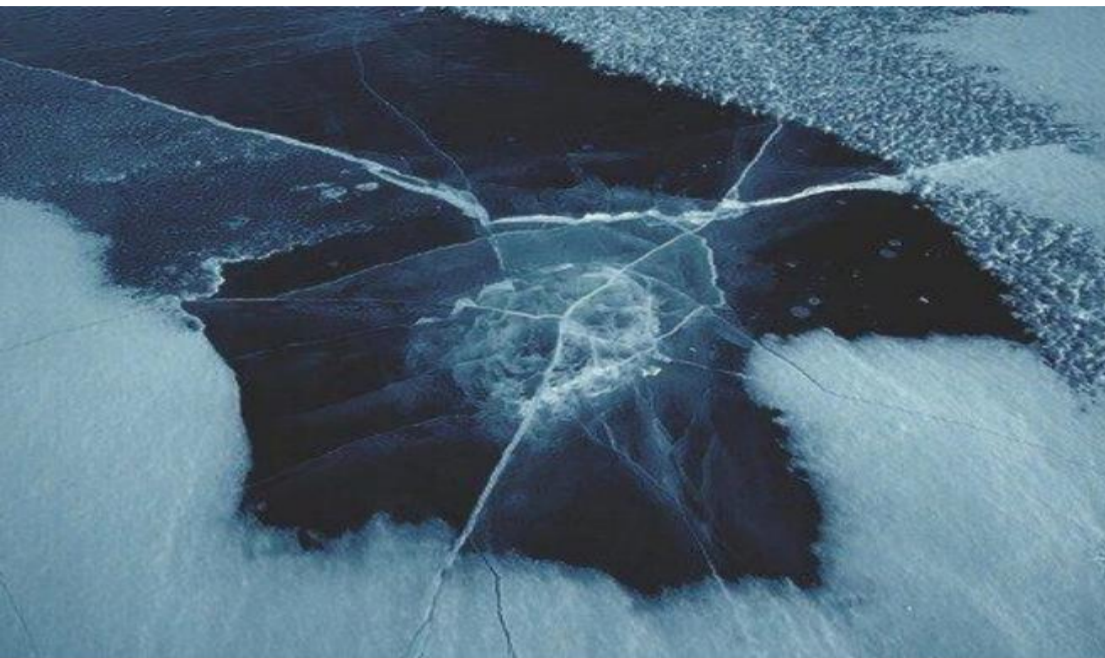


ARCTIC *ECHO*

A COLLECTION EXPLORING
RESILIENCE AND SURVIVAL



CONCEPT INSPIRATION





Moodboard

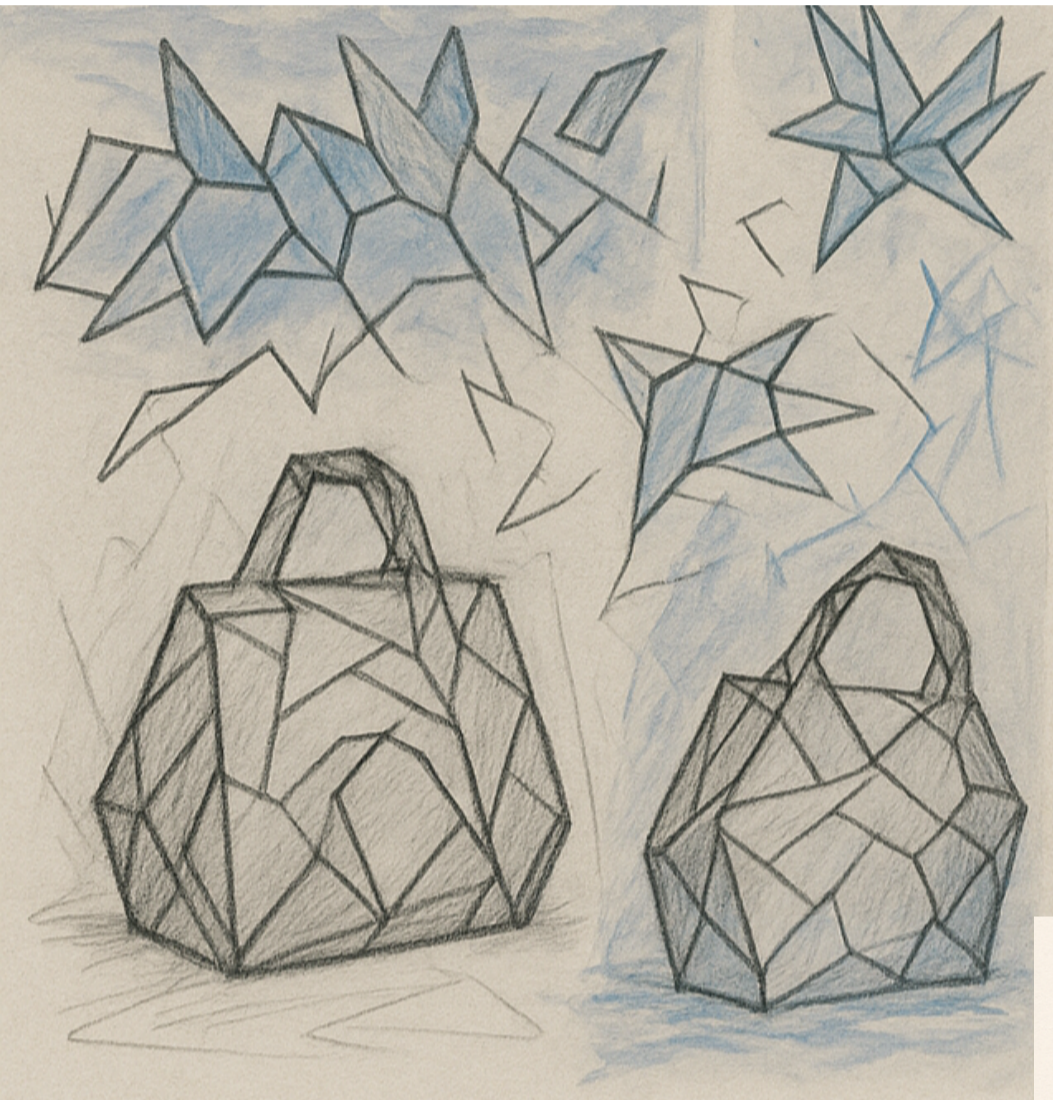
The polar bear paw isn't just a footprint — it's a warning. A symbol of raw power walking on cracking ice, disappearing fast. This design grabs that tension — strength on the edge of extinction. It's not just fashion; it's a call-out. A reminder that what we wear can bite back.



Sharp like a stare, tough like leather — both carry stories in their textures. The cracked surface of ice, the grain of leather, and the depth of an iris all echo each other: raw, unpredictable, impossible to replicate. This design lives in that tension — between what sees, what feels, and what survives. Eyes watch, leather remembers, ice breaks — but each leaves a mark.



DESIGN EVOLUTION



MATERIALS

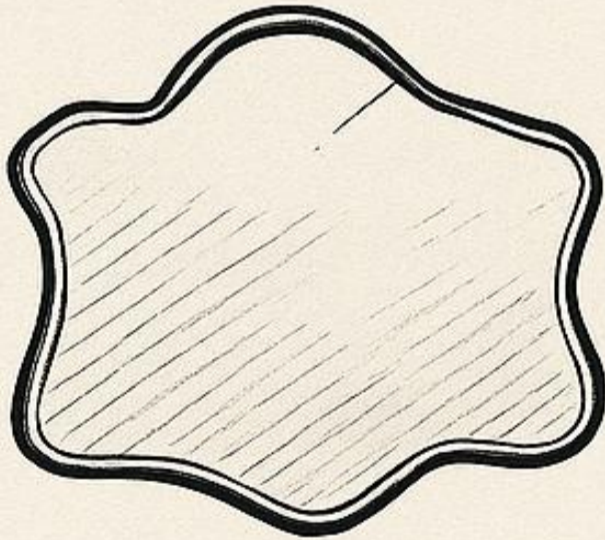
LEATHER



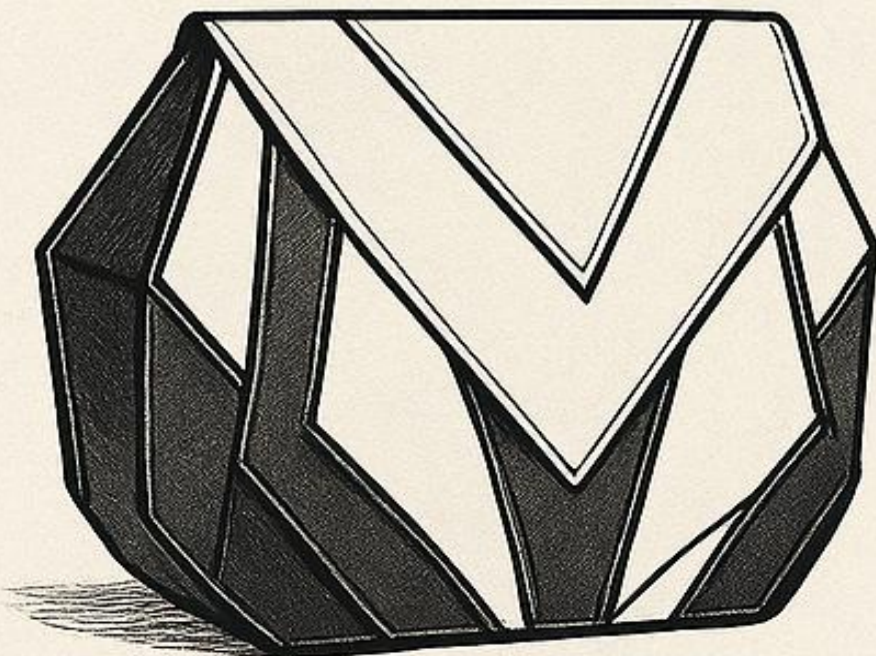
**RECYCLED
MATERIAL**



**RECYCLED
CREAMSER-TONED
SYNTHETIC LEATHRR
FOR THE BEAR
PAW BACKDROP**



**REUSES MATERIALS,
SUPPORTS
SUSTAINABILITY**



Leather when used responsibly,
gives new life to a byproduct.
Arctic echo transforms it into
a timeless accessory that speaks to endangered ecosystems.
It's not just fashion, it is a preservation of design.



This is more than a bag,
It's an ECHO from the ice,
A call to protect what is left!