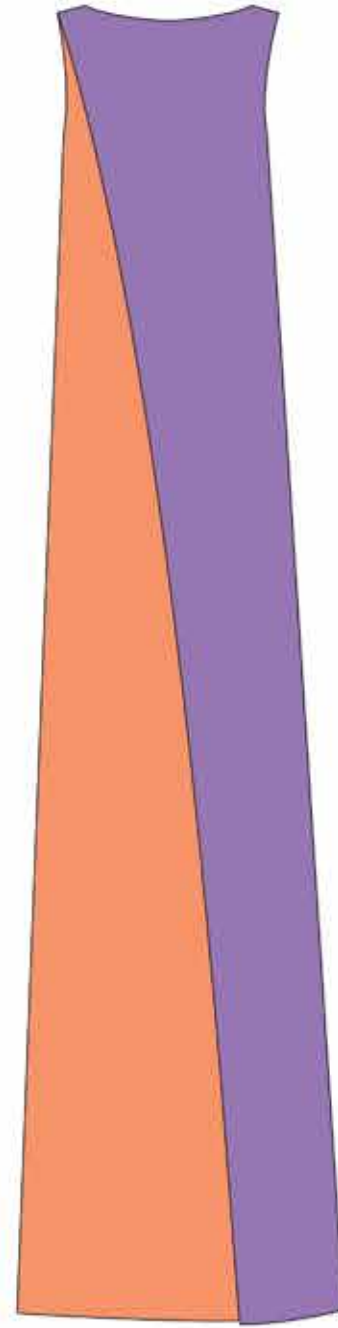
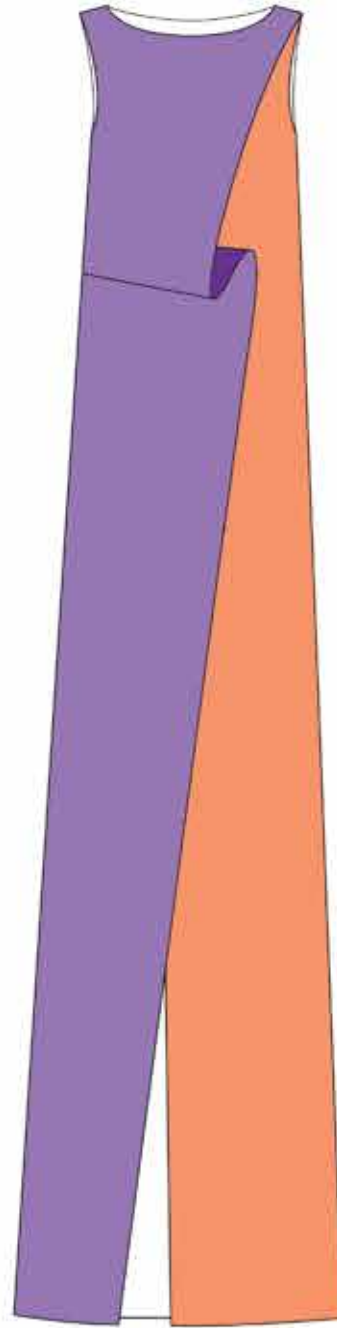
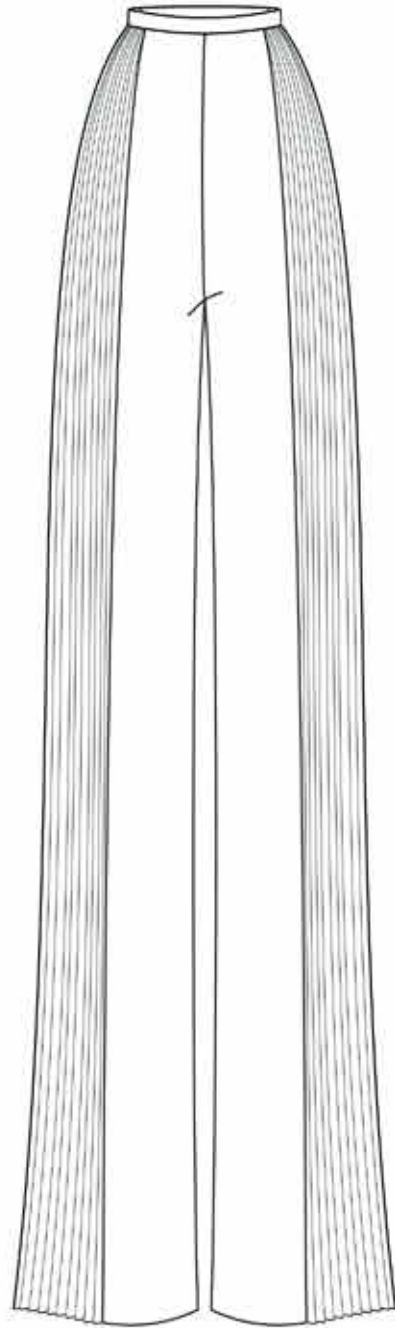
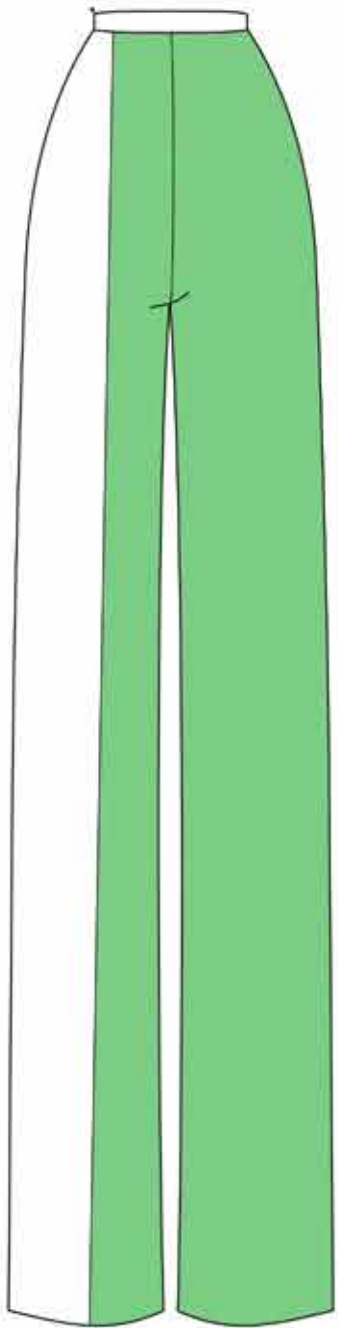
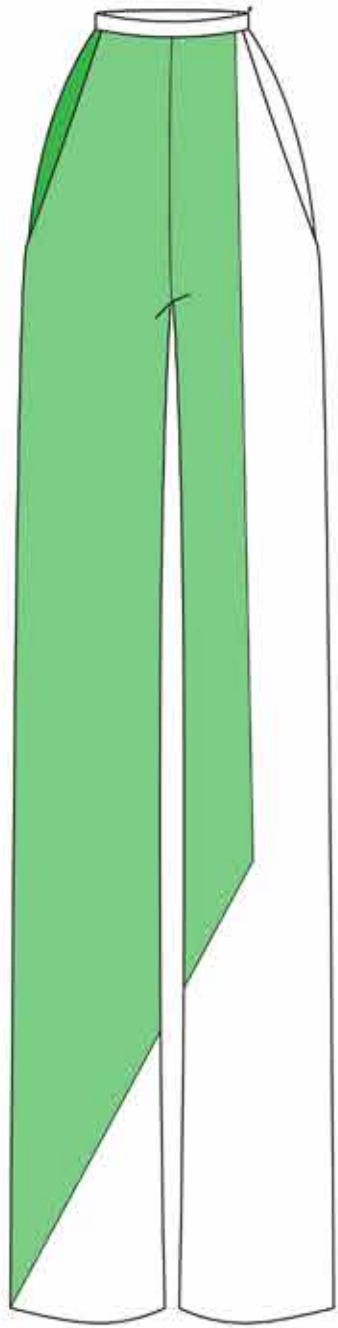


# FLATS





# FLATS





# LOOKS





# LOOKS



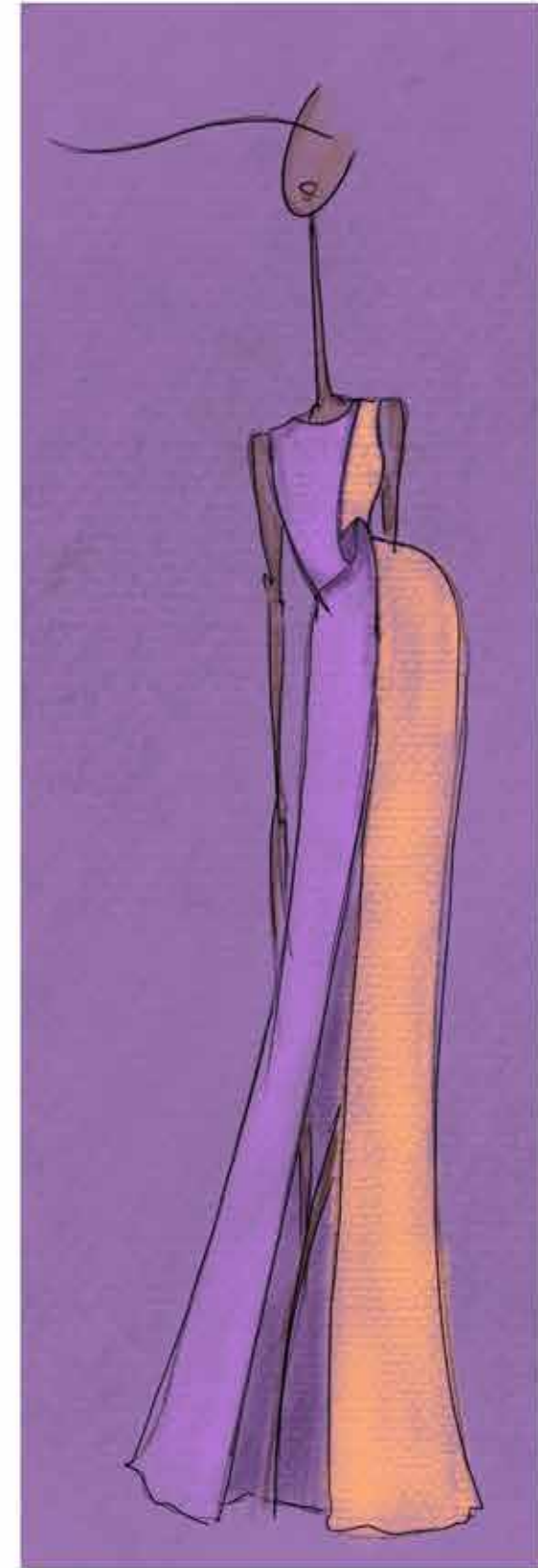
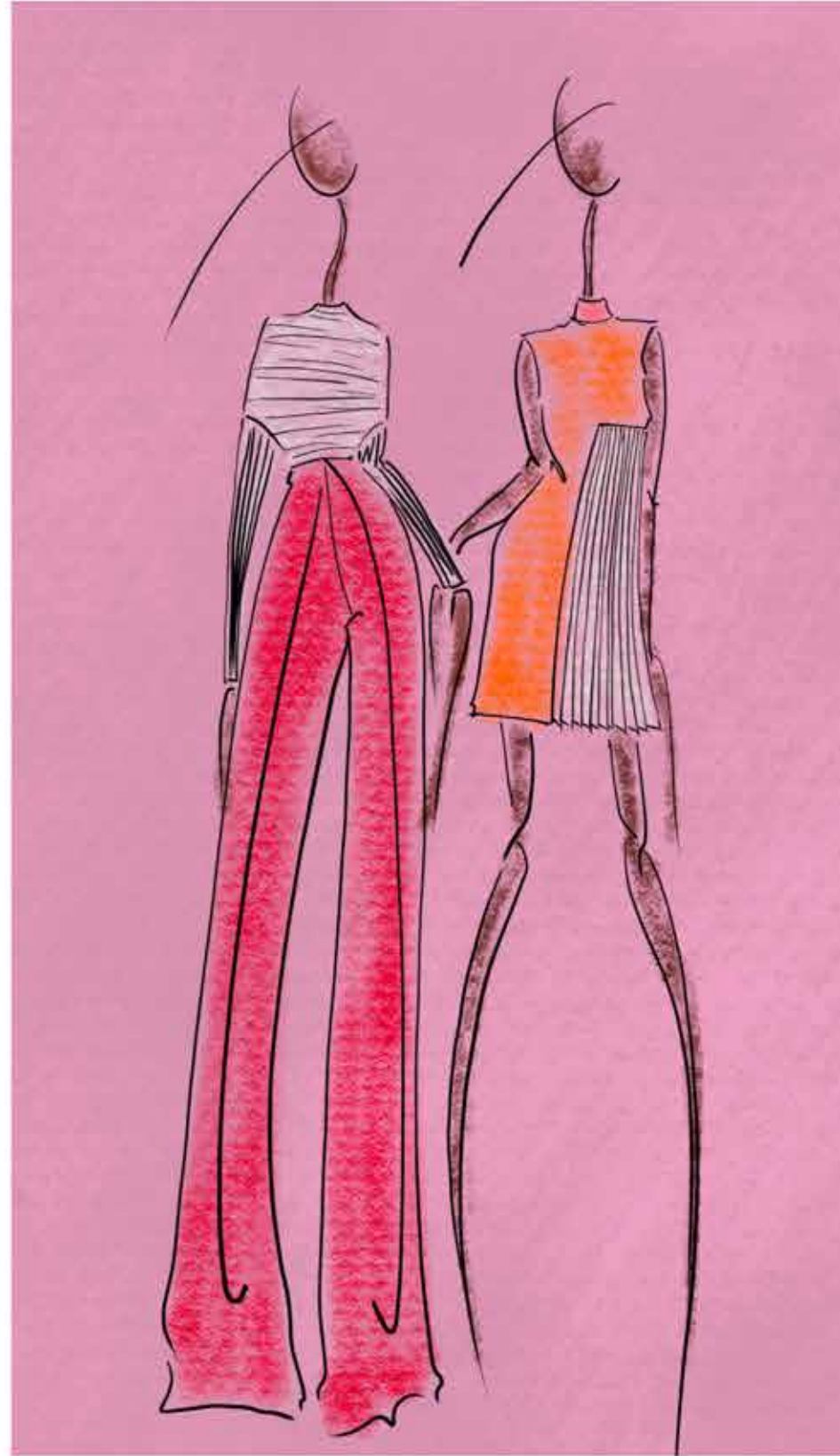


# LOOKS



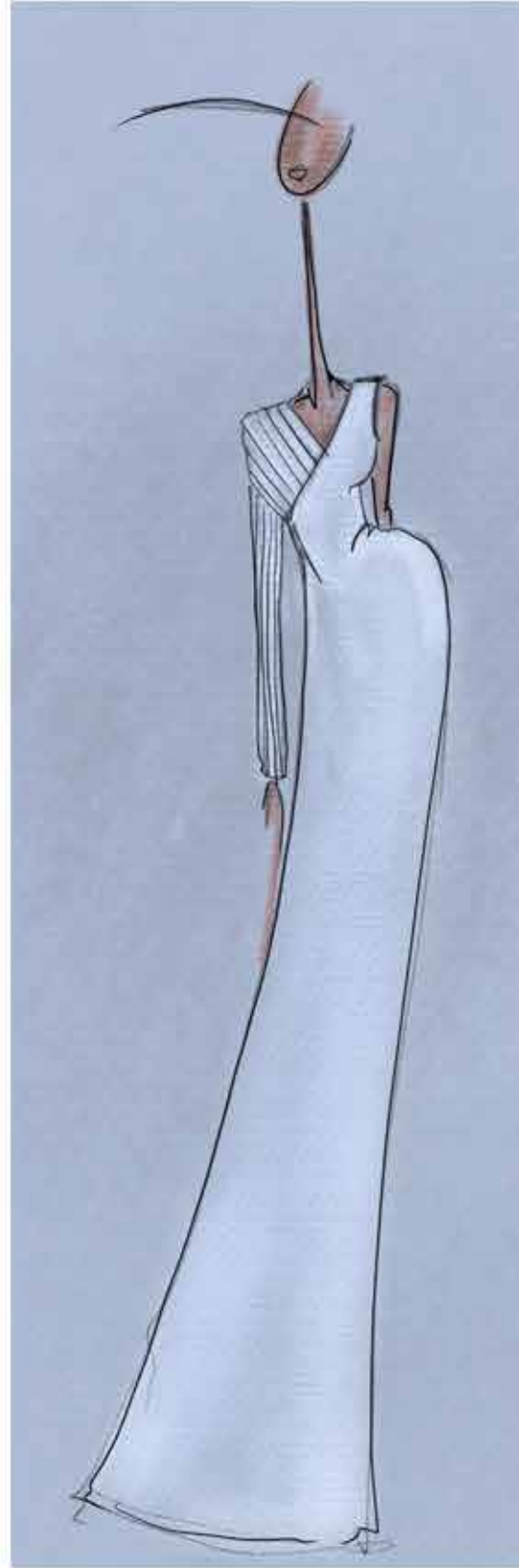


# SKETCHES





# SKETCHES







**CAPSULE 20**



# SKETCHES





# LOOKS





# LOOKS





NOIR







Concept.

In this capsule collection, the inspiration was to reflect the contrast between the delicate and vulnerable emotions of people from the inside by using hand beaded lace and tulle, and what they show on the outside which is more guarded and solid by using wool and velvet.

the feathers were used to break the line between both sides.



# LOOKS





# LOOKS





# LOOKS





# SKETCHES







**FW/16 -17**





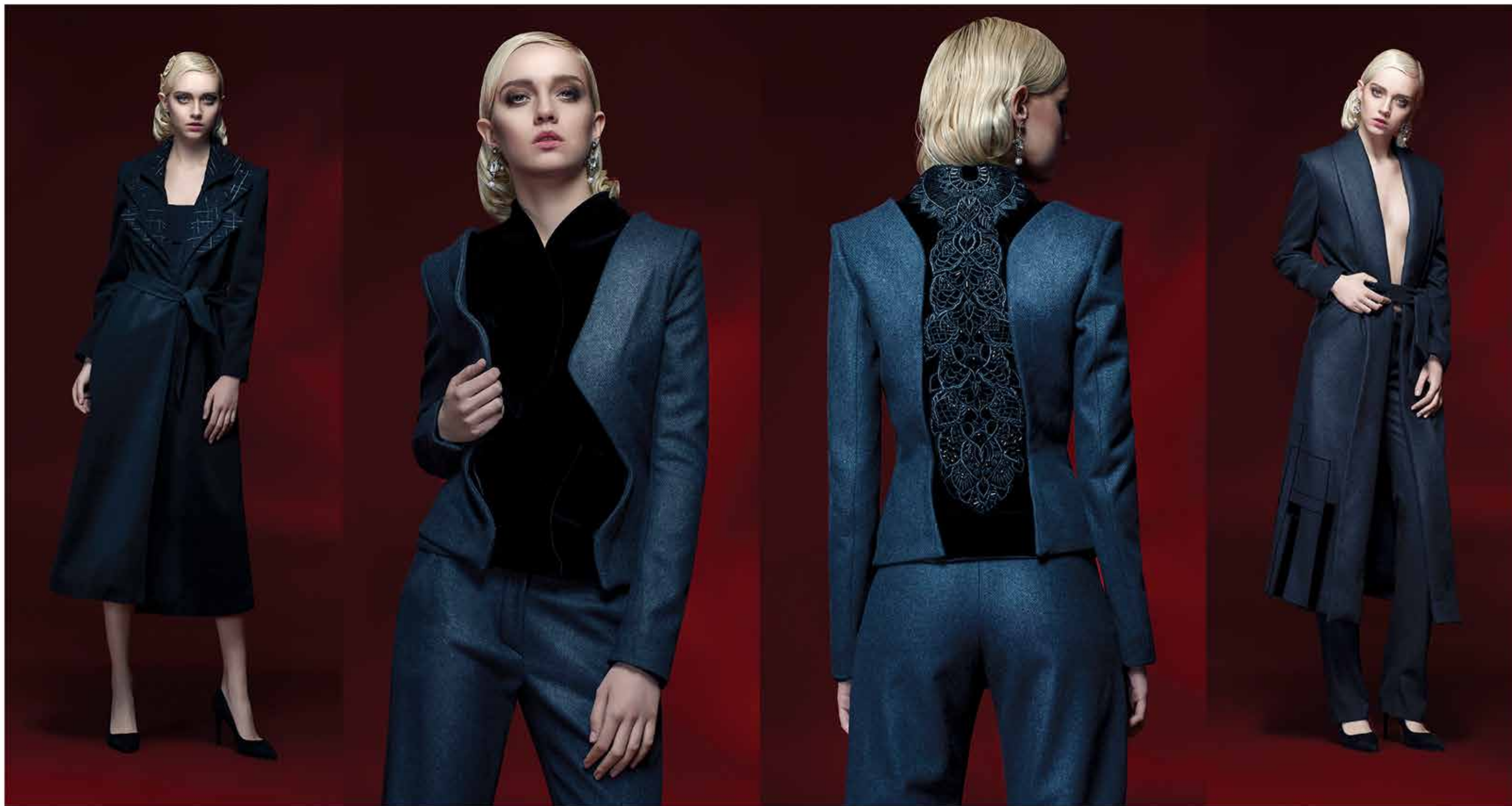


# LOOKS





# LOOKS





# LOOKS





# LOOKS





# LOOKS





# LOOKS





SS16







Concept.

In this collection I wanted to show my inspiration of strong modern woman by incorporating different volumes and fabrics.

The fabrics used are used Organza, Satin, chiffon, Crepe and Lace.

I focused on Lace as one of the main materials to show the craftsmanship and hand-made details which gives the designs a strong and modern look.

I want for every woman to feel unique, Special and confident.

The collection features soft colors such as pastels and whites with a pop of natural colors.



# LOOKS





# LOOKS





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THANK YOU

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