



LISSELLE

PATTHARANIT J.



THERE IS A MOMENT – TENDER, PERSONAL, AND OFTEN UNNOTICED – WHEN A WOMAN WEARS A BRA. A GESTURE SO HABITUAL YET DEEPLY INTIMATE. IN THAT MOMENT, THE BODY IS EMBRACED, SUPPORTED, MARKED. FINE IMPRESSIONS PRESS INTO THE SKIN. A SOFT WRINKLE HERE, A SLIGHT BULGE THERE, A DELICATE TRACE LEFT BEHIND WHEN THE GARMENT IS REMOVED. THESE ARE NOT FLAWS, BUT QUIET SIGNATURES OF REALITY – OF MOVEMENT, OF MEMORY, OF BEING.

HERE, IMPERFECTION IS NOT SOMETHING TO HIDE – IT IS SOMETHING TO HONOR. THE IMPERFECT SHAPES OF THE HUMAN BODY, THE NATURAL SOFTNESS OF SKIN, THE WAY FABRIC RESPONDS TO FORM – ALL BECOME THE FOUNDATION FOR A NEW DESIGN LANGUAGE. SHOES AND BAGS ARE REMAGINED NOT AS STATIC OBJECTS, BUT AS LIVING EXTENSIONS OF THE BODY. THEY CARRY THE MEMORY OF TOUCH, OF PRESENCE, OF THE UNSEEN RITUALS THAT SHAPE US.

FINE MESH AND SHEER TEXTILES, INSPIRED BY THE DELICATE NATURE OF LINGERIE, WRAP SOFTLY AROUND EACH PIECE. SKIN-TONED LEATHERS MIRROR THE BODY NOT IN EXACTNESS, BUT IN WARMTH AND INTIMACY. IMPRINT AND FOLDING TECHNIQUES ARE USED TO ECHO THE MARKS LEFT BY LINGERIE: THE GENTLE PRESSURE POINTS, THE OVERLAPPING OF FLESH, THE WAY A SCAR OR CREASE CAN HOLD ITS OWN KIND OF GRACE.

SILHOUETTES REMAIN GROUNDED – NOT OVERLY SURREAL, BUT QUIETLY SCULPTURAL. EACH FORM SPEAKS WITH SUBTLETY. NO LACE, NO LOUD EMBELLISHMENT – ONLY PURE SHAPES THAT DRAW INSPIRATION FROM THE BODY'S QUIET CURVES. THESE ARE DESIGNS THAT BREATHE, THAT RIPPLE. THAT MOVE WITH FEMININE ENERGY, AND SPEAK IN THE LANGUAGE OF SOFTNESS AND STRENGTH.

THIS IS NOT ABOUT PERFECTION. IT IS ABOUT TRUTH. ABOUT CELEBRATING THE BEAUTY IN WHAT IS REAL – THE UNEVEN, THE UNFILTERED, THE WORN-IN MOMENTS OF INTIMACY THAT TOO OFTEN GO UNSEEN. IT IS AN ODE TO THE ORGANIC GIRL – THE WOMAN WHO IS SHAPED BY EXPERIENCE, WHO EMBRACES HER SOFTNESS AS STRENGTH, WHO UNDERSTANDS THAT EVERY MARK ON THE SKIN IS PART OF HER STORY.

IN THIS COLLECTION, WE CELEBRATE HER. WE CELEBRATE EVERY TRACE, EVERY FOLD, EVERY CURVE – NOT IN SPITE OF THEIR IMPERFECTION, BUT BECAUSE OF IT.

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The mood board is a collage of fashion-related imagery. It includes several photographs of women wearing different styles of bras, bodysuits, and dresses, often highlighting specific details like backless designs or sheer fabrics. There are also images of high-heeled shoes, some in neutral tones and others in black. Accessories like a large brown leather bag and a pair of sunglasses are featured. The overall aesthetic is soft and feminine, focusing on textures and body contours.

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INSPIRATION

THIS COLLECTION DRAWS FROM THE INTIMATE MOMENT WHEN A WOMAN REMOVES HER BRA—REVEALING SOFT IMPRINTS, GENTLE BULGES, AND THE NATURAL FOLDS OF SKIN SHAPED BY TENSION AND RELEASE. THESE SUBTLE MARKS, OFTEN OVERLOOKED, BECOME SYMBOLS OF RAW BEAUTY AND QUIET RESILIENCE. RATHER THAN HIDING IMPERFECTION, THE DESIGNS EMBRACE IT—HIGHLIGHTING THE ORGANIC, UNPOLISHED CONTOURS OF THE BODY AS A VISUAL LANGUAGE OF FEMININITY. THROUGH SOFT LEATHERS, MESH-LIKE FABRICS, AND SKIN-TONED HUES, THE COLLECTION REIMAGINES THESE INTIMATE DETAILS AS FORMS OF CELEBRATION—DELICATE, POWERFUL, AND DEEPLY HUMAN.

USING SOFT MESH, SHEER FABRICS, AND SKIN-TONED LEATHER, THE DESIGNS REFLECT A SENSE OF COMFORT, HONESTY, AND FEMININITY. THE SHAPES ARE INSPIRED BY LINGERIE BUT REMAINED IN SUBTLE, MODERN WAYS —CELEBRATING THE NATURAL, IMPERFECT LINES OF THE BODY WITHOUT BEING LITERAL.

THE THEME

THIS IS A TRIBUTE TO THE ORGANIC GIRL — SOMEONE WHO IS SOFT YET STRONG, EMOTIONAL YET GROUNDED. SHE DOESN'T HIDE HER IMPERFECTIONS; SHE WEARS THEM WITH PRIDE, KNOWING THEY ARE PART OF HER STORY.

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TARGET/AUDIENCE



CONFIDENT WOMEN VALUING
ELEGANCE AND AUTHENTICITY.

PHYSICAL

- AGE RANGE: 20-40 YEARS OLD
- GENDER: PREDOMINANTLY FEMALE-IDENTIFYING, INCLUSIVE OF NON-BINARY INDIVIDUALS WHO RESONATE WITH FEMININE AESTHETICS
- LIFESTYLE: URBAN DWELLERS, CREATIVE PROFESSIONALS, FASHION STUDENTS, EARLY-CAREER DESIGNERS, AND CONSCIOUS CONSUMERS
- FASHION HABITS: SHOP FROM DESIGNER BOUTIQUES, CONCEPT STORES, OR CURATED ONLINE PLATFORMS; MIX EXPERIMENTAL PIECES WITH EVERYDAY WEAR
- GEOGRAPHY: PRIMARILY METROPOLITAN AREAS IN ASIA AND EUROPE (E.G. BANGKOK, TOKYO, PARIS, SEOUL) WHERE CONCEPTUAL FASHION HAS A MARKET
- BODY DIVERSITY: OPEN TO FASHION THAT ACKNOWLEDGES REAL BODY SHAPES, CURVES, AND IMPERFECTIONS—REJECTING RIGID BEAUTY STANDARDS



PSYCHOLOGICAL

- EMOTIONAL MINDSET: SELF-AWARE, EMOTIONALLY EXPRESSIVE, VALUES INNER CONFIDENCE AND VULNERABILITY
- CULTURAL VALUES: INSPIRED BY THEMES OF SELF-ACCEPTANCE, BODY POSITIVITY, AND EMPOWERMENT THROUGH SUBTLE, INTIMATE DETAILS
- AESTHETIC PREFERENCES: MINIMALIST WITH CONCEPTUAL DEPTH—PREFERS DESIGNS THAT CARRY MEANING, SOFT SURREALISM, AND POETIC STORYTELLING
- CONSUMER MOTIVATION: LOOKS FOR PIECES THAT GO BEYOND FASHION—WANTS TO FEEL SEEN, UNDERSTOOD, AND CONNECTED TO THE DESIGNER'S INTENT
- FASHION PHILOSOPHY: BELIEVES CLOTHING SHOULD REFLECT BOTH STRENGTH AND SOFTNESS, POWER AND IMPERFECTION; REJECTS ARTIFICIAL PERFECTION

LISSELLE

COLOURWAY



THE COLLECTION AIMS TO EVOKE A LIFESTYLE OF EFFORTLESS GRACE AND UNDERSTATED ALLURE.

NEUTRAL TONES: SOFT BEIGE, BLUSH PINK, CREAM, AND WHITE TO REFLECT SKIN TONES AND NATURAL ELEGANCE.

THE SOFT, MUTED TONES IN THIS COLLECTION SERVE AS A GENTLE REFLECTION OF THE HUMAN FORM – WARM, NATURAL, AND DEEPLY EMOTIONAL. THESE SHADES CREATE A QUIET YET POWERFUL MOOD, EMBRACING FEMININITY, COMFORT, AND INTIMACY. ROOTED IN SKIN-LIKE WARMTH AND ORGANIC HARMONY, THE TONE OF THIS PALETTE REINFORCES THE COLLECTION'S DEEPER MESSAGE: BEAUTY LIVES IN SOFTNESS, SUBTLETY, AND THE IMPERFECT POETRY OF BEING REAL.

**WHISPER BLUSH
EMBRACE NUDE
DUST TOUCH
SIENNA BLUSH**



MATERIAL

LEATHER

LEATHER: SYMBOLIZES STRENGTH AND LUXURY, BALANCING SOFTNESS WITH DURABILITY. USED FOR BASE CONSTRUCTION AND STRUCTURAL DETAILS.

TRANSPARENCY

MESH ORGANDY SHEER: REPRESENTS TRANSPARENCY, LIGHTNESS, AND SUBTLE SENSUALITY. USED FOR OVERLAYS, PANELS, OR STRAPS, EVOKING THE DELICATE NATURE OF LINGERIE FABRIC.



DESIGN ELEMENTS ARE INSPIRED BY BRA
STRUCTURES—STRAPS, BANDS, AND CURVES—
REIMAGINED INTO SOFT, SUPPORTIVE LINES
WITHIN SHOES AND BAGS, OFFERING A SUBTLE
NOD TO INTIMACY.

LEATHER IS GENTLY DRAPED TO MIMIC
THE BODY'S NATURAL MOVEMENT,
FORMING SOFT BULGES AND FOLDS
THAT REFLECT THE BEAUTY OF RELAXED,
ORGANIC FORMS.

THE SILHOUETTES CELEBRATE IMPERFECT
SOFTNESS—FLUID, ASYMMETRICAL SHAPES
THAT EXPRESS FEMININE AUTHENTICITY AND
THE QUIET BEAUTY OF IRREGULARITY.

DELICATE INDENTATIONS ECHO THE
MARKS LEFT BY BRAS ON THE SKIN,
TURNING THESE FLEETING IMPRESSIONS
INTO POETIC DETAILS ON THE SURFACE.



TECHNIQUE

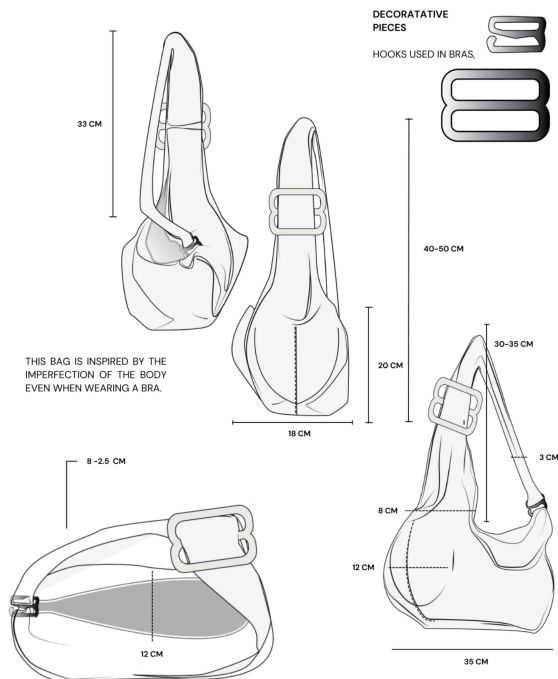
DECORATION



ORGANIC FEMININE EMOTIONALLY TACTILE

A QUIET CELEBRATION OF SOFT CURVES,
SKIN-TONED STRENGTH, AND THE BEAUTY
WITHIN EVERY IMPERFECTION.

GENTLE VULNERABILITY
SENSUAL STRENGTH.





LISSELLE

A VISUAL HYMN TO THE BODY'S
QUIET STRENGTH — WRAPPED IN
TOUCH, MARKED BY TIME, AND
SOFTENED BY GRACE.



