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FIND YOUR COLORS

Fashion Trends
S/S 2023

2023

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About us

Free the Rebel Spirit

I realized that more often than not, people judge based on misconceptions.

If you don't behave in a strict, normative way, such as dressing up in a particular manner, you are believed to be a weird person. And because of that, you are excluded from the rest of the group. Fashion is more than clothes and accessories. It is a form of expression and freedom.

So I wondered, what is the solution to this problem?
A solution to all of this would be normalizing the free spirit by creating a strong, caring community that shares the same values.

And thus, from this humble beginning, our brand- Alesandra- was born. By working hard and caring for our customer's demands, we hope to change the fashion world through unique, high-quality and sustainable designs while promoting an ethical workplace for all of our employees.

Our store aims to create a healthy environment that promotes sustainability more than anything.

Remember, beauty should not hurt the very home we received by mother nature so, let's learn to give back!

Sustainability

Our approach regarding sustainability consists of trying our best to have the lowest environmental impact possible.

We are creating slow fashion, with in-depth research of designing, fabrics and best way of manufacturing.

Our production line is local, and most of the materials are from Romania, which offers a smaller loss of materials and consumption of CO2. We are communicating fully transparent with our customers helping them make the best decision for themselves.

Also, we are creating custom sizes and designs, to assure our customers fulfil of needs. (which also reduces the number of retuning pieces, and once with it unnecessary consumption of CO2, packaging, etc.)

“We aim to create unique designs, normalizing the free spirit, offering great quality with vast sustainability awareness.”



Services



Custom designs:

Where you can talk directly with our designer to create your dream piece of clothing. We will sketch the designs, research the fabrics, and produce your personalized items.

Fashion Consultancy:

Get advice from our specialized team regarding your style!

You will receive a questionnaire to complete, and based on your answers, our stylists will develop explicit feedback (suggesting items, combinations of garments, and different styles) as well as a mood board for you to improve or

Photoshoot styling:

If you are in search of a stylist for your photoshoot, we've got you covered! Discuss your photoshoot details, concept, and ideas with our stylists, and we'll take care of the rest!

Don't forget that you can RENT our clothes! Just contact us directly for more details!
A to Z photoshoot: From the concept to styling, models, clothing, decor, photograph, accessory, and video.

We can produce for you an ideal photo shoot and different styles) as well as a mood board for you to improve or retouch your style!

Clothing rental:

We know that sometimes you need a piece of clothing just for a special occasion. Instead of getting a new item each time, choose to rent from our wide range of products.

Fashion design, styling, and drawing courses:

Here is where you can learn all about these subjects from our designer.

Courses can be held online or onsite in our location in Cluj.

Modeling Coaching:

If you always wanted to learn more about modeling or you want to become one of Alesandra's models, we got a special course to initiate you onto this path.

Alesandra



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Sexual Revolution

1960 - 1970

„The sexual revolution“ (also known as sexual liberation) was a social movement that challenged traditional codes of behavior related to sexuality and interpersonal relationships throughout the developed Western world from the 1960s to the 1970s.

Sexual liberation included increased acceptance of sex outside of traditional heterosexual, monogamous relationships (primarily marriage).

The normalization of contraception and the pill, public nudity, pornography, premarital sex, homosexuality, masturbation, alternative forms of sexuality, and the legalization of abortion all followed." (Wikipedia, 2023)

However, when referring to the term "sexual revolution" more than just one decade comes to mind. What comes to our mind are thousands of years of inequality, lack of freedom of expression or acting, punishment for just existing, judgment for not respecting the norms, etc.

Looking through history, back to ancient Rome. Romans accepted and legalized prostitution, bisexuality, and pederasty. Male promiscuity was considered normal and healthy as long as masculinity was maintained, associated with being the penetrating partner. In contrast, female chastity was required for respectable women, to ensure the integrity of family bloodlines.

However, these liberties got eliminated once with Christianity replacement, where homosexuality and outside-marriage sex were prohibited. (Wikipedia, 2023)

Coming back nowadays, where abortion or homosexual marriage are forbidden in many countries, lots of women are raped "because of what they are wearing"... It just seems that we as humans just regressed.

Throughout our collection "Sexual Revolution", we tried to embody strong, independent, sexy silhouettes, which combine different specific elements found throughout history: 1920's women work uniforms, riot grrrls' style, the pink from the Pusseyhat, the power suit, the tomboy look, etc.

We are trying to expose the problem publicly, educate people and present the facts. But, to change something we all have to work on it. Stop accepting sexuality and gender norms. Speak up when something is wrong. Fight for the cause.



Find your Colors



What is beauty?

Beauty is a concept most based on the male or female gaze. Each of us gives "beauty" another definition depending on our different points of view. However, the gaze makes a general misconception of how one should look to achieve beauty standards.

In our project, we chose four different models representing four different typologies of beauty.

Karina - the "classic" beauty, with a well-shaped body and perfect skin; what we considered that represents the gaze.

Anca - the wild, strong personality; who doesn't fear to exteriorized who she is.

Renata - the masculine spirit in a woman's body.

Olimpiu - the feminine soul in a male body. As the project's location, we chose the **Che Guevara Social Pub**. As known, Che was an Argentinian revolutionary.

Finding your colors, by destroying the social gaze is a new revolution, and as the bar was inspired by what he represents, we considered it the perfect location for the project.

Olimpiu represents the extroverted, gay, free-spirit typology. Meanwhile, **Renata** is an introverted person. Being part of LGBTQ+ community, she fears presenting or expressing too much of herself.

We decided to set together Olimpiu and Renata because they represented the opposition from one another.

Anca is a content creator, expressing her personality, thoughts, and madness to the world. However, she has an introverted personality, even though she doesn't fear showing her true self through art.

Karina represents classic beauty, having what most would consider the perfect look. However, she is also a person of color, a business-orientated mother of two, who takes care of her and her family's health through sports and food (being vegan).

Firstly, we decided to pose together Anca and Karina to celebrate the unity between women, not depending on age, looks, or skin color. Secondly, we saw them as opposing personalities: Anca- a young, childish, wild spirit, and Karina- a mature, refined woman.

Chanel Cape-dress

€114⁹⁹



Full Body Jumpsuit

€75⁹⁹



Long Chanel Vest

€114⁹⁹



The Little Black Overcoat

14 €159⁹⁹



Very Perri Bodysuit

€59⁹⁹



Oversized Shirt

€59⁹⁹



Extreme high-waisted jeans

€73⁹⁹

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Very Perri Overcoat

€149⁹⁹



Chanel Vest

€84⁹⁹



Little Black Dress

€95⁵⁰



The black suit trousers

€65⁹⁹





Our Team

Bucur-Sabau

Alexandra-Diana

Owner of Alesandra brand

My name is Bucur-Sabau Alexandra-Diana and I am the owner of the Alesandra brand. Since I was little my wish was to become a fashion designer.

So, I studied the art high school from Tg. Mureş, following the BA level at Falmouth University section Fashion Design, masters at Westminster University section Fashion Business Management and Marketing; afterward following the Styling course at University of Arts London.

At the moment when I finished my studies I felt prepared to create my brand. So, in 2020 Alesandra was born.

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So, in 2020 Alesandra was born.

As I am a lover of new information and the idea of constant learning of new things, my creations are based very much on research, each project being unique.

Moreover, the specific elements that I use are bright colors, the combination of ravishing fabrics, and the attention to the material moving around the body.

Find Your Colors project meant for me a challenge that offered a novel pleasure and an opportunity to grow as a designer, stylist, and conceptual artist.

I had the great pleasure to work with an amazing team that was dedicated entirely to this project, who I want to thank from the bottom of my heart.

Andrada Sangeorzan

Photographer

My goal as a photographer is not just to illustrate, but to portray the essence, expression, and uniqueness of each person, whether it is a simple portrait or a well-thought-out concept.

Through my work, I aim to convey a feeling or a story. I want to take the viewer into a new world, my world.

In my opinion, photography should not be limited to having a good camera, lens, filters, and people who simply look perfect. It's not about the highest resolution one could have, it is so much more!

Photography is learning, having fun, and being passionate and curious. This process begins with finding the perfect location for a photo shoot.

By talking to a customer and coming up with an ideal plan, getting creative and putting together costumes for my storytelling, and finding the right makeup and hairstyles for the whole project.

Even though photography is now digital, it is still a medium that allows us to express ourselves through creation - through art.

AS
Andrada Sangeorzan



HunorMatei

Hairstylist

Hi, I'm Hunor Matei. I finished my first ever hair academy in 2014 and have been working with hair ever since.

I'm fascinated how my work can completely change not just how people look but also how they feel about themselves.

Therefore, I constantly work on improving my skills, experimenting and keeping myself up to date with current trends.

I love to compete and to work on editorial shoots, I am glad that I could be part of this project and met these creative people.



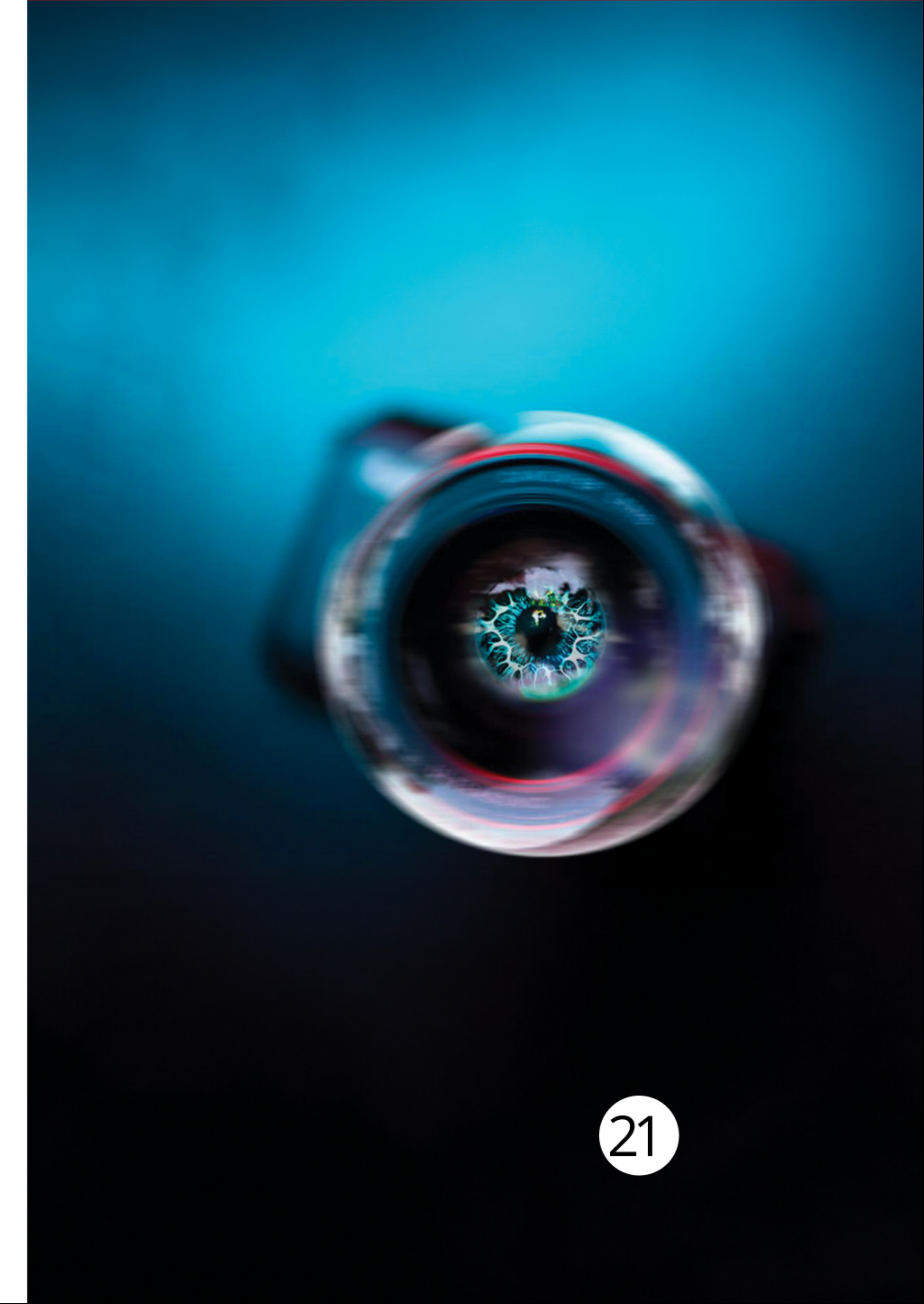
Hencz Studio

Filmmaker&Photographer

Hencz Studio is a new concept, founded in 2015 in Cluj-Napoca that evolves day by day through new, different and unique projects.

We create art in everything related to photography and videography, we take care of everything you need to create the photo/video materials you want, from editing, retouching, and rendering in the shortest possible time.

Our mission is to capture your every dream moment through photography and videography. From events such as weddings, baptisms, birthdays, name days, civil weddings, product photography, real estate photography, and up to individual, group and even studio photo sessions.





Hedda (Curly Hedda)

Makeup artist

Hello dear reader,

My name is Etz Hedda, but I'm mostly known on social media as Curly Hedda.

I would define myself as an art lover who appreciates passionate individuals driven by a desire to leave their mark in this world. I have always liked drawing and painting, so I took different related classes. My life has been changed in 2015 when I decided to switch from the white canvas to the human physiognomy. I started to research the art of make-up, taking my first professional course in this field of beauty in 2016.

In 2018 I discovered a much more fascinating side of the field and I have started creating different makeup looks in what we nowadays call body paint and SFX make-up.

Make-up is my greatest passion and to this day I can proudly say that I have always tried to improve myself on this area, to invest in everything that means new approaches and to work with different people from different backgrounds. I have done make-up for brides and people of all ages for multiple events.

From glam to halloween style make-up for influencers to television or film sets make-up for actors, I have accumulated a vast experience both in terms of make-up, but also in communication and the relationship with the person in front of me.

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I consider myself extremely open-minded and attracted to the most interesting projects. When this project was proposed to me by Andrada and Alesandra, I was extremely excited to be part of it.

I found the concept simply fabulous! Colours give me life and I couldn't wait to discuss the make-up and body paint part. It is an extremely complex project from the fashion design part to the hairstyle, the models we chose, the unique and individual make-up and to all the frames thought out in advance.

I can say that professionalism and imagination defines us as a team, a beautiful project that I am glad to have been a part of.

Thank you !



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Renata

Fashion Model

My name is Renata Nicolaescu, i'm from Cluj-Napoca, Romania, i'm 27 years old and currently i'm working from home for an IT company. In my free time i like volunteering, going out with my friends and also modeling.

I started modeling in 2019 but my first casting ever was back in 2014 at Elite Model Look. My first experience with catwalk was in 2019 at Gala UAD Cluj-Napoca, it was a fashion show for students who graduated the University of art and design and showed their collections.

Throughout the years i've been involved in projects like "Electric Castle x Lidl" campaign, "Timisoara fashion week", "Evolve fashion week" and recently i was part of this beautiful project "Find your colors" a photoshooting where i had the opportunity to work with such amazing people and express my personality through it.

I could say that it's my favorite project this year and i'm looking forward to many others.



Olimpiu Moldovan

Fashion Model

Everything started seven years ago, when, just for fun I discovered my life's passion. Olimpiu Moldovan, I'm a content creator and fashion blogger.

My journey started by participating in multiple fashion events, and when I decided to open an online platform, more specifically, a blog where I would write about these events. Usually, I don't search for validation in the projects that I have but I am proud to have two nominalizations at Digital Divas in the best male content creator and LifeStyle sections. This event is specifically designed to award the people in the online industry, and I feel honored that my name was there amongst the most well-known people in the social media domain.

Recently I discovered two personalities I resonate with. I'm referring to Andrada, a photographer, who is not your average photographer, but the type of photographer who works conceptually. And next is Alesandra Fashion, who is a designer and stylist with whom I've had the pleasure of collaborating on multiple projects. The latest project I took part in and in which I collaborated with th e girls was a photo shoot named Find Your Colors. I resonated with this project immediately, and I knew something showstopping would come of it because I knew I would be working with creative minds.



SPOTIFY



TIKTOK



FACEBOOK



INSTAGRAM



Anca Broasca

Pieces of my soul

8 August 2021

I've spoken with too many people today. There's no speaking energy left in me.

10 July 2022

I went there. With no expectations. Just with a promise from myself to myself: to reconnect with the music. And everything went better than expected.

21 April 2022

There were ghosts haunting in the eyes of all the men I sent away.

21 December 2022

What I figured out last night: to make yourself understood is one thing, but to understand the person that you want to understand you is even more important. A hard pill to swallow.

21 January 2023

The real world might seem scary. Big. Overwhelming. But the more you try to escape it, the harder it will be for you to face it when you can't avoid it anymore.

In the same time it is majestic. Wonderful. Deep. And the more you distance yourself from it, the harder it will be for you to believe all those. I am strong enough to face its ugly and ready enough to see and life through its beauty. My time is now.

3 February 2023

I live in chapters and in each chapter I prioritize a certain aspect of my life. In this chapter I prioritize everything that I receive in the present moment.

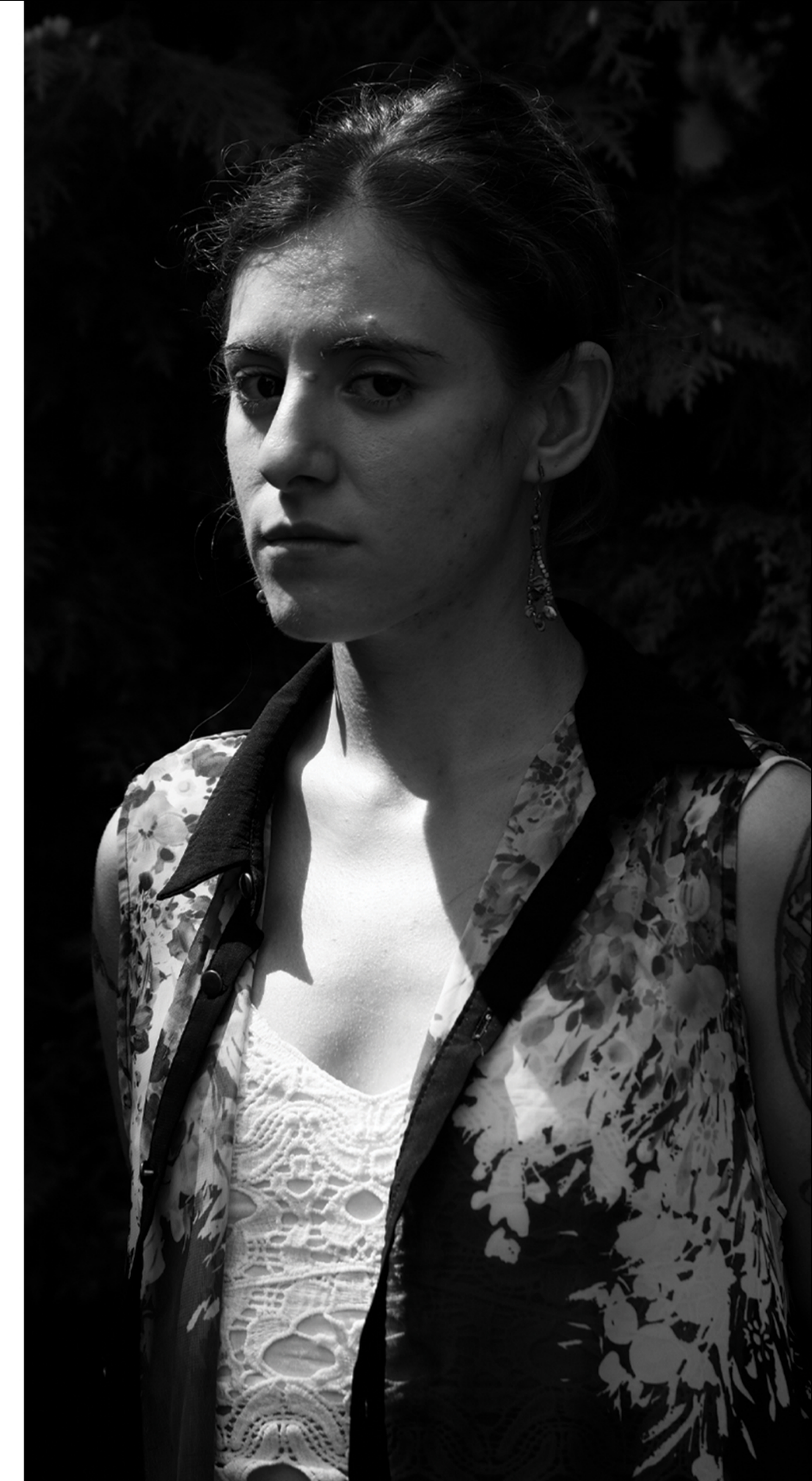
People that come my way, opportunities that arise, moments that are born from nothing. And that slowly grow and become alive.

Dalia Uțiu

My artwork consists of two levels that I find important to mention. There is the narrative, clear-sighted aspect of the painting, and the introspective, almost ephemeral one.

The subject that always interested me, or more suitable, the aspect that I was always fond of a painting is the emotion, the atmosphere that it creates around it, like a dense mist that you can feel, but you can't touch, the fact that you know it is there is purely enough.

This is what I am looking to evoke from a picture.



Reema Karina

Model, influencer, Mother of two

Instagram: [lifeofachocolategirl](https://www.instagram.com/lifeofachocolategirl)



Bebe Veja
Hairstyling
Liviu_veja@yahoo.com

Gheorghiu Nicoleta

I'm Nicoleta !

I am a student in my last year at the University of Arts and Design from Cluj Napoca at the painting department. I have been active in this field since I was 14 years old, years in which I tried to build my own style. A difficult road, full of ups and downs but wonderful at the same time. My works are defined as "macabre". Sometimes I use unconventional materials such as tar, and the main element in my works is the human skull.

The **"Find your colors"** project was really wonderful! The idea of this project fascinated me, the fact that it was not based on the ideal beauty standards from this days . And they let their true colors come out. I worked on the body painting part. A wonderful experience. I have nothing to add. It was a pleasure for me to work with such a team and obviously, for such project.

Thank you so much for this opportunity !





Spring-Summer 2023

From Vintage Revival to Modern Utilitarianism

For anyone wondering what the spring/summer season has in store regarding trends, fret not, the options are limitless. In the spirit of "reduce, reuse, recycle", we're seeing a lot of trends circling back, with previous decades serving as inspiration.

Spanning from 18th-century-inspired hip accents and knightly metallic breastplates to 80s drop-waist silhouette, a new, more refined spin on 90s grunge and Y2K's penchant for denim, this spring/summer season surely has a trend to fit all tastes, while also bringing with it its own, unique characteristics.

Baggy Fits and 90s Against All Grown Up

It's official: we can all say goodbye to skinny jeans and hello to the more relaxed, casual fit reminiscent of the 90s. The runway has been seeing multiple designers revisiting the grunge aesthetic, albeit in a more sleek and controlled manner.

See for example Kate Moss' outfit for Bottega Veneta and the distressed hems of Erdem. Get your hands on some worn-out flannel, playful tulle, grungy denim, and dusty floral slip dresses to satisfy your inner rebel, but pair them with smarter, more refined accessories and hair for a more grown-up look.

All-Out 80s, Gltized and Glammed

The 90s have come back, but so has their older, more cheerful sibling. We're not sewing the shoulder pads back on quite yet, but there are definitely certain elements that are due for a comeback this season. Think drop-waist dresses and skirts (Carolina Herrera and Sandy Liang), supersized blazers worn as statement pieces, and sequins galore (Tom Ford, Nensi Dojaka, Area, and Michael Kors).

We're also seeing crisp, well-tailored suits returning to the public eye (Jil Sander, Peter Do, and Elena Velez), which if paired correctly is anything but boring.

Daring Denim and Y2K

There's no such thing as too much denim this season. Any denim piece you can get your hands on is perfect: jeans, tops, jackets, shoes, bags, hats - you name it.

If you decide to wear them all at once, even better! We're not shying away from the low-rise jeans of the early 2000s either, but we're seeing more of them reappear in a more female-figure-conscious shape, as designed by Sarah Burton.

Baby Got Back

The Y2K low-rise jeans are not the only trend focused on freeing the lower back this season. Dangerously open-back dresses are quickly rising in popularity, going as low as they possibly can.

The lower back and hip area is being greatly emphasized this summer, with shooting silhouettes that start from the hip, making use of 18th-century padding and 19th-century crinolines a la Dior, Christopher Kane, Richard Quinn, and Rochas). Accent those hips, because the hips don't lie!

Bravery in Battle - Armor Up!

Channel your inner fighter and armor up with metallic breastplates. Gabriela Hearst, Bezza, and LaQuan Smith all chose to use this element in their collections, and with good reason.



Paired with oversized blazers and arm cuffs, this trend is bound to make you feel untouchable and give you an edge in any room you walk in. If you're not feeling up to the challenge of wearing metal instead of your traditional, soft fabrics, try a metallic corset or crop top for a more accessible option.

The color silver is also quickly becoming designers' favorite: take Michael Kors's silver sequined maxi for example. With its cool tones and reflective quality, it is not as in-your-face as gold but also not as muted as copper - the perfect option to fit in while also standing out.

Bravery in Softness - Balletcore and Draped Fabric

For the romantics of the bunch, fret not, there are options for you as well. Balletcore is quickly surging in popularity, encouraged by multiple designers: Interior's ballet flats, Blumarine's flowing tendrils, and draping fabrics, all reminiscent of the softness of ballet attire.

Draped dresses are also a more sensual option, using fabrics such as jersey, velvet, organza, and chiffon to define your curves while also keeping you covered.

Nothing But The Sheer Truth

If being covered up isn't quite your cup of tea, you'll rejoice to find that sheer fabrics are in this season. Whether that's a sheer shirt paired with a bralette or a sheer dress paired with little else, transparency is all the rage.

Sheer pants are also a notable option, as seen in Chanel's collection. We're also bringing the bedroom onto the runway, with designers such as Nensi Jojaka and Versace showing off their sexy lingerie-inspired garments.

Pockets On Pockets On Pockets

If you're one to enjoy carrying a bag with you wherever you go, don't worry, this trend has got you covered!

Opposing the structured, well-tailored suits previously mentioned, utilitarian, cargo-draped, pocket-clad pieces of Fendi, Givenchy, Versace, Miu Miu, Louis Vuitton, Chanel, and Marine Serre will definitely be your cup of tea.

The options are limitless: pants, shirts, jackets, even skirts, there's certainly something for all tastes.

Wake Up and Smell The Leather

We all know a leather staple always has been and always will be a lifesaver, but we're now seeing it be re-instated via designers such as Coach. Boxy or fitted, a leather jacket is something you definitely won't regret having come spring/summer, with its timeless look and daring appeal. If you'd like to go even bolder, opt for leather pants (loosely fitted, of course). On the edgier side, we're also seeing more asymmetrical and angular hems, especially on skirts and dresses.

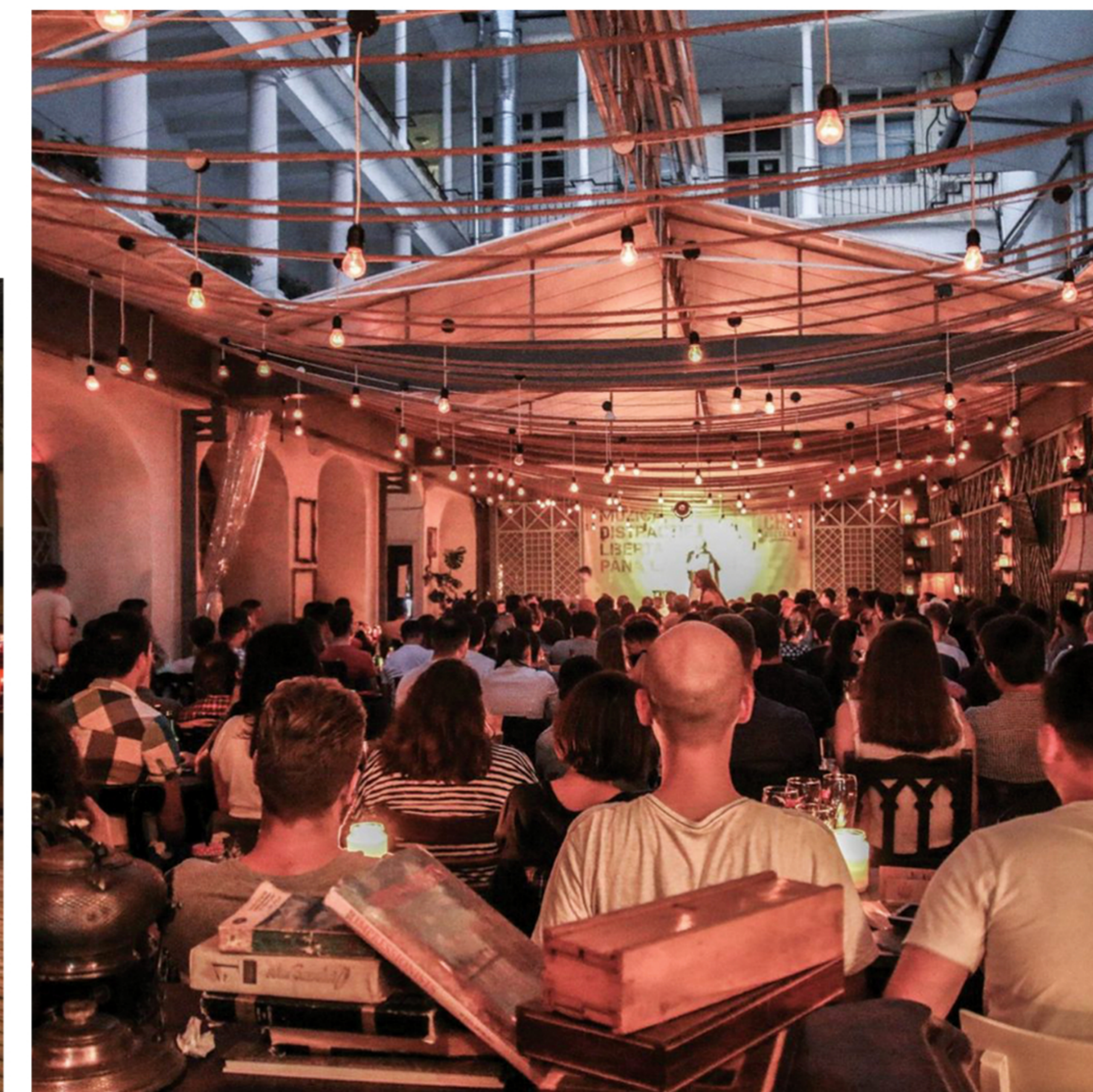
This spring-summer season is surely shaping up to be a diverse one, so buckle up and enjoy the ride! Whether you're here for the vintage revival or embracing the more modern side, this season's trends have got you covered.



Alexiana Cîmpean

alexiana.cimpean@yahoo.com
instagram @lexialexiana

anquira.official@gmail.com
instagram @anquiraofficial



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Piața Unirii 10, Cluj-Napoca, România
0737 300 300
contact@cheguevarapub.ro

CONTACT US

Give us a call!

0755308761

Email us directly!

alexandra.bucur20042006@gmail.com

Adress

Cluj, Floresti, Sesul de sus 202

Instagram



Website

