

Women's Wear Collection

An Emotional Anatomy

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Persona Profile: Lina Moreau

NAME:

Lina Moreau

NICKNAME:

Lina

AGE:

25

NATIONALITY:

French - Korean

BASED IN:

Shanghai, China

OCCUPATION:

Fashion PR Executive
at Yves Saint Laurent



Lina Moreau

ABOUT HER:

With a mind like a dashboard and a calendar that runs her world, she thrives in preparing for launches, tracking projects, and planning meetings.

Her planner is a place where she turns chaos into progress and long to-do lists into organized clarity.

SHE MANAGES:

- brand communications
- influencer relationships
- showroom events
- fashion week coordination
- press releases & media
- styling direction

WAKE UP AT:

7 AM

IN BED BY:

11:30 PM

ON THE WEEKENDS:

- brunch with friends
- vintage shopping
- visiting exhibitions
- café hopping
- pilates classes
- pop-up events
- rooftop dinners

FAVORITE APPS:

- Instagram
- Xiaohongshu 小红书
- Pinterest
- Notion

GO-TO OUTFIT:

oversized blazer, fitted tank,
mini skirt or tailored trousers,
sneakers or pointed heels,
silver jewelry, large work tote

LIKES:

- fashion week events
- contemporary art
- minimal cafés
- pilates & wellness
- film photography
- networking with creatives
- emerging designers
- styling outfits

DISLIKES:

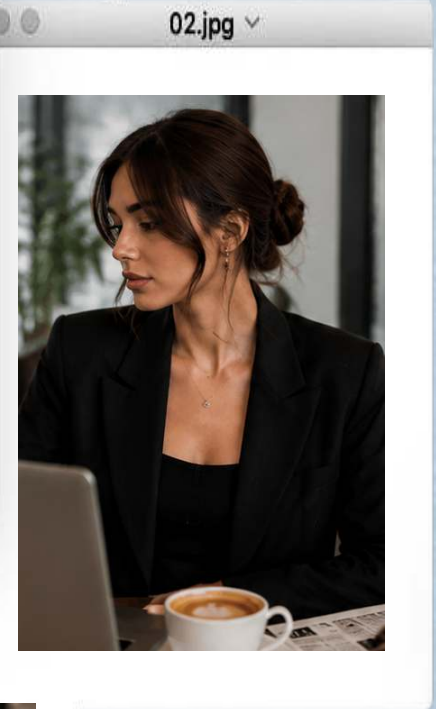
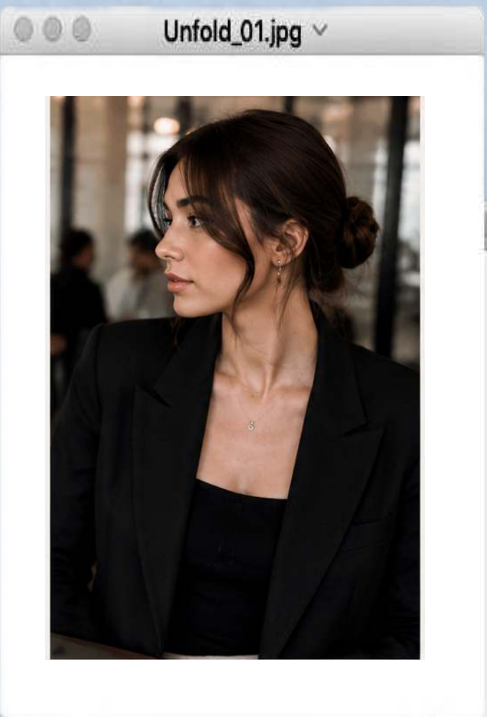
- loud logos
- cheap-looking fast fashion
- uncomfortable fabrics
- overly maximalist styling
- poor-quality tailoring

PERSONALITY:

- socially confident
- creative but organized
- ambitious
- detail-oriented
- trend-aware
- emotionally intelligent

BUYING BEHAVIOR:

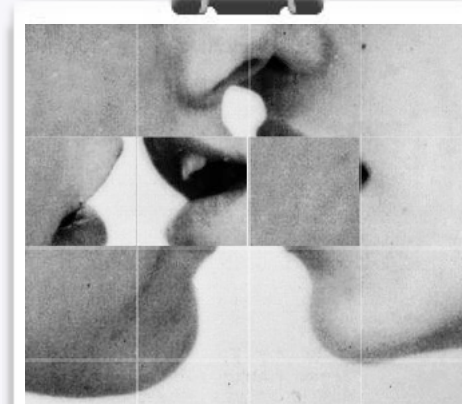
- shops online & in luxury concept stores
- influenced by fashion insiders & micro-influencers
- invests in versatile pieces that last
- values craftsmanship & storytelling
- prefers quality over quantity
- buys for work to evening transition



Design Insights: Mindmap

Emotion & Narrative

- ◆ Containment vs exposure
- ◆ Strength vs vulnerability
- ◆ Seen vs unseen
- ◆ Presence vs internal weight



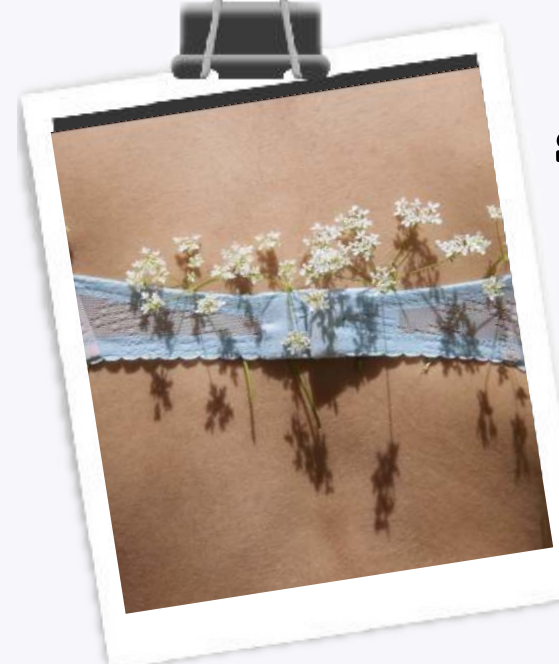
Histology Inspiration

- ◆ Neural networks & cellular motifs
- ◆ Veins, connective tissue patterns
- ◆ Organic repetition & irregularity



CONCEPT

- ◆ Body as a living archive
- ◆ Personal milestones: first independence, first love, first courage
- ◆ Controlled external identity vs hidden internal complexity



Color Palette

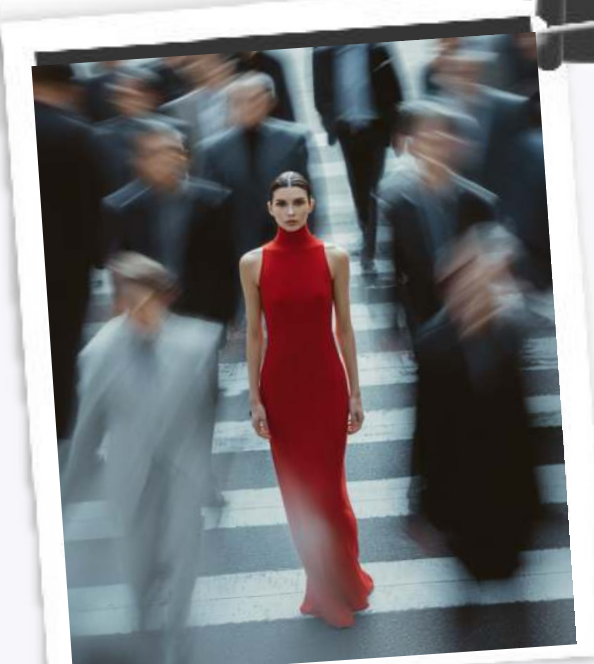
- ◆ Deep red (passion & intensity)
- ◆ Black (structure & protection)
- ◆ Soft neutrals / off-white (base & intimacy)
- ◆ Blue-grey (calm & reflection)
- ◆ Brown / coffee (organic grounding)
- ◆ Metallics (memory highlights)

Silhouette & Styling

- ◆ Sculptural tailoring + organic lines
- ◆ Minimal front / rich back detail
- ◆ Layered garments, controlled movement
- ◆ Asymmetry, draping, fitted-to-flow

Materials & Textures

- ◆ leather / wool (structure & resilience)
- ◆ Lace & embroidery (memory & internal traces)
- ◆ Organza / chiffon (transparency & narrative)
- ◆ Velvet / satin (depth & tactile presence)



**Mood &
Atmosphere:**

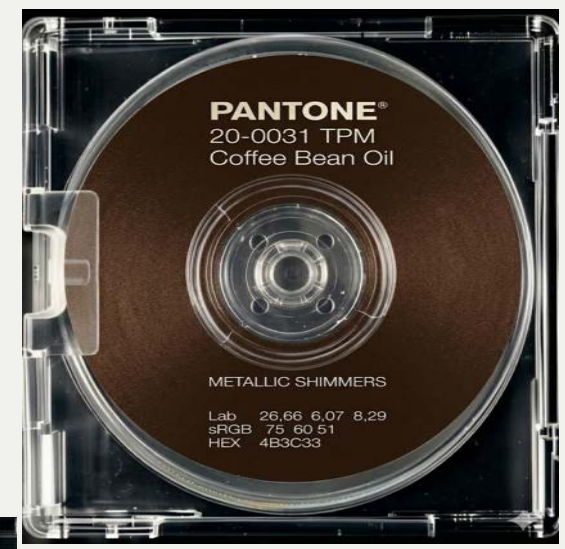
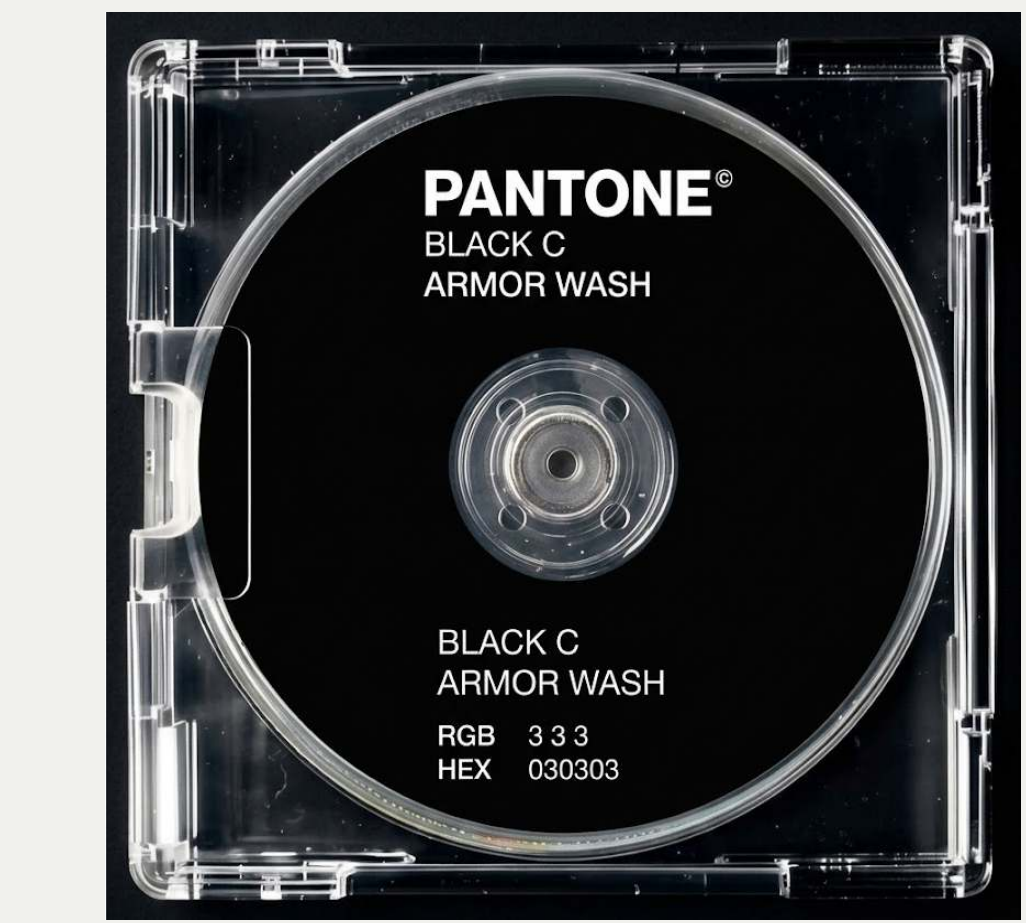
Deep contrast

Memory

Organic



Color Palette & Emotional Cues



Archive of Firsts

1. Concept Statement

“Archive of Firsts” is a womenswear collection that treats the female body as a living archive.

Personal milestones first independence, first love, first courage are embedded in the internal architecture of the body.

Inspired by histology, textures, patterns, and silhouettes reference neural networks, skin structures, and vascular connections, exploring the tension between controlled external identity and hidden internal complexity.

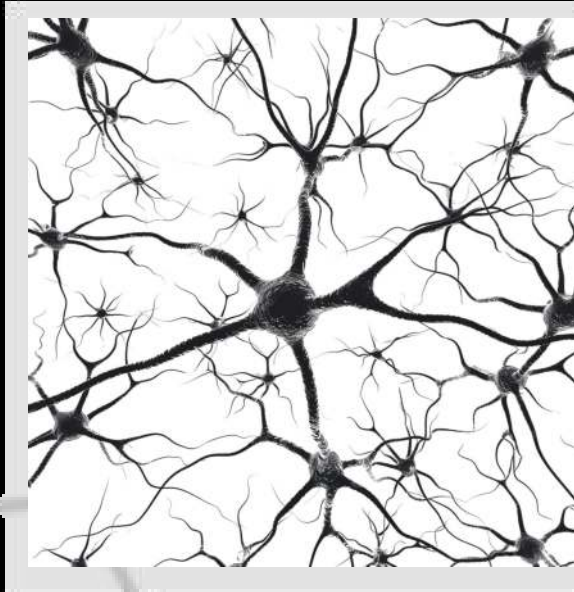
Every woman carries her past in layers, like threads woven into her skin. Each garment in this collection traces a “first” the first time she stood on her own, the first spark of love, the first moment of courage. From the structured Scuba bodice that holds her present strength, to lace and embroidered layers that whisper memories beneath, the collection reveals what is visible and what remains quietly unseen. As she moves, the hidden stories emerge, turning every step into a dialogue between who she is and who she has been.



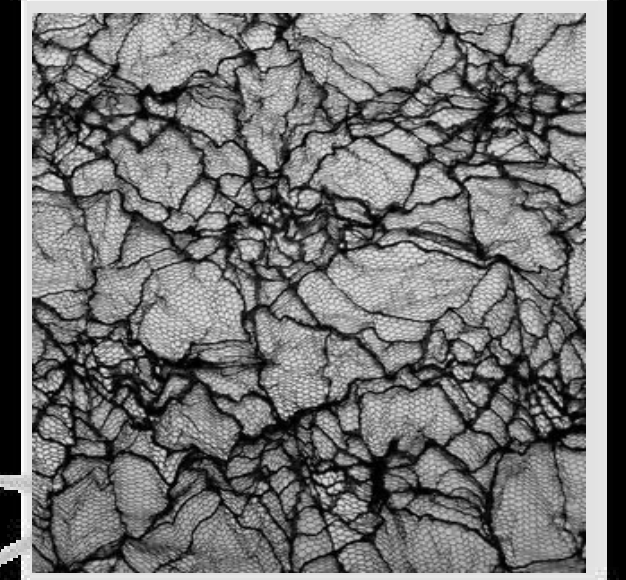
The Body as Texture



skin
texture



Nerves

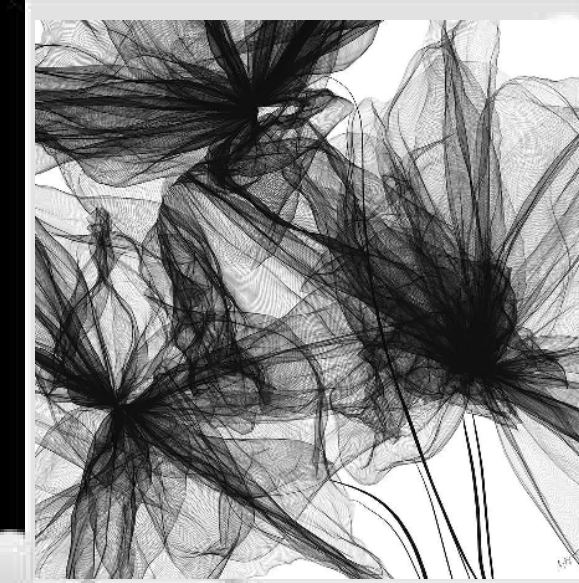


Lace

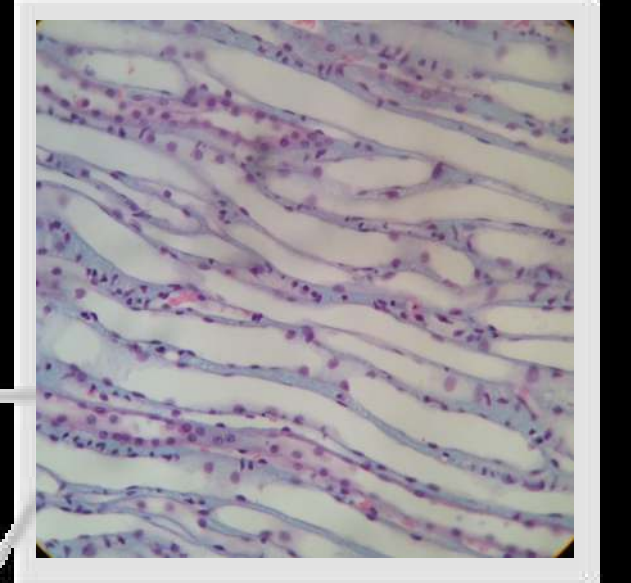
Zebra Print



Mesh



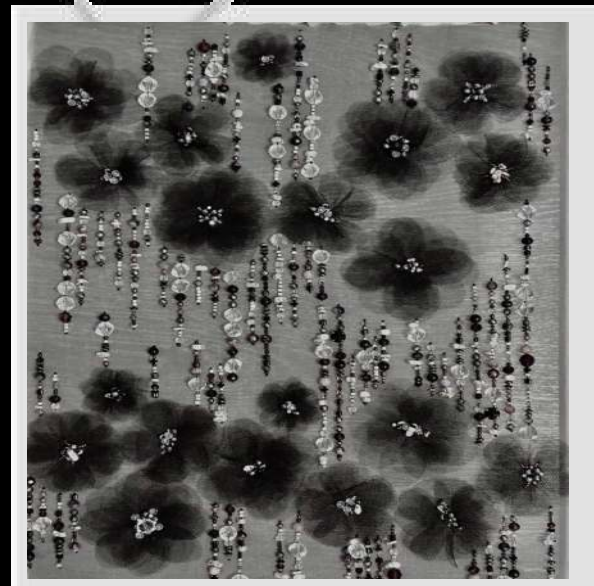
Medulla



neural or vascular maps



Embroidery



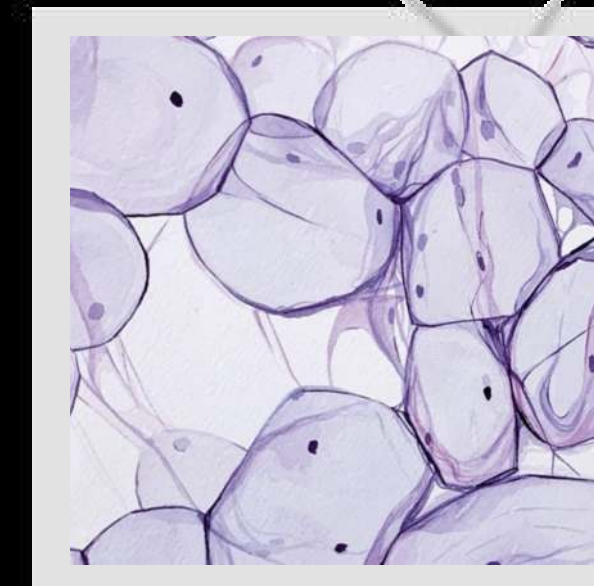
Cellular & Structural Patterns:

- Cellular lattice
- Veins & capillaries
- Fibrous networks
- Layered membranes
- Micro-repetition

Unfold_01.jpg



tissue microscopy



Visual Texture & Surface:

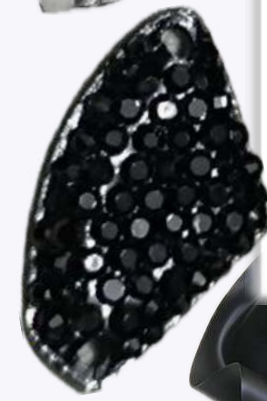
- Mesh-like
- Veined
- Embossed
- Lace-inspired
- Organic rhythm

Materials Board:

Silver Metal



Embroidery
Stones



Leather



Viscose



Wool



denim



Lace hem



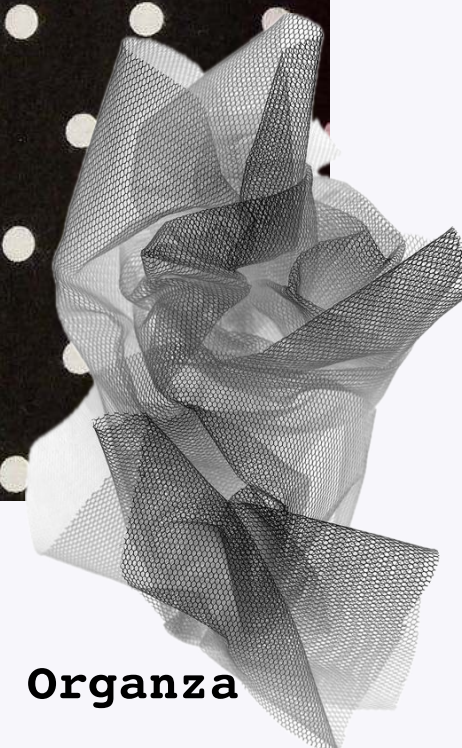
Cotton



Faux Fur



Organza



Fabric Name: Stretch Lace
Fabric Code: OPCNLACE061
Fabric Colour: Blush



The Collection Overview:

Archive of Firsts



The Collection Overview:

Archive of Firsts



The Collection Overview:

Archive of Firsts

2. First Spark :
Black and red ruffled
ensemble (awakening
of courage and
boldness)

4. First Expression
Black suit with
extended fringed
accessory (voice,
individuality)

6. First Courage
Red sculpted jacket
with layered skirt
(taking a bold step
forward)

8. First Reflection
Black and blue
ruffled mix
(self-awareness,
contemplation)

10. First Commitment
Pink and black tied
ensemble (dedication,
personal milestones)



1. First Strength
Black dress with
lace and metal
nerve (empowerment,
inner fortitude)

3. First Independence
Tailored suit with
layered accents
(self-discovery,
autonomy)

5. First Affection
Polka-dot top with
sculptural corset
(playfulness,
initial emotional
openness)

7. First Curiosity
Blue abstract-tied
top with polka dots
(exploration,
experimentation)

9. First
Vulnerability
satin and lace gown
(exposing hidden
emotions, fragility)



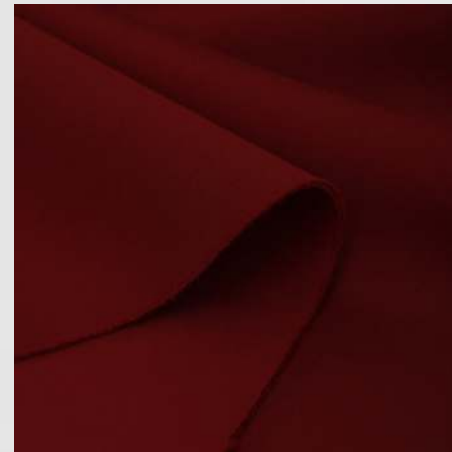
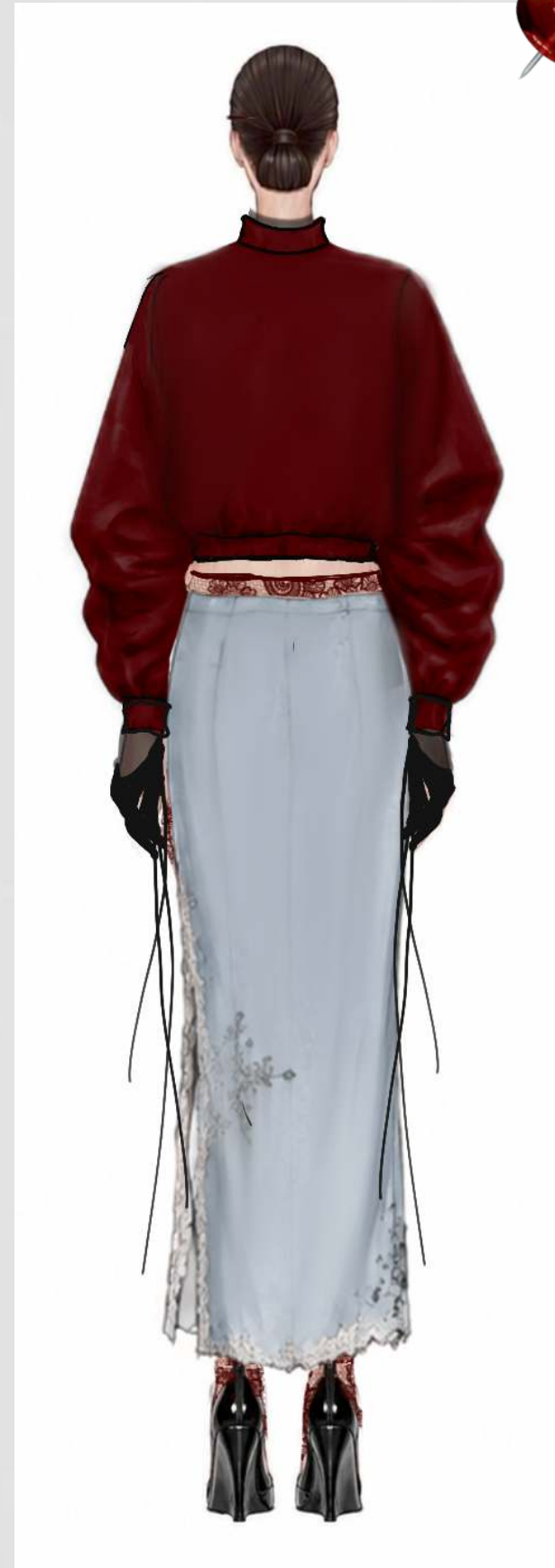
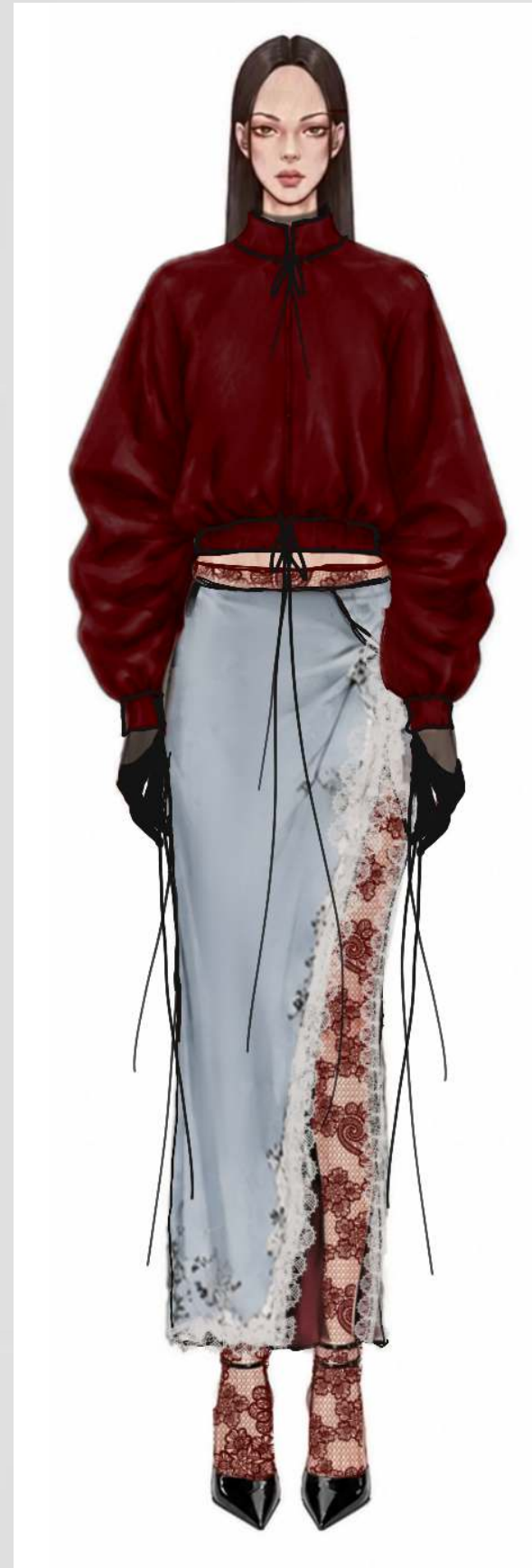
The VOLUMS :

The Four Sets:



Archive of Firsts





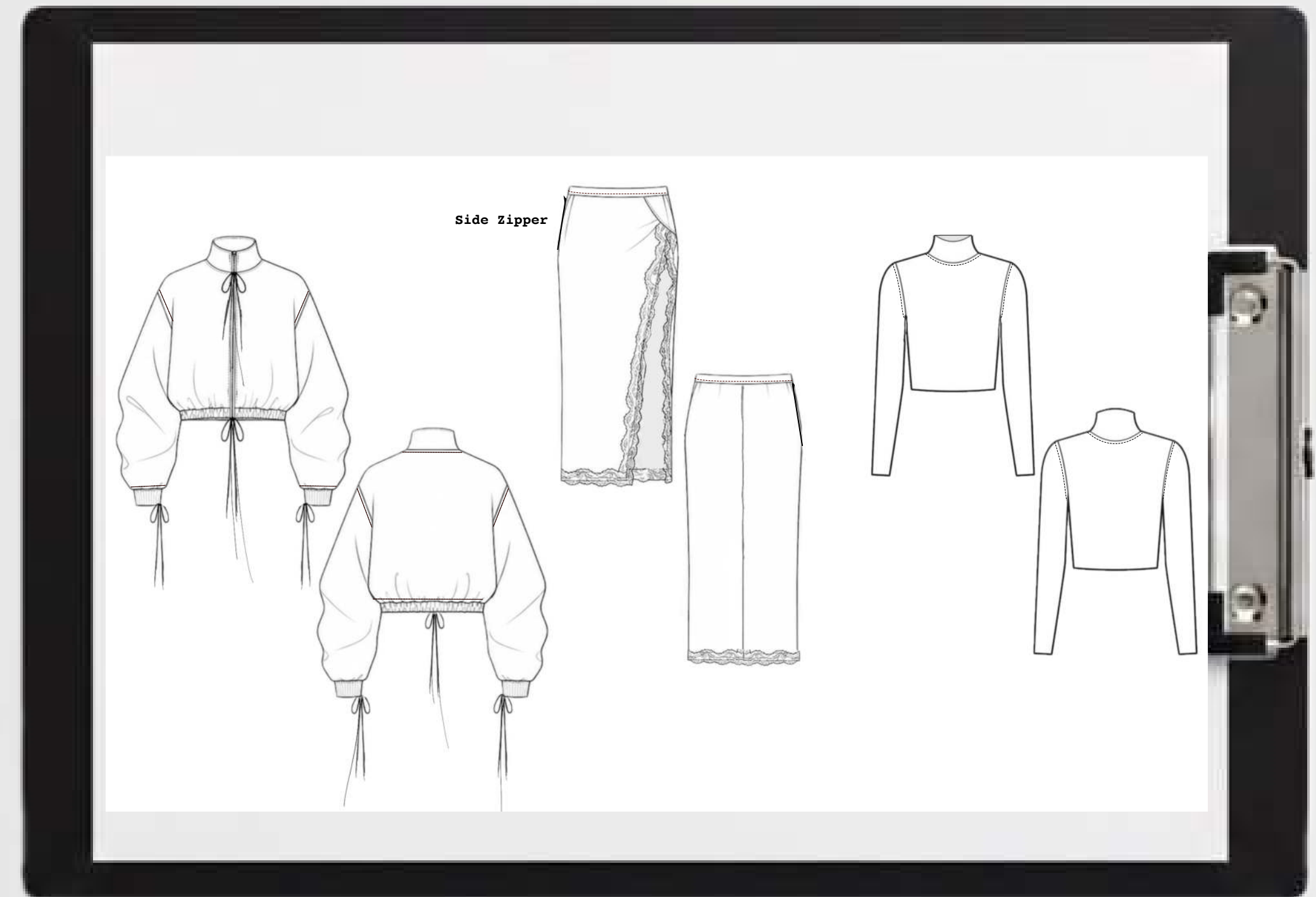
Viscose



Satin

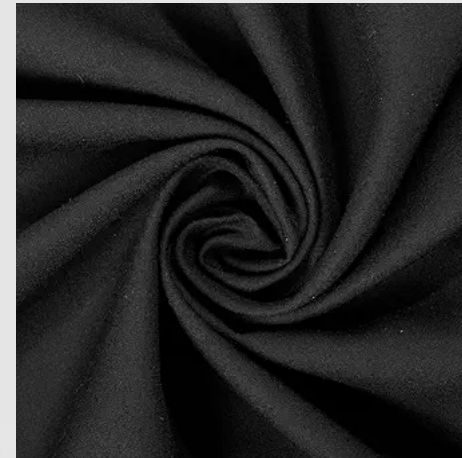


Organza





100% Matte Finished Cotton Thread
(approx. 30wt or 40wt for high
visibility and a rich, non-shiny
texture).



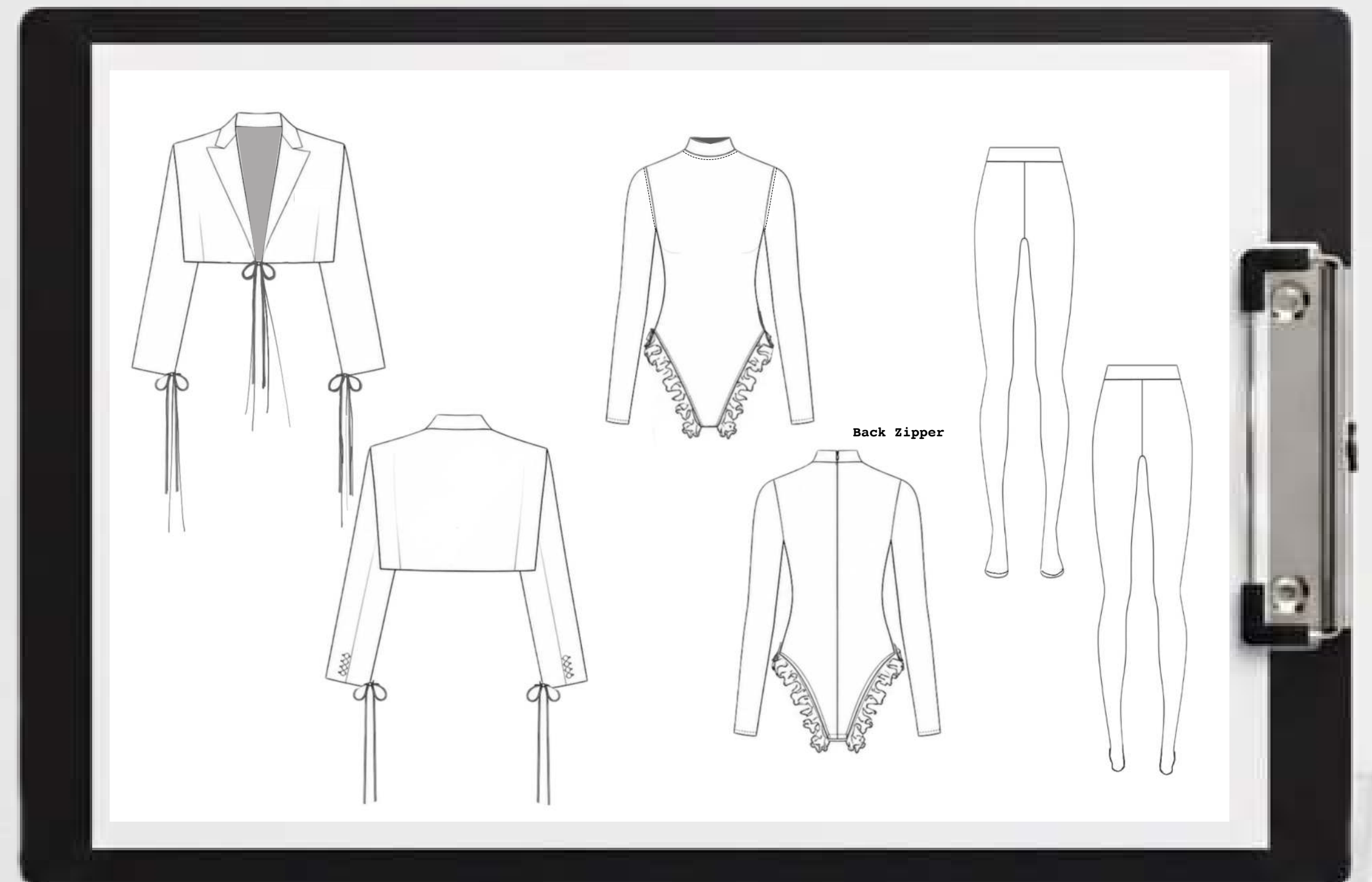
Wool



Cotton



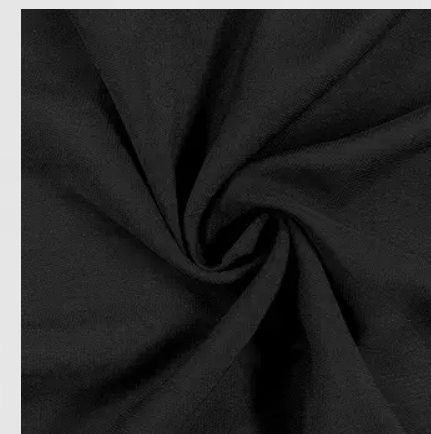
Lace



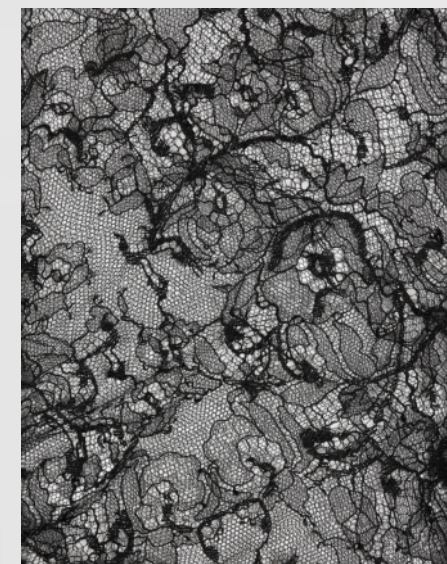
LOOK N3



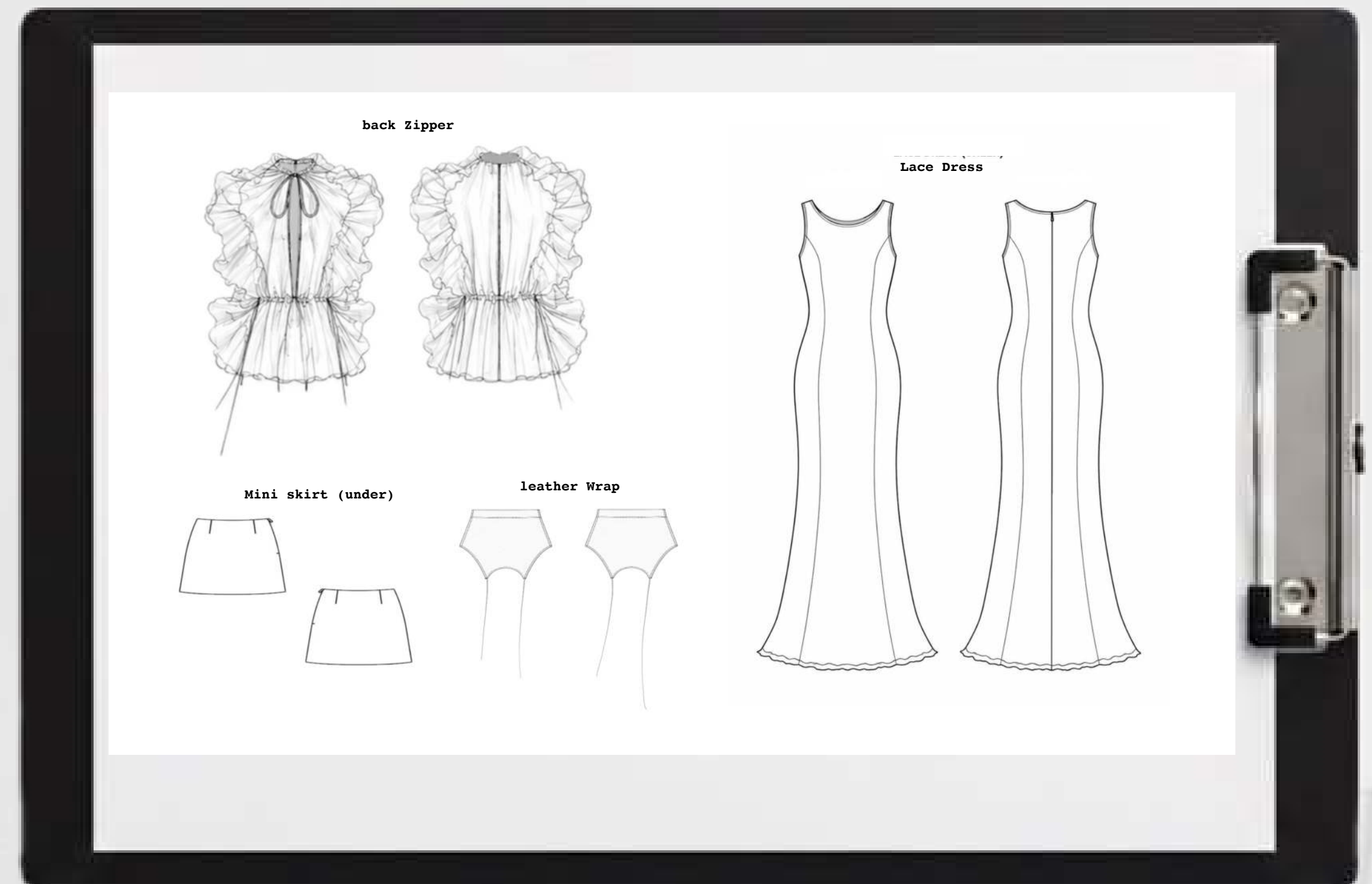
Satin

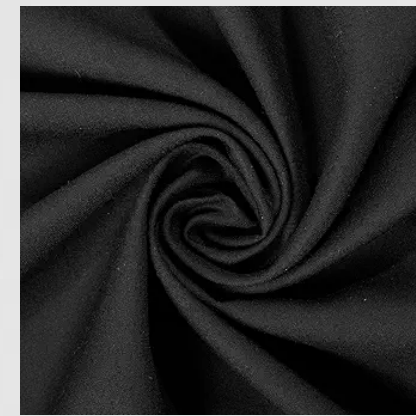


Lace



Cotton





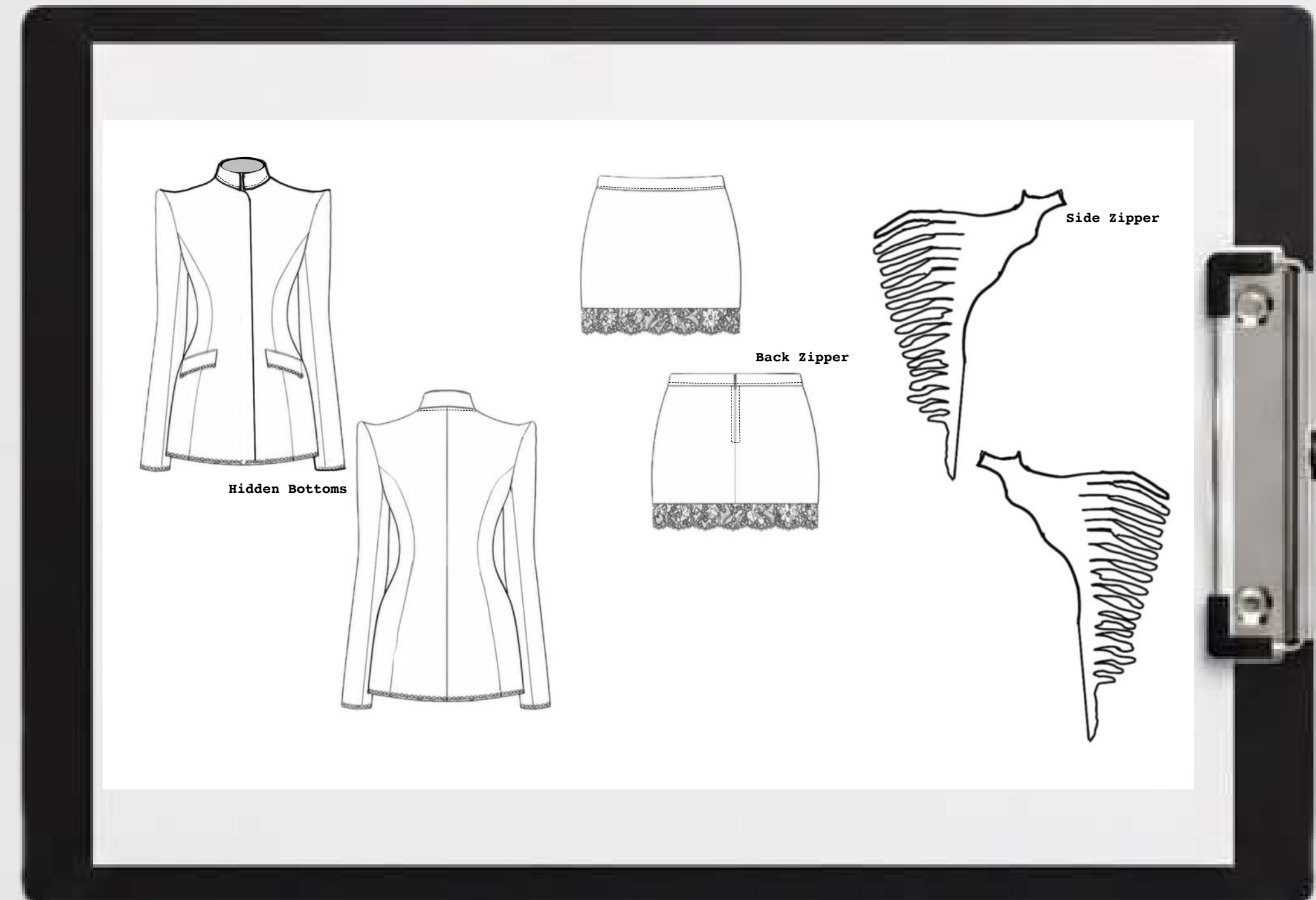
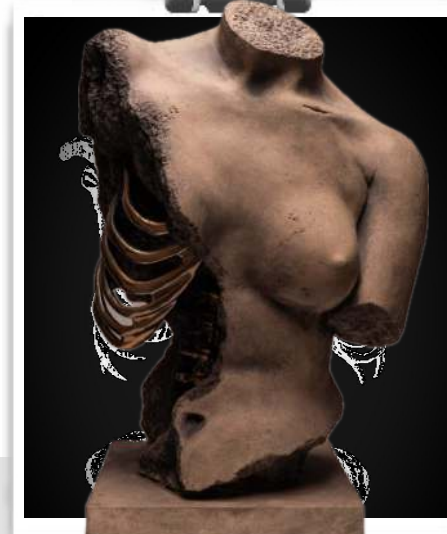
Wool



Scuba



Stone



Materials Board:

THANK YOU !

