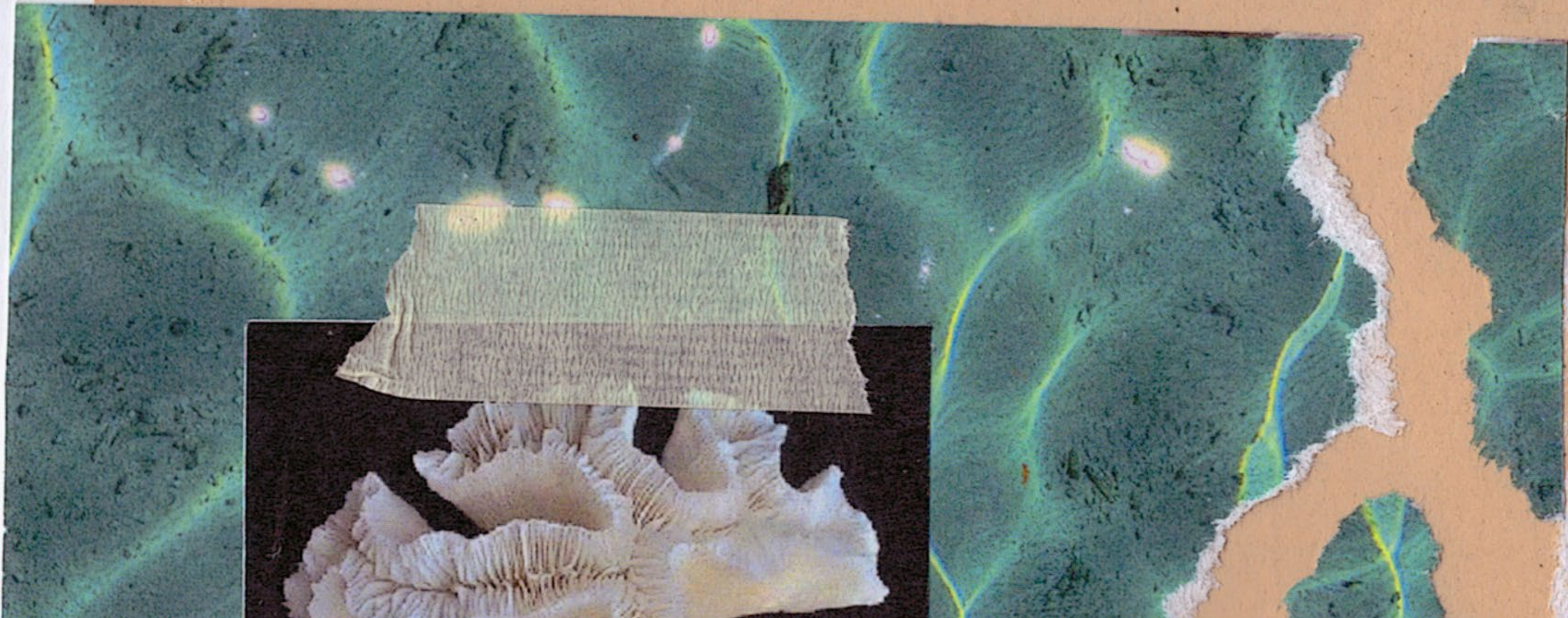




Coralline



About me

My name is Berta Holló, and I'm a 23-year-old designer based in Budapest. I'm currently in my second year at the Moholy-Nagy University of Art and Design (MOME), studying Accessory and Knitwear Design. Working with both textiles and leather helps me connect soft, flexible materials with more structured, crafted forms.

Nature is my biggest inspiration — even at home, where my room is full of houseplants. In my work, I focus on elegance, luxury, and bold, sculptural shapes. I strictly strive to use biodegradable materials, but I also believe that the highest form of sustainability is uncompromising quality. Long-lasting design is the most honest form of eco-consciousness.

The capsule collection CORALLINE is a true passion project. Coming from a landlocked country with no ocean, my love for scuba diving and the sea has always felt like a beautiful escape. Through this collection, I wanted to capture a piece of that underwater world so I could always carry it with me.



Market research

Before designing this collection, I explored the current beach bag market. I noticed three main trends: the towel-style bag, straw bags, and plastic-based designs. While each has its strengths, I did not find a beach bag that matched my vision for elegance, versatility, and sustainability.



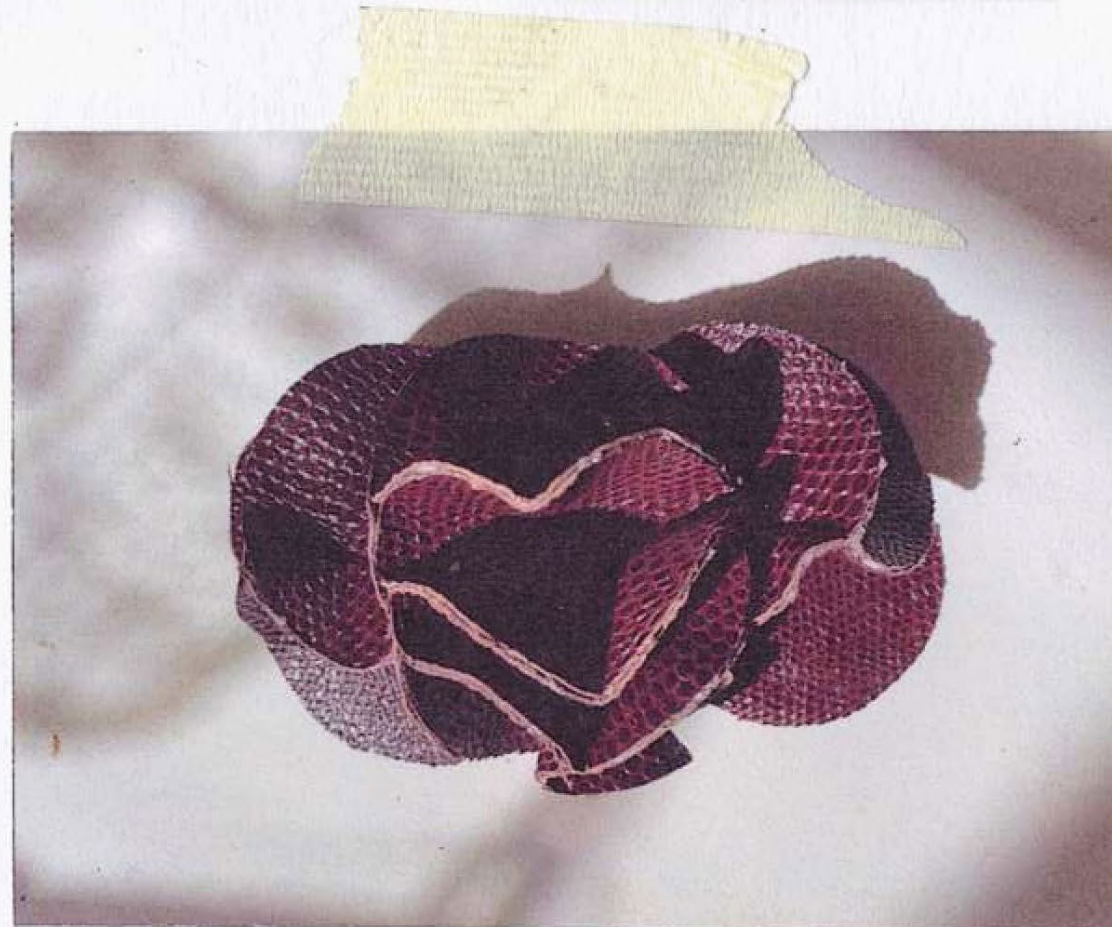
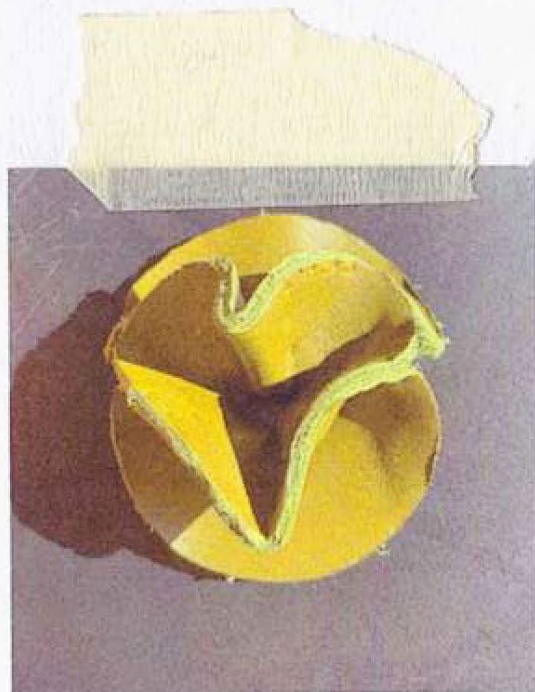
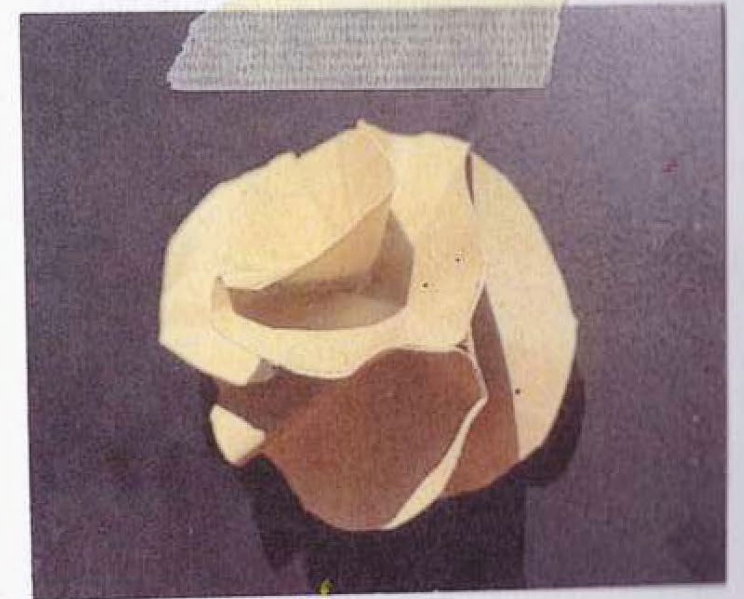
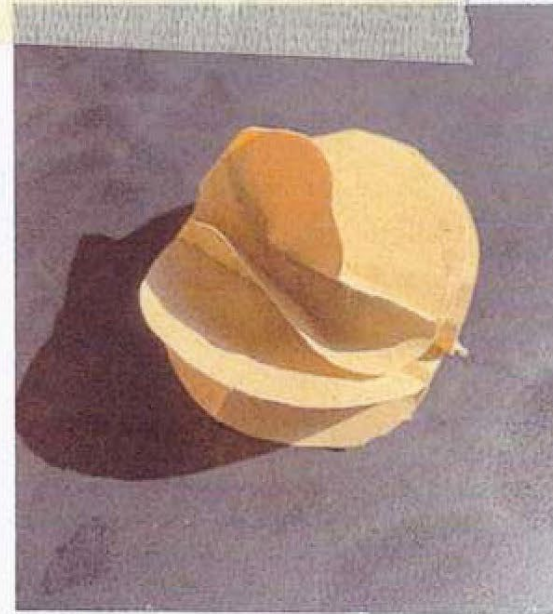
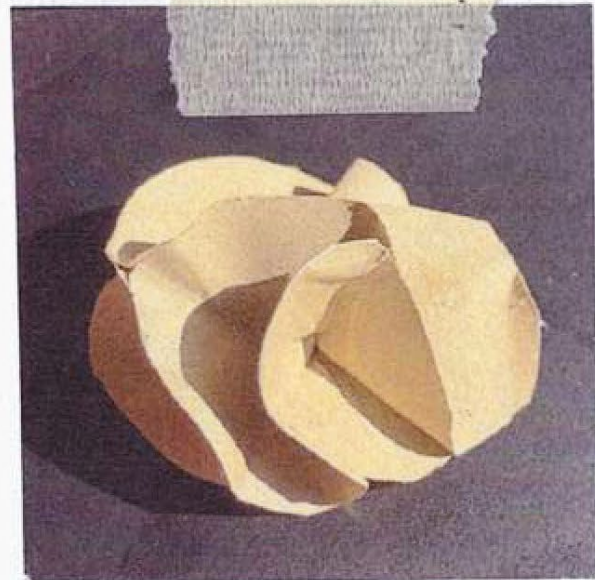
Moodboards





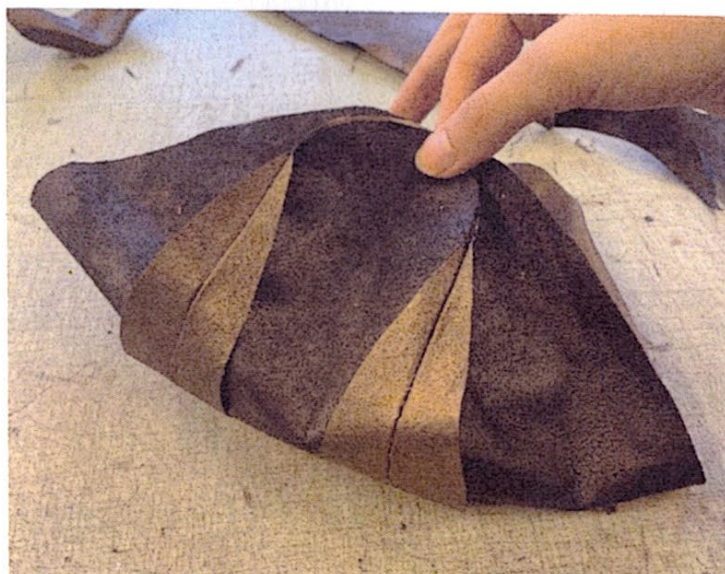
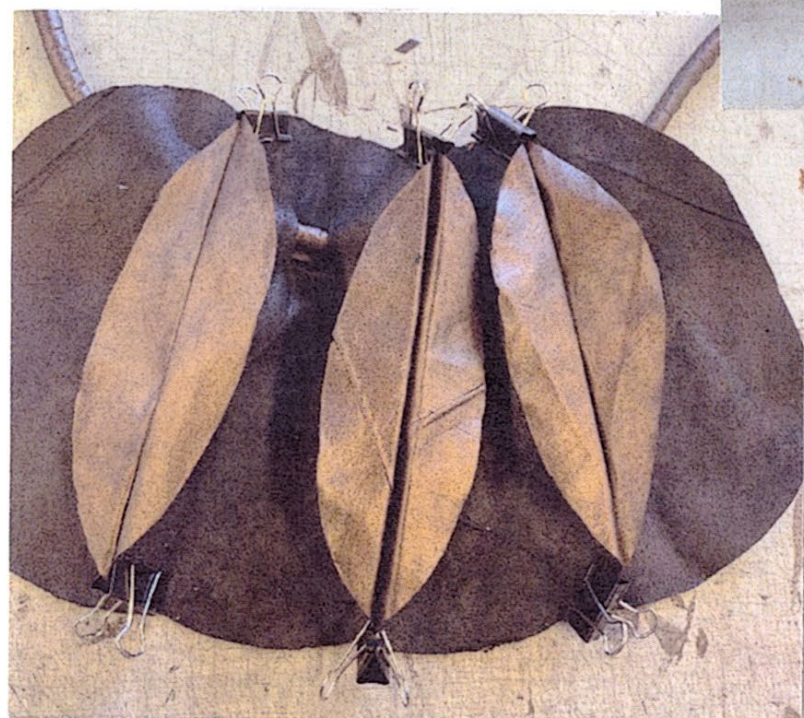
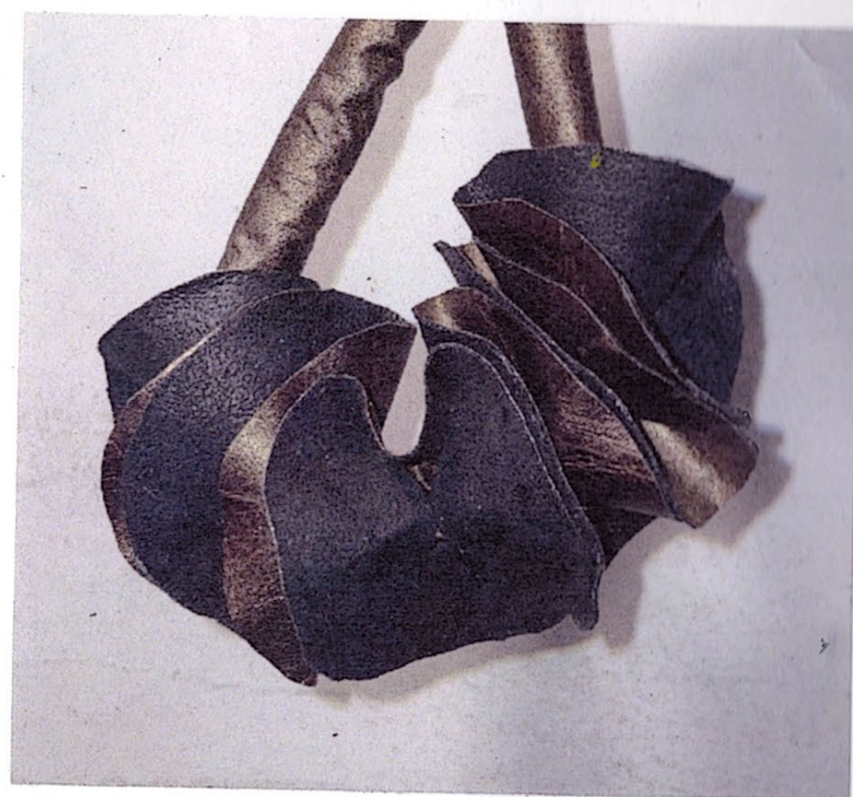
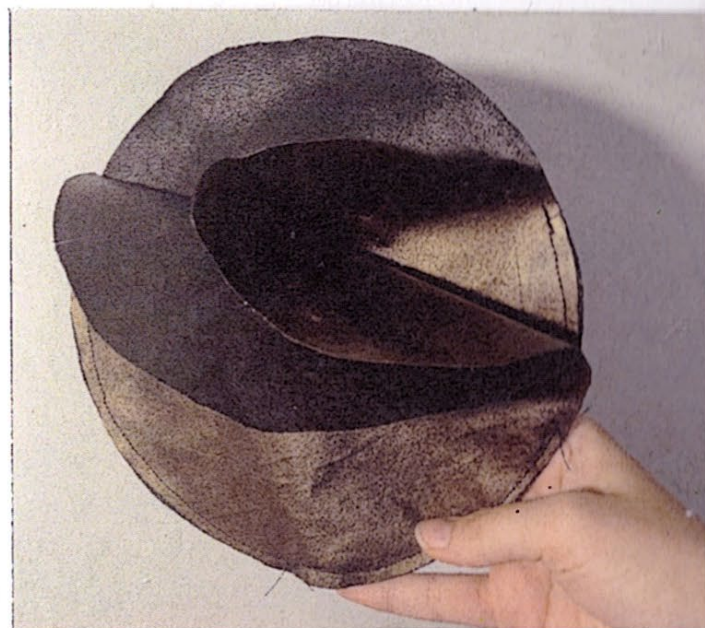
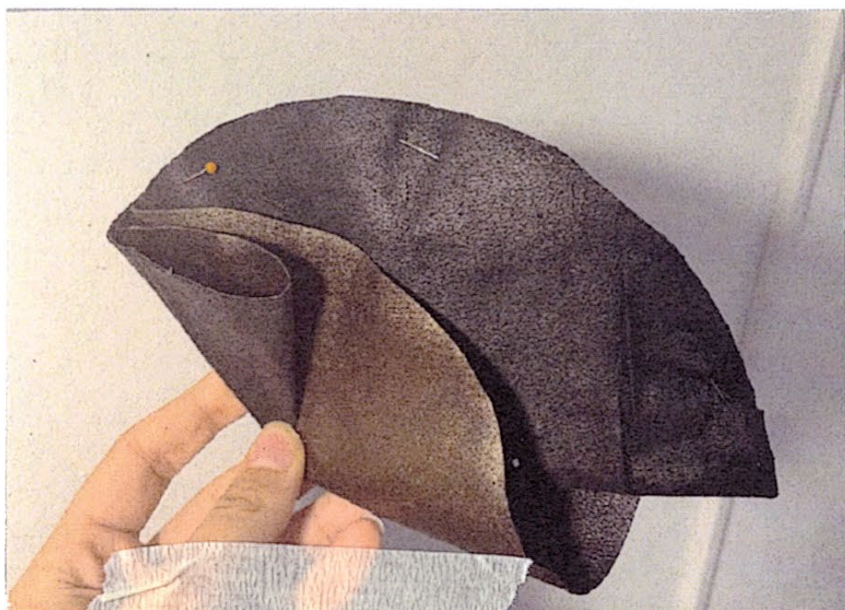
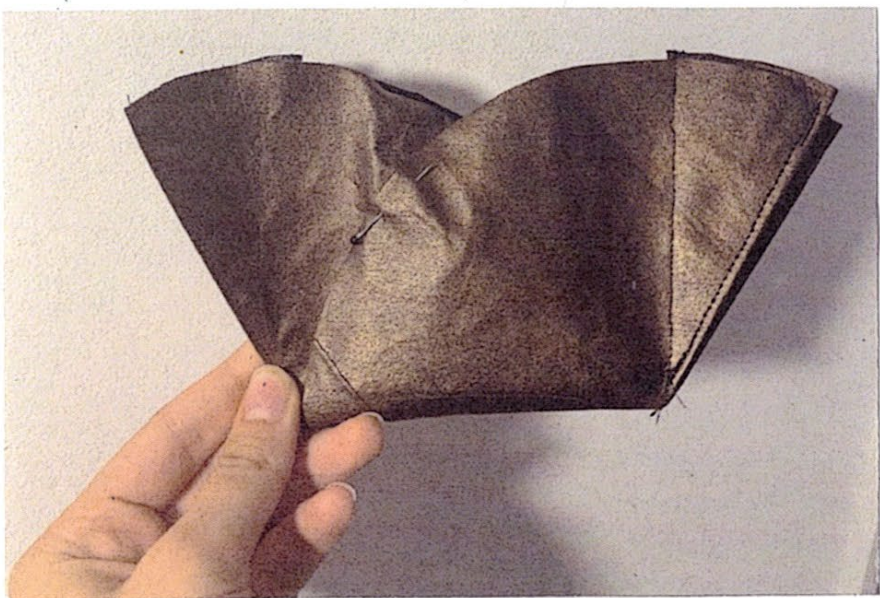
Shape experiments

My research started with basic circles that I slowly reshaped and layered. I was inspired by coral formations and the repeated, clustered patterns found in nature. This process shaped the soft, organic lines of the bag, reflecting the spirit of the project, 'Coralline'.



spanolas ↑

redves formdeds ↑



KISERIEK

The main piece & its companion smaller bags

I designed a three-piece collection for different situations at the beach: large bag for hanging around, medium elegant bag for cocktails or dining, and a small makeup pouch for essentials.

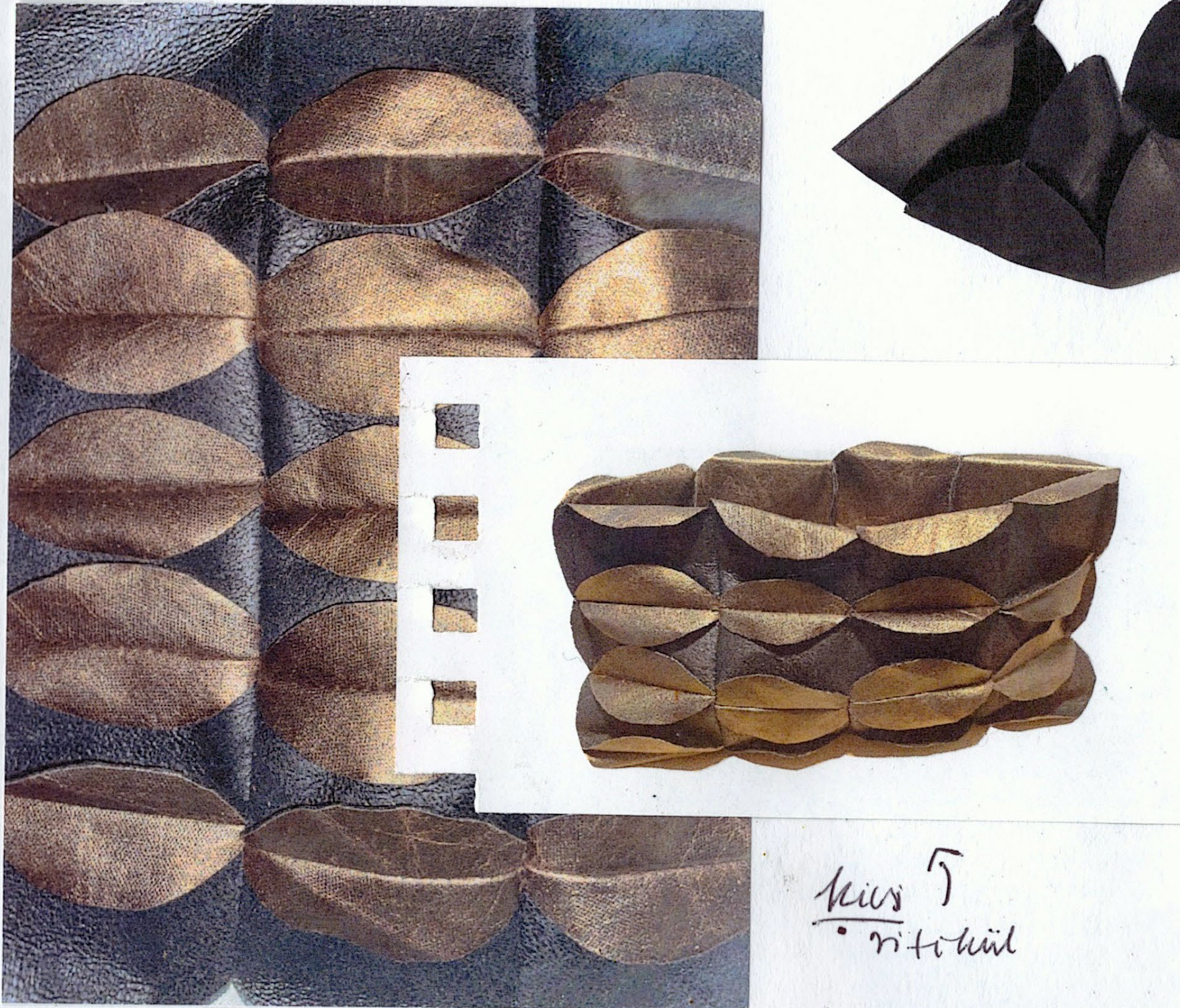
legnagyobb →
• nagy strandtáska



közepes
↳ • normál táská



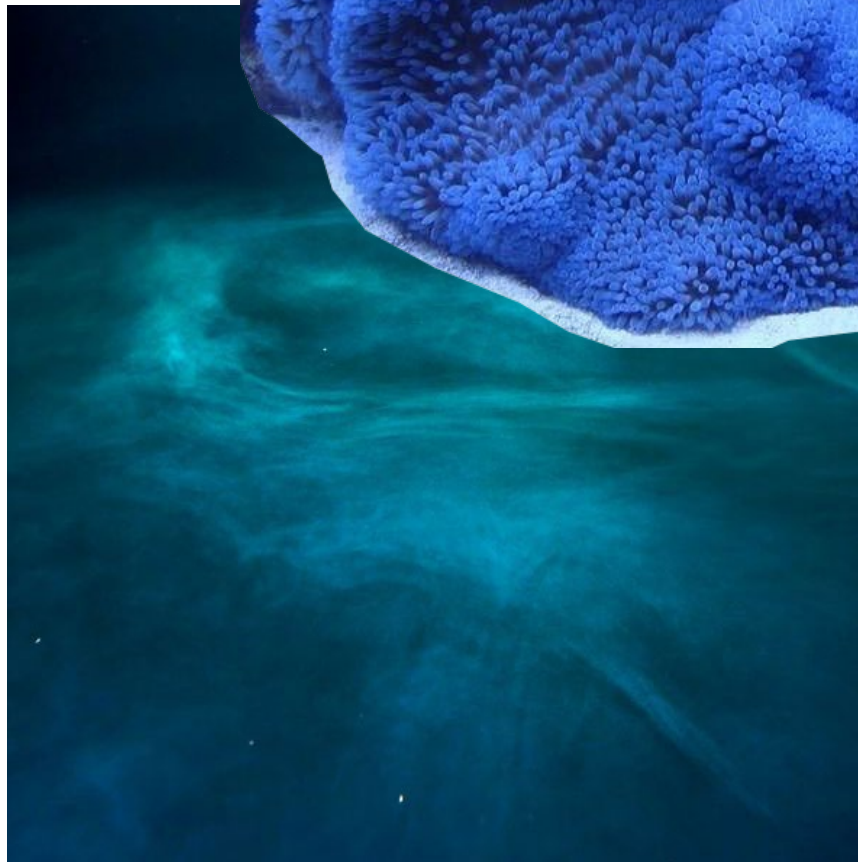
kis ↑
• ritka



Concept illustration



Material board



**Patterned
calfskin**



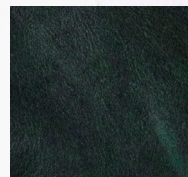
the dark blue color
draws inspiration
from the deep ocean



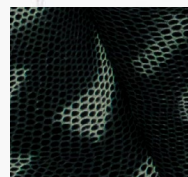
Cowhide → the dark blue
color is inspired
by the deep
ocean, while the
surface details
embrace natural
imperfection

Goatskin → brings the
vibrant, sunny
energy of
shallow waters
and coastal
life into the
collection

Large bag - for hanging around the beach



Cowhide



Patterned calfskin

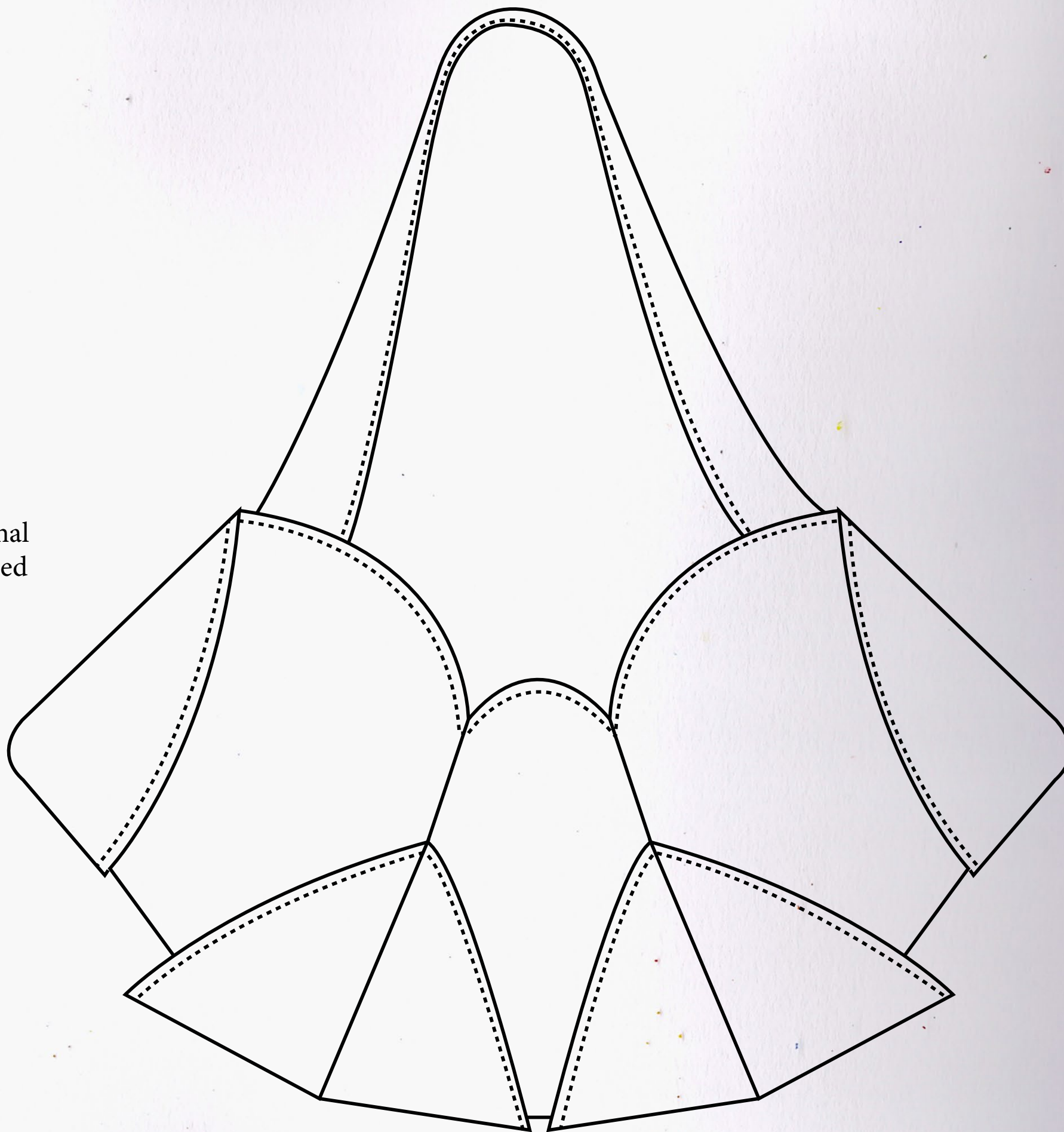


Wool fabric lining

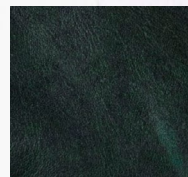
Closure: magnetic

Dimensions: 27x67 cm without straps

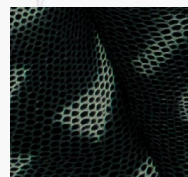
Design evolution: The prototype focused on form. The final commercial version is upgraded with internal pockets based on real client feedback.



Medium bag - an elegant piece for cocktails or dining



Cowhide



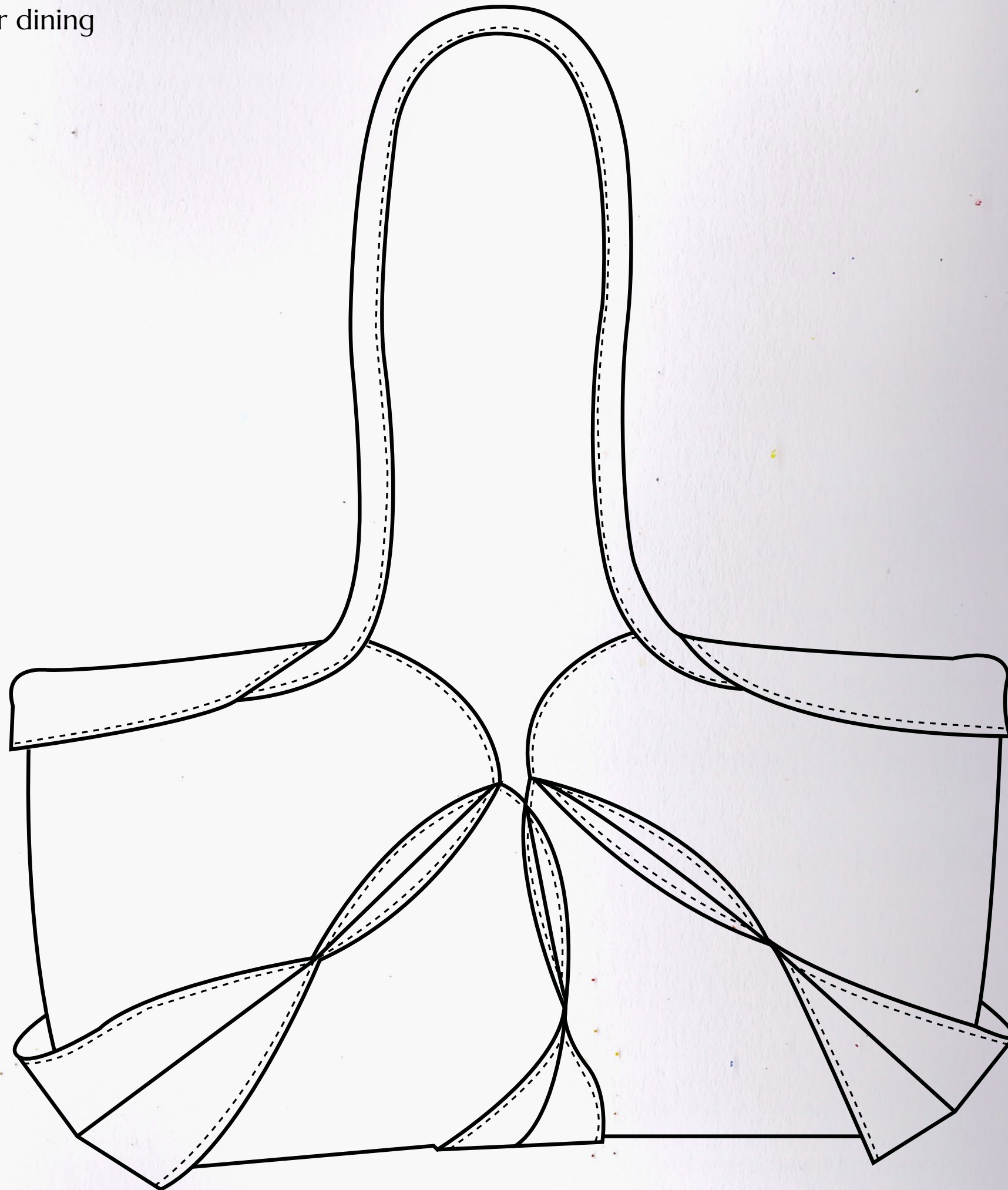
Patterned calfskin + recycled leather stiffener



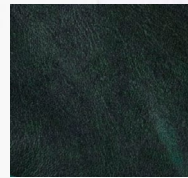
Wool fabric lining

Closure: magnetic

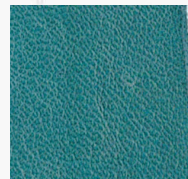
Dimensions: 20 x 36 cm without straps



Small bag - for beach essentials



Cowhide



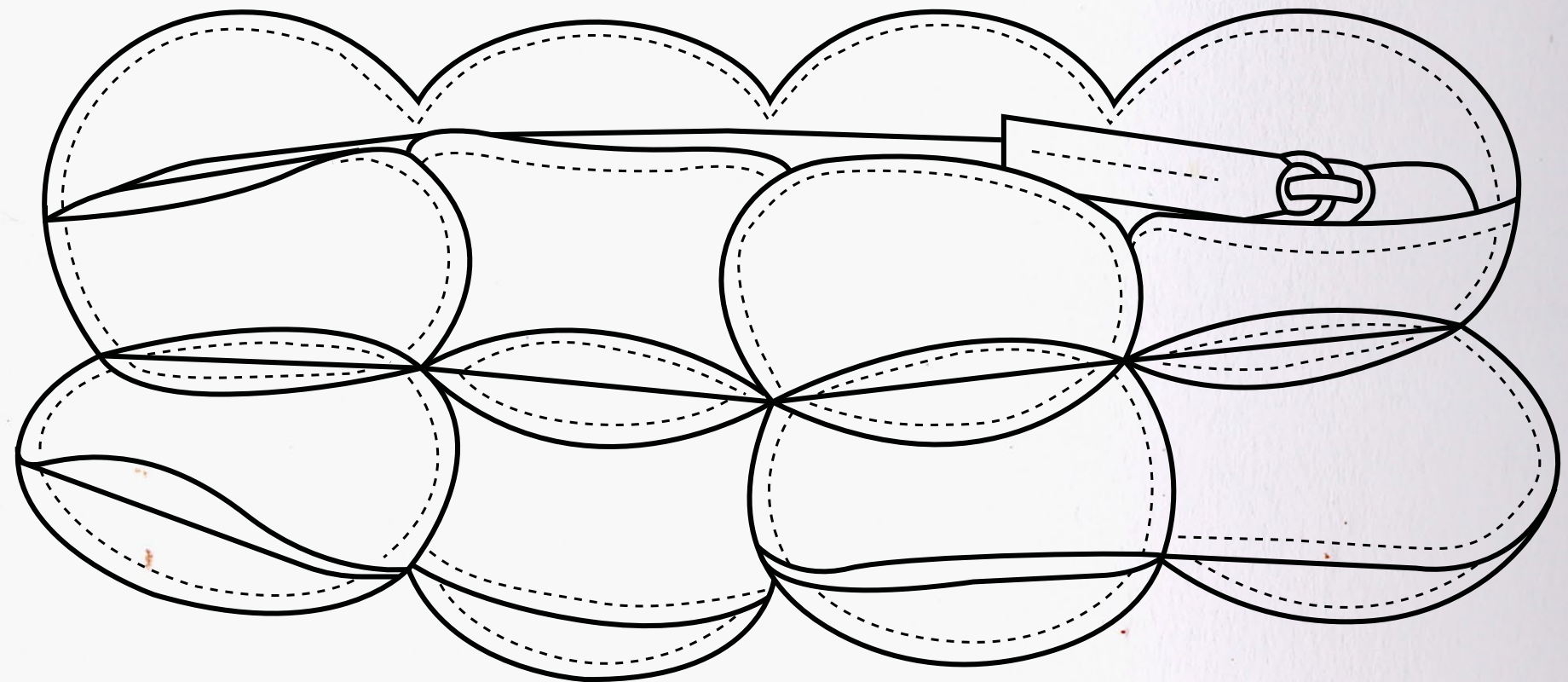
Goatskin



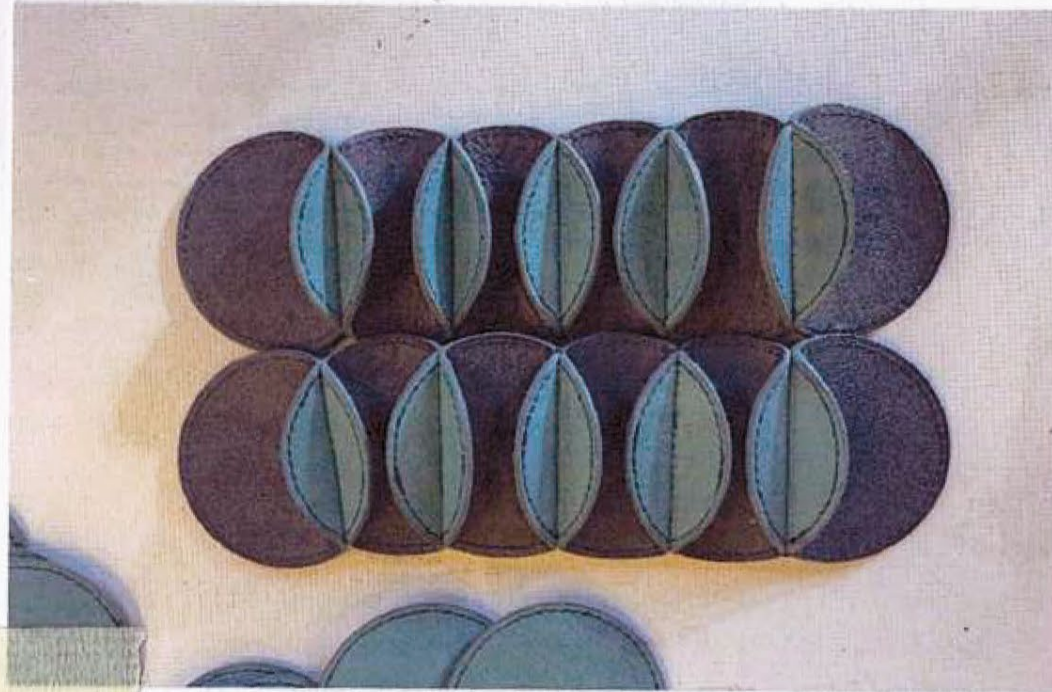
Wool fabric lining

Closure: zipper

Dimensions: 8 x 24 cm



Work process

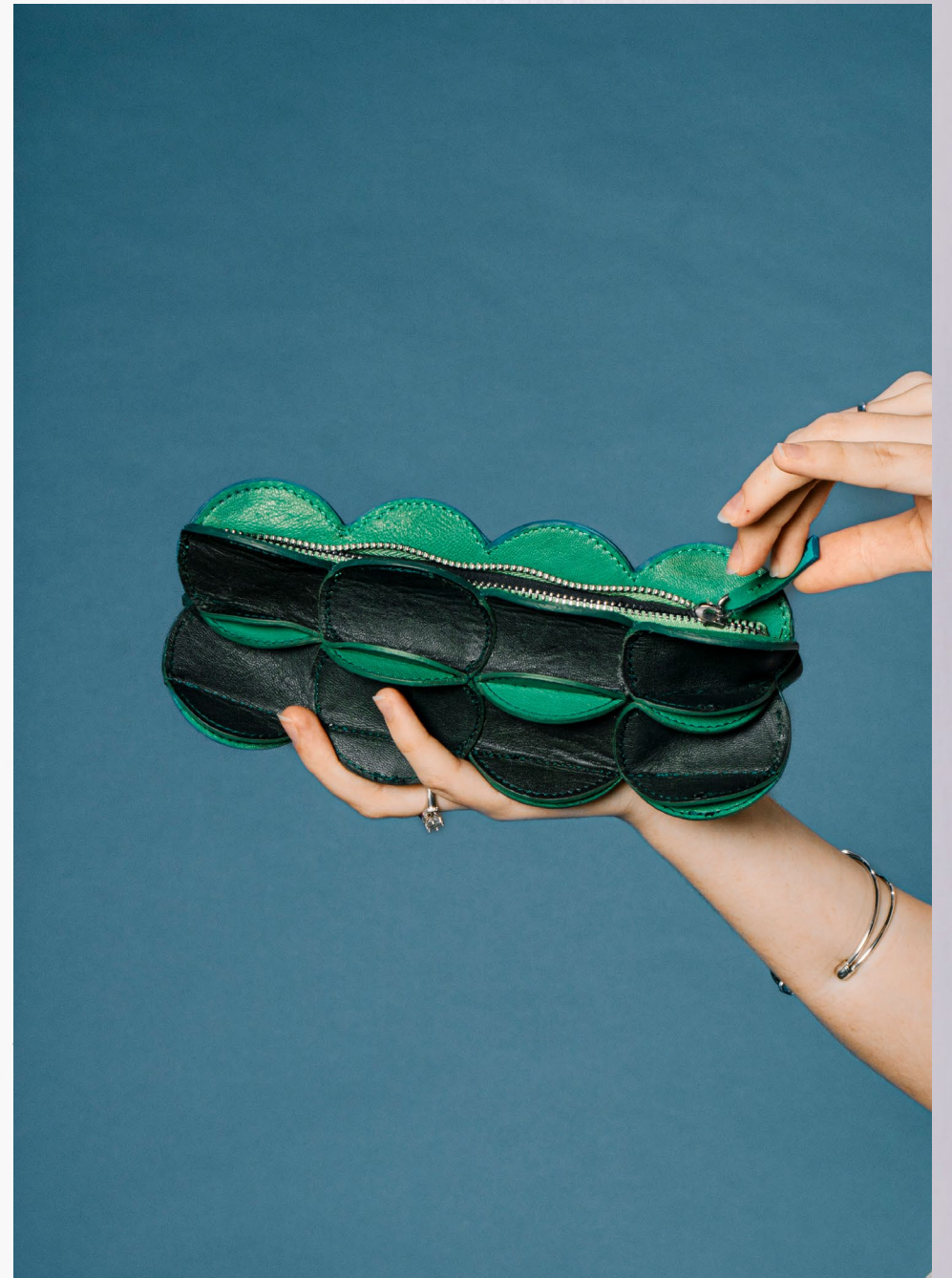


I found beauty in imperfect, discolored leather that is often overlooked, celebrating the material's natural character and unique marks.









Get in touch: holloberta1@gmail.com
@baddieberta_sewing - creative portfolio