



EXPLORE & COLLECT
SERENDIPITY

Brand presentation, values & visuals:

WEARABLE HAUTE COUTURE FASHION & TEXTILE DESIGN BRAND FROM BERLIN. FOUNDED 2018 BY ENTREPRENEUR, ART HISTORIAN AND AUTHOR PAULINA TSVETANOVA. SHE LIVES HER CHILDHOOD DREAM OF BEING A COUTURIER. ONE OF A KIND STATEMENT CREATIONS, EMBODYING AN UNIQUE EMOTIONAL STORY. UNISIZE. UNISEX. UNISEASON. UNIQUE. AGELESS. WEARABLE ART. FLAMBOYANT MIX OF PATTERNS, COLOURS, EVOLVING SHAPES & TEXTURES. POWERED BY SERENDIPITY. BASED ON HANDPAINTED ABSTRACT VIBRANT STATEMENT PATTERNS. TAILOR-MADE PERSONALIZED & CUSTOMIZED ART FABRICS. RARE HIGH QUALITY NATURAL ECO FRIENDLY FABRICS. DIGITALLY PRINTED. SLOW & FAIR FASHION. HANDMADE IN A ONE-WOMAN WORKSHOP IN EUROPE. SUSTAINABILITY. AWARENESS FOR CRAFTSMANSHIP, ARTISAN & WORLD CULTURAL TRADITIONS. INDIVIDUALITY. EXTRAVAGANCE. BRAVERY. MULTICULTURAL. ETHNO. EQUALITY. MAXIMALISM. ANARCHY. UNCONVENTIONAL STYLISTIC EXPERIMENTS. BEYOND BORDERS. AVANTGARDE. ECLECTICISM. MIXANDMATCH. PATCHWORK. PERSONALISED. EACH HUMAN BEING IS UNIQUE. EACH ITEM IS A PIECE OF ART, LIKE YOU AND YOUR PERSONAL DISTINCTIVE STORY.

Designer profile / bio (see also CV attached)

PAULINA'S FRIENDS is the name of the heart project of the 35-year-old art historian, fashion designer, inspirer, identity coach and author of Bulgarian origin Paulina Tsvetanova. The whole thing started as a creative agency for contemporary art, design and vintage fashion in the concept mall Bikini Berlin. After that Paulina moved the art gallery PAULINA'S FREUNDS (later called "serendipity store") to the downtown of Berlin. The focus is on extraordinary emotional concepts and the personality of the customers behind the wearable art fashion with the label PAULINA'S FRIENDS. The principle of success is playing with eclecticism and lucky coincidence. More about PAULINAS FRIENDS FASHION: www.paulinasfriends.com/fashion

www.paulinasfriends.com/en/paulina

Aims:

A new luxury which is not only sustainable (green, eco, vegan), but also beautiful and definitely affordable. Every human being is a unique piece of art. Every piece finds its owner by the serendipity principle. Wearable art as an instrument for courage, self-expression and celebrating life.

Collections

lookbooks from previous seasons, see attachment and following links:

1. #IWEARMYSELF <https://www.paulinasfriends.com/en/iwearmyself/>
2. NEVER LOSE THE CHILD IN YOU_
<https://www.paulinasfriends.com/en/child/>
3. TRUE BEAUTY DOES NOT AGE: <https://www.paulinasfriends.com/en/true-beauty-does-not-age/>
4. BEYOND GENDER: <https://www.paulinasfriends.com/en/beyond-gender-being/>
5. ANIMAL FRIENDS: <https://www.paulinasfriends.com/en/animal-friends/>
6. SENSATION: <https://www.paulinasfriends.com/en/sensation/>
7. BOBO CHIC: <https://www.paulinasfriends.com/en/bobo-chic-on-the-banks-of-spree/>

The brand new PAULINA'S FRIENDS collection is inspired by wanderlust, the passion and longing for traveling the world in order to lose and find yourself a new. The fabrics used are handmade in Nepal and Africa, as well as PAULINA'S FRIENDS own textile design. The collection is vibrant, brave and spiritual. It embodies the feeling of patchwork, "mixandmatch" of flamboyant patterns, serendipity, eclectic synergy of cultural traditions and artisan skills. Also the feeling of "home away from home" is involved by the Bulgarian born and Berlin based contemporary art fashion designer Paulina Tsvetanova. It's the first collection, where the patterns based on old childhood paintings on paper and digitally printed on fabrics will be mixed with fabrics from exotic cultures.

A detailed presentation of our plan for the collection and creative choices from your last collection

The focus on this collection will fall on the mix of patterns (own

handpainted art digitally printed on fabrics) and fabric patterns of different cultures (Asia, Africa). The cuts will be asymmetrical, underlined feminine, inspired by circus and eclecticism.

sales book/linesheet: www.paulinasfriends.com/e-boutique (all available pieces by now)

Sustainability aspects:

- holistic concept, not only fashion, but also wearable art
- upcycling of old childhood dreams - the patterns on the self-designed fabrics come from the founder's childhood;
- anti-mass production: Fabric samples and fabrics are absolutely unique; of every printed fabric there is max. 1-2 m, the patterns on the fabrics appear only once in each combination; Non-stop new patterns are produced in the form of original art drawings;
- the high-quality residuals from haute couture designer collections are reused which are extremely rare and no longer produced.
- fabrics from old vintage clothes (after 1920) have been used too
- patchwork of self-created fabric patterns in contemporary digital printing technology, modern futuristic cuts, conceptual art statement, eclecticism
- upcycling, upgrading, re-valuing
- revival of old craft techniques: fabrics are often embroidered with crochet my grandmother, as long as she is alive, she produces crochet and it immortalizes her
- Alternative collection personalized bomber jackets with the patterns of the customers (they decide what fabrics look like); Personal pieces that tell a story & create value
- mostly natural substances
- handmade in the EU in no family business (my seamstress is a small one-woman company)
- key message: every person is unique, therefore every piece of clothing is absolutely unique. Customers as co-creators In the foreground is the personality of the wearer, lived individuality instead of individualism
- Style is a question of personality and identity and not trends.
- new concept of sustainability: In a world full of unlimited possibilities, self-optimization and individualism, more and more people yearn for distinctive products that embody meaning. At the end of the day, a lot of what we sell today with the label

"sustainable" is also a uniform, disguised in a politically correct trendy lifestyle.

- slow fashion, fair, humane, social, ethical, tolerant (individuality instead of individualism)
- unisex, unisize, uniseason (no time pressure for production 2 times a year), also ageless (best ager, senior models)
- maximalism instead of minimalism (gorgeous, generous colors and shapes)
- new luxury - not only sustainable ("green", eco, vegan ..), but also beautiful and affordable (mid price segment), luxury has no longer to do with status, but with courage to own personality and their individual needs
- collection stands for an affirmative attitude to life: synergy of colorful patterns, color explosion. Contrasts, fractures, irritations, asymmetry, play with perception, geometry, circus, carnival, theater, big dreams, curiosity, love of life, life affirmation, celebrating life, courage to shrill, otherness, individuality, authenticity
- message: be different, wear "your patterns", wear individual parts, created just for you. To spark his unique personality through fashion, to celebrate his dreams. Regardless of status, age, gender, origin.