

Winter  
**AW**  
a u t u m n  
2020 - 2021

[www.alesandrafashion.com](http://www.alesandrafashion.com)









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# About us

## *Free the Rebel Spirit*

*As I said on the welcome page, Hello! My name is Alexandra Bucur and my dream is to make a fully sustainable clothing company.*

*All the designs on this website are produced by myself and I am working hard towards making this project a reality.*

*I studied art since I was little and I found a problem in the perception of people: if you don't dress up or behave in a certain way you are not taken seriously or you're believed a weird person. A solution for this would be to normalize the free spirit and, in my perception, we could do this by making a strong community with similar perceptions. I want to live in a world where it is ok to be and act like yourself, and that is what I am trying to normalize through my work. I will be presenting my work and development on different topics each collection, bringing awareness and newness in people's life.*

## **What is our aim Here at Alesandra's Fashion?**

*We are looking to change the world of fashion so that unique designs, sustainable, ethical work, great quality, delivery could coexist peacefully. Our store aims to create a healthy more sustainable environment when it comes to the world of branded clothing. Remember beauty shouldn't hurt the very home we were offered by mother nature so let's learn to give back! Our company aims for:*

***Sustainability***

***Ethical practices and sourcing***

***Community-based work***

***Unique Designs***





COLMVNA  
RESIDENCE  
*Living in Style*

Derma Elite  
Laser Clinic

PURAROM®  
esența naturii

PMA  
INVEST

deltamed  
ambulante și vehicule speciale  
do@delmed.ro

PAPERZZO

eksen®  
DR.

LU

Dr. Green

MOBIL TARNAVENI

Mobil Târnaveni  
by Day

INFINI

BY

TA

BAR BOY  
EVENTS

DORORA

Green





# Sustainability Statement

Sustainability refers to the avoidance of the depletion of natural resources to maintain an ecological balance. The word itself provenances from 'sustainable'+ ity; meaning, able to sustain, give support to, to hold up (sustain+ able). (You Matter, 2020)

Thinking about sustainability we must consider the 3 P's, being People, Planet and Profit, being necessary to produce a balance between those. (Thread Channel, 2016).



**F**ashion is one of the least sustainable industries (2nd one after the Oil production industry). One of the biggest effects against the planet in the fashion industry was the revolutionary concept of fast fashion. As well as seen with the concept of fast food, anything fast cuts corners to make gain market and production advantages.

Some of the important effects of fashion against the environment are that it is affecting the soil (fertilizer and pesticide), water (dying process- 2nd grater polluter of local freshwater in the world); moreover, in many cases still encourages the kill of animals for animalbased fabrics; and the synthetic fabrics, are not biodegradable, thus endangering, even more, our planet. At the same time, the industry maintains the existence of low-paid workers whose working place is usually unsafe. There must be mentioned the CO2 consumption due to production and transport as well (responsible for 10% of the carbon consumption in the world).

Even more, the discard of clothing is increasing landfill waste. There is no doubt that fashion is a very damaging industry for the planet. Nowadays, because of environmental and social problems, as well as the fact that people are more aware of the issues, the concept of sustainability started to reflect, more specifically, improvements in areas like natural resources overexploitation, manufacturing operations, business, and laws changes. As far as an action is causing less or no harm to the environment and ecosystem, its operating is considered to be sustainable. (You Matter, 2020)



# ABOUT PALIMPSEST

CITY  
FASHION  
WEEK



SANDRA

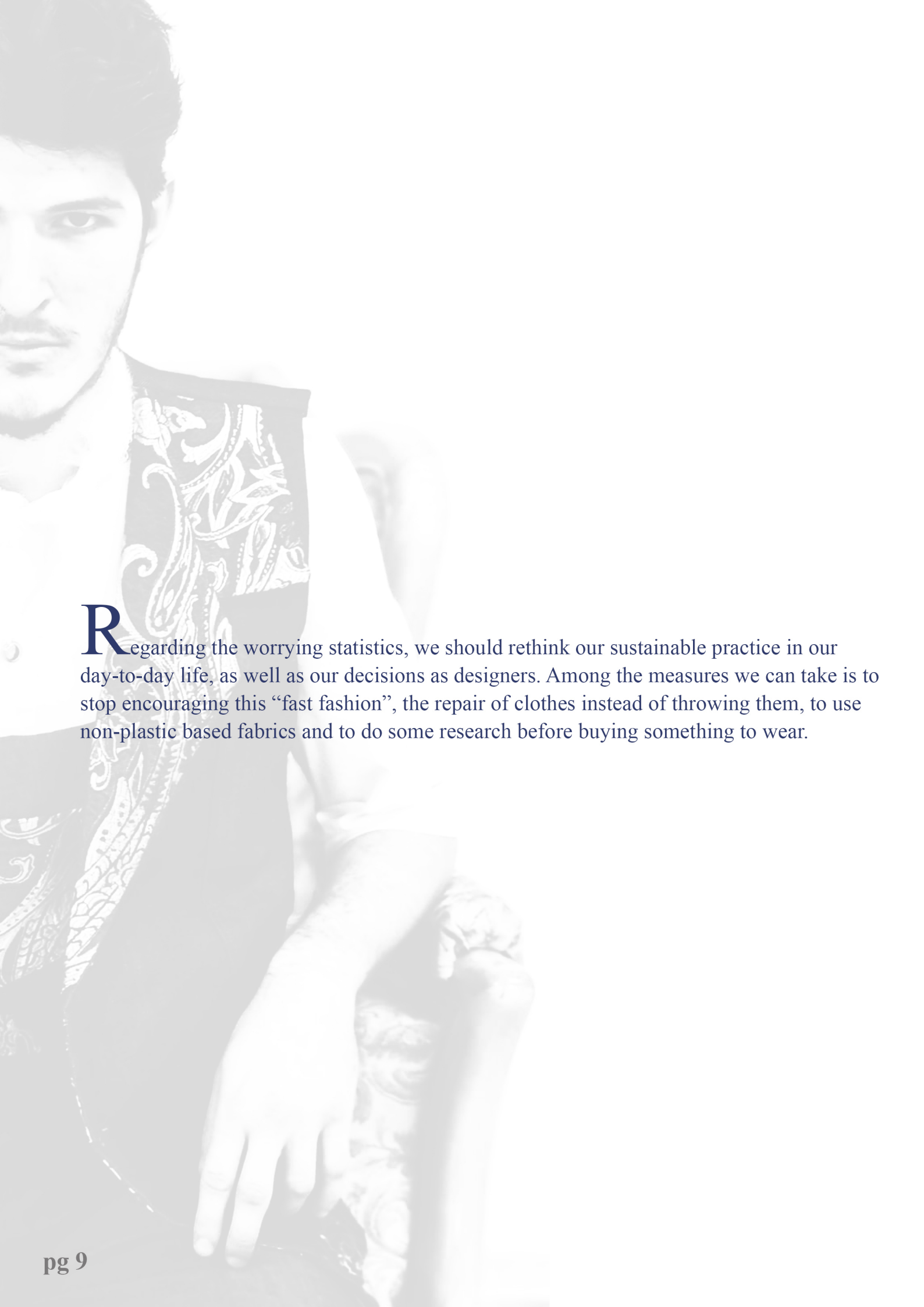
CITY  
FASHION  
WEEK

*Acimov*

# -PALIMPSEST-



**P**alimpsest is referring to the combination of the social classes, creating something new. Regarding this, I used elements of royalty (e.g. brocade fabric, architectural elements of Peleş castle) with the ones of the working class (e.g. use of boiler suit and the charcoal color, etc.). The title itself is metaphorically used in its definition, the collection having as scope the creation of something new, in which the incipient structures are still visible.



**R**egarding the worrying statistics, we should rethink our sustainable practice in our day-to-day life, as well as our decisions as designers. Among the measures we can take is to stop encouraging this “fast fashion”, the repair of clothes instead of throwing them, to use non-plastic based fabrics and to do some research before buying something to wear.



PONCHO  
FEMALE  
100%cotton:denim+flex

85.53 £

CITY  
WEEK





'Is the only fashion event in Transylvania that is part of an international circuit of the fashion shows from Milan, Paris, London, New York.

City Fashion Week is supporting the students of fashion universities in Romania, encouraging them to step proudly into the fashion industry.

The debutants will have the possibility to meet the famous fashion creators or different people that are interested in their work, changing opinions, points of view, and why not, contact details for future collaborations."

(<http://cityfashionweek.ro/>)

*"For me personally, was a unique experience. I am so glad that I was part of such a great team! Amazing people who made amazing work. Many thanks to Stefan Farrell who made this event possible and as well for the great support and advice." (Alexandra-Diana Bucur-Sabau)*



SHIRT  
FEMALE

48.27 £



CORSET  
FEMALE  
100% Cotton

55.54 £

VEST  
MALE

60.69 £

TAILOR JACKET  
MALE

63.00 £



# PALM

Can't find what you're looking for?

We are now hosting a special commission section where you will be able to ask our talented experts for custom clothing design.

<https://www.alesandrafashion.com/custom-clothing>

TAILOR JACKET  
FEMALE  
70%PL 20%CO 10%PA

77.73£



# P S E S T















# Do we gender our clothes?

Short answer **no!**

Long answer, use binary gender naming system just to make our work as a team when making the website easier! You are more than welcome to buy from any of our categories regardless of your gender identity.

Remember to send us a custom size guide based on our size chart! We here at Alexandra Fashion do not believe fashion should be tied to your gender identity or the body that you have been born in!

Happy shopping!

# Let's talk about fur

**F**ur is ‘the skin of an animal with the fur still on it, used especially for making clothes.’ (Oxford learner’s dictionary. 2020). It is one of the oldest forms of clothing with lots of traditions and meanings along the history. Indeed, in past years there started to be more of a concern due its morality, building up a conflict of opinion. What is the conflict about and is it alright to wear fur?

Fur had different meaning for humans throughout time. Aboriginal people believe they partake of animal power, by wearing their fur and as a ‘gift’ through which they show respect to the animal, so that humans survive.

Fur also conveyed status in society, as in the Golden Ages it represented luxury. Nowadays as some proclaim that fur is a crime against nature, others attest that wearing and admiring fur should remind modern society our dependency on nature for our survival. (Herscovici. 2014)



As even Peter Singer, in his book *Animal Liberation*, attests that it's hypocritical to protest the fur trade while most people eat meat daily; more animals are killed in North America daily for food than are used for fur in a year. (cited in Herscovici. 2014) Only 8% of the population identifies themselves as vegan, vegetarian or something between, out of them only 3% are fully vegan. (Williams. 2020) The difference between vegetarianism and wearing fur regarding morality would be who is wearing fur- mostly being upper class people, as the fur apparel is expensive, making it easier to be considered an 'unnecessary luxury'. (Herscovici. 2014) Most activists are part of the working class, therefore we can understand that the fight against fur might be as well a fight against the social class.

Moreover, there is the problem regarding which animals are being killed. Fur in high society usually refers to luxurious or rare animals. In 1960's the most popular kinds of fur were silver mink, striped fox and red fox, cheaper alternatives being pelts of wolf, Persian lamb or muskrat. (Wikipedia.2020) In past years more countries banned the killing of animals for fur and in 2018 BFC banned the use of real fur in Fashion Week London. (Pitcher.2019)





There are alternatives for real animal fur called faux fur, which is usually made from synthetic materials. The main problem about this is that 35% of the oceanic primary microplastic pollution is produced by fashion industry (Rissanen and Gwilt. 2020) and 100,000 marine animals die as a result of plastic ingestion.

**By 2050, the ocean is expected to contain more plastic than fish. (Lonely Whale cited in Pitcher. 2019)** Regarding this, it can be observed that even the alternatives for a much more moral option, are not sustainable and it destroys animal habitats.

In conclusion, neither fur or faux fur is ‘good’ or fully sustainable for the environment. The controversy depends strictly on the points of view as both options are making a negative impact on nature as presented above. A preferable option for the sake of environment would be to do an in-depth research on the materials that the clothes we wear or make are made out of, trying to be as sustainable as possible through our practice while leaving a smaller footprint to the nature.









# SEGRETI DI SETA

*My research started from one of my favourite cities: VENICE. Regarding it, I researched in depth its most important characteristics (e.g. ethos, lifestyle, history, architecture and representative people.) Some of the key informations that I used further in my collection are the Gothic architecture, Renaissance clothing, masks, the fact that each person owns rubber boots and its artistic, romantic life-style.*

*I chose the title ‘Segreti di Seta’ (Secrets made of Silk) because it perfectly conveys the main aspects of my collection. I tried to explain through my collection a mood full of mystery, femininity, romance and elegance. I chose for the title an italic, romantic font, behind it being a sketch of a Gothic church, keeping the correlation between the title and the research very obvious.*

*For the shapes that I used in my collection I took elements and inspiration from Gothic Architecture, Renaissance clothing and organic shapes from the shells that I collected in Dubai. More elements are influenced by different designers that approached same concepts. Some examples are Alberta Ferretti, Valentino Garavani, Alexander McQueen and House of Chanel who reinvented Renaissance clothing. Except the practitioners mentioned above, other personalities that inspired my collection are: Peggy Guggenheim- regarded mostly my muse, gallerist and femme fatale; House of Dior, Chloé, Madeleine Vionnet- regarding their use of drape and volatile fabric; Mariano Fortuny- with his inventions, shapes and the use of drape and Paul Poiret- mostly with his use of oriental influence in European fashion.*

*All the fabrics that I chose are in tones of yellow and ochre, matching my colour board, with contrasting black and touches of gold. I am trying to be sustainable through my practice, most of my fabrics (except the braid, lace and embroidery) being natural. Also, as Venice is well known for its silk production, most of my fabrics are made of natural silk. Silk is one of the most luxurious types of fabric used in the fashion industry. Silk is a natural material, a protein fibre produced by silkworms. As silk is a natural fibre it will easily biodegrade in the soil when discarded after the end of its useful life and will not pollute the environment like other petroleum-based fabrics such as acrylic or nylon.*

# SEGRETI DI SETA

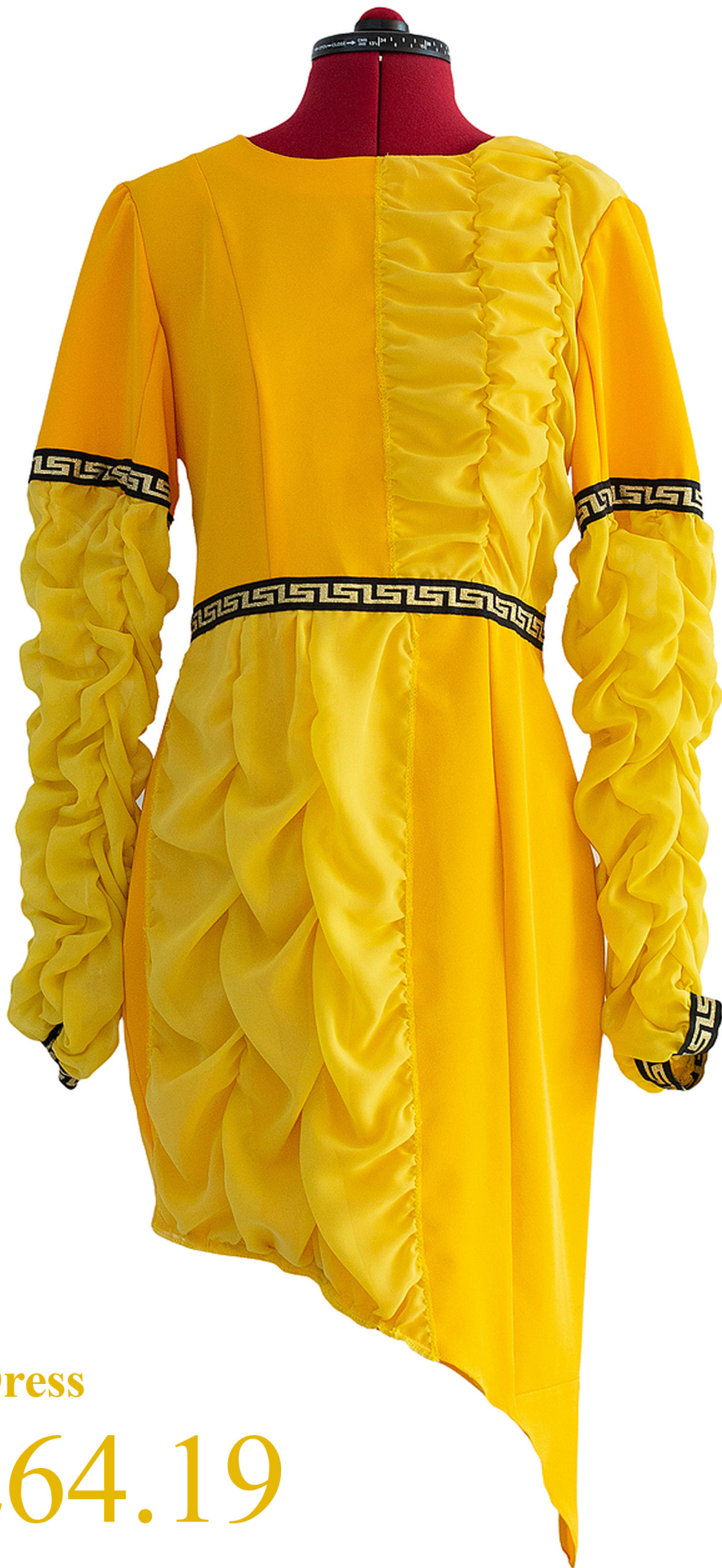




2 Pieces Outfit  
£74.00







Dress  
£64.19



Dress

£64.19









2 Pieces Outfit  
£74.00



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