



www.alesandrafashion.com

2021 / 2022

AUTUMN WINTER



CONTENT

1. About Us	Pg. 3
2. Being authentic	Pg. 5
3. A/W collection 2021-2022	Pg. 7
4. Alesandra x Andrada Sangeorzan	Pg.11
5. Alesandra x TRIPP de UCENIC	Pg. 15
6. Do you buy smart ?	Pg. 17
7. CONTACT US	Pg. 19





ABOUT US



Free the Rebel Spirit

Everything started when :

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!

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



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.)

Can't find what you're Looking for?

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

Tell us in broad lines what exactly you wish the garment to look like and also tell us the measurements of the piece/pieces in question.

Feel free to add any relevant images such as mood boards, drawings, reference pictures etc. We will be in contact with you within 3 to 4 days!

You can also email us directly at alexandra.bucur20042006@gmail.com





© ANDRADA SANGEORZAN

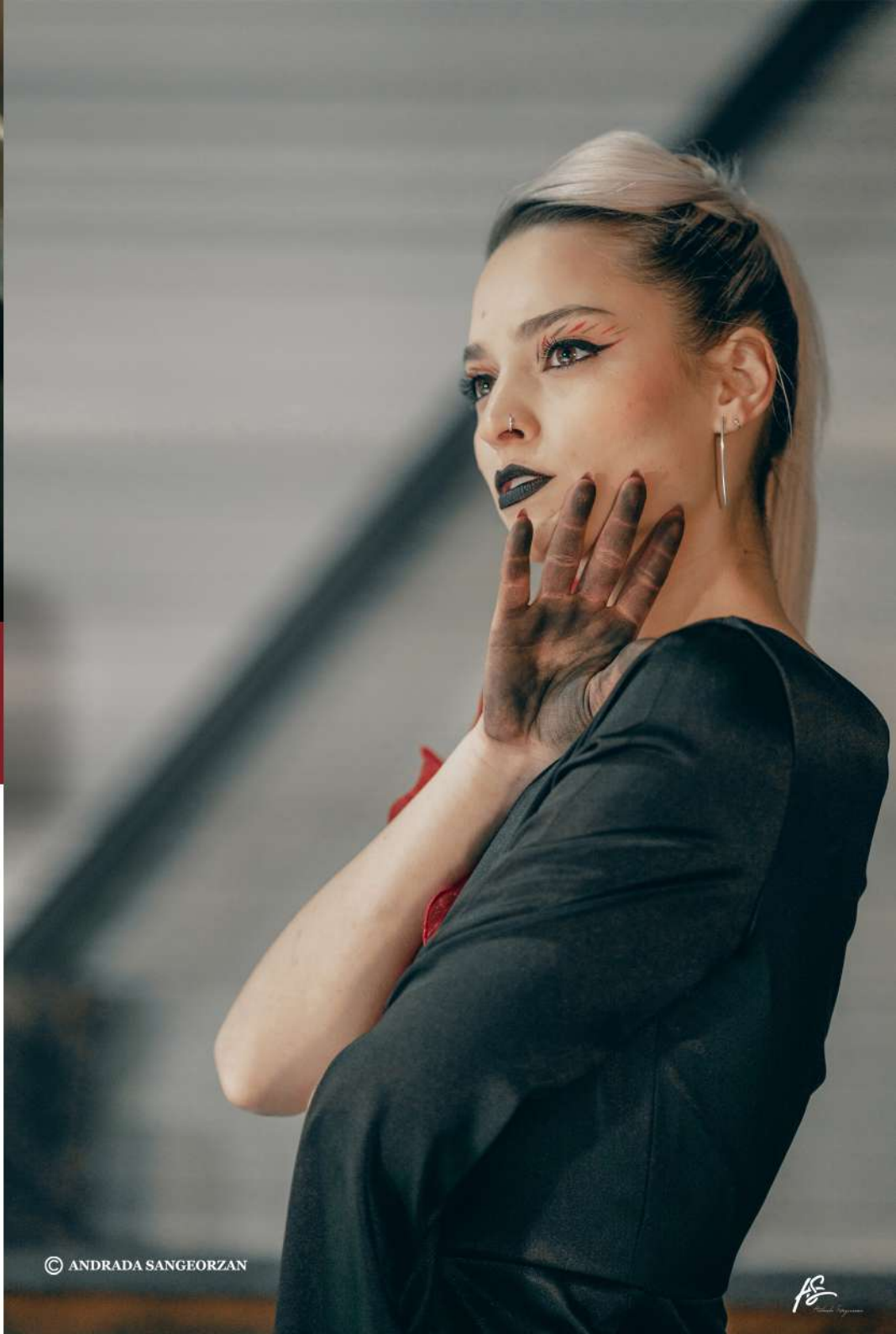
BEING AUTHENTIC IS SOMETHING WE ALL STRIVE TO BE IN OUR DAILY LIVES

-Our sustainability journey-

Starting from our work to our interests and of course our wardrobe. As time passes, we change, grow up and so does our closet. Because of that, we are often put in a situation where we have to choose between holding onto the past and letting it go.

The same can be applied to our fashion choices. Most of us could look at a picture taken 5 years ago and wonder in complete astonishment how on earth did we manage to make wear that? How is it possible that something which used to be our favourite item is now a disgrace to fashion?

Fortunately, we all have our own journey through which we learn a lot about ourselves, our likes and dislikes and much more.



© ANDRADA SANGEORZAN

For us at Alesandra Fashion, the last couple of years were all about sustainability and making choices that can actually have a positive impact on the environment. This fact changed the way we perceive the fashion industry and most importantly, the way we understand the long-lasting effect of our choices.

Thus, our new line-up- Firebird- continues the legacy that our last collection- **Wabi-Sabi** – has started.

Firebird is a challenge to all our followers to explore their sexy, genuine and vibrant personality.

As the Phoenix rises from its ashes with its long majestic tail, so does our new collection. It plays with the mischievous colour red and the calm black and it also plays with our imagination by making us glimpse at the beautiful form of the human body.

Our eco-leather and firebird dresses are ready to conquer the world and most importantly to capture the hearts of everyone who buys our products!

-Text by Emanuela Neagu



Firebird Cape

€64.⁹⁹



A/W COLLECTION

2021-2022

F I R E B I R D



Our Autumn/ Winter collection 2021-2022, named Firebird, is inspired by Russian mythology. In Russian mythology, the Firebird is a prophetic and magical bird from a faraway land, a harbinger of doom and a blessing to its captor.

In most of the variants of the folkloric stories, the Firebird represents an object of a challenging quest, as the protagonist has the challenge to catch it or free it from a malefic character. Overall, the Firebird symbolises a rare and difficult treasure to possess.

In our collection, we transposed the symbol of the Firebird, offering the same ethos to our creations. The person who wears our items will automatically feel strength, elegance, vibrance and mysticism.



Eco-leather
Firebird dress

€109.⁹⁹



AS

Organza
dream dress

€129.⁹⁹





The bold trousers
€95.⁹⁹



Firebird dress
€124.⁹⁹





The Bow Dress

€129.⁹⁹



What is custom sizing?

Here at Alessandra Fashion, we understand how important it is to find your perfect fit.

Cloths are after all a form of self-expression so we understand that regardless of size we all have different sized and shaped bodies.

You and your friend might be of the same size, but your clothes should be tailored for you since you are vastly different individuals.

Make sure to take your measures and sent them right over. We will do our best to recreate this design just specially tailored for your beautifully unique body!

The additional cost for custom size is £3.



ALESANDRA X ANDRADA SANGEORZAN

Andrada Sangeorzan states:

"Working with Alesandra has been a fiery, unique and incredible experience which allowed me to elevate my creation to a different level of freedom.

As a photographer, I resonated with her unique vision, such as her original freestyle, which she approaches in the fashion world. In her creative vision, she honors the authenticity of each person who is liberated, rebelled, and are not afraid to express themselves and break the barriers or patterns imposed by the rigid society.

In the mystical, Firebird traditional, Russian story where the firebird represents a treasure that is rare and difficult to possess, Alesandra takes this essence and brings it back to life, transposing them in the new age fashion. This has empowered me to take these two worlds into my own hands and make them live again, just as in Stravinsky's ballet masterpiece.

For me, our soul essence is who we are at our core which treasures magnificent gifts and talents, yet unique, making us complex, fascinating beings. It makes us who we truly are distinctively created by God. If we eliminate the material aspects of this life, discard the ever changing opinions of the world around us and remove the expectations of others and ourselves, take off the mask that we wear in the society, underneath there is the infinite energy, the divine child of the universe waiting to express himself in it's finest and most natural form.

My vision as a photographer is not just to pose but to bring the essence, expression and uniqueness of each person, whether it is a simple portrait or a well thought out concept in the fashion photography industry, the thing that I have successfully accomplished with Alesandra's vision.

More than the passion and a bold fashion style in Alesandra's collections, I was pleasantly surprised to find a young and brilliant artist who is supporting and encouraging the world to open up to a sustainable life where climate and nature need to be fully protected more than ever.

Everything that Alesandra combines as a fashion designer motivates me and makes me want to collaborate and explore together new ways and ideas in fashion conceptual photography.

I would like to thank Alesandra for giving me the opportunity to bring to fruition my creative ideas."


Andrada Sangearran







TRIPP DE UCENIC

Youtube



We are happy to announce our partnership with TRIPP DE UCENIC!!

TRIPP DE UCENIC is a unique concept in Europe that presents the central character, the disciple, who performs in multiple salons, showing their unicity, personnel, capabilities.

TRIPP DE UCENIC is a concept created by the one and only Anghel Hairstylist, which brings an artistic plus to the beauty industry. With a professional team and its invited personalities, TRIPP DE UCENIC crosses the boundaries and industry standards.

March brings us on stage for the first time in this formula, the women that are turning points in the Beauty industry! We offer the occasion to participate in a special event, type LOOK AND LEARN, where top elements from the Beauty world shake their hands, showing their creations and abilities!

Instagram



SAVE THE DATE

Women Month prepares us for the most controversial formula of artists and services: hairstyling, make-up, nail artists, fashion designers and lots of prizes!!

Our lineup includes: Jully Cornea, Mihaela Stelniceanu, Simona Hosu, Denisa Bereski, Gabriela Popescu, Isabella Teodor, Ana Muntean, Alesandra Fashion, Cosmina Podina, Ramona Bura!

For tickets and details: (+4) 0771012314

WOMEN'S
BEAUTY

14 MARTIE
WONDERLAND CLUJ RESORT
BEAUTY

TRIPP DE UCENIC

Instagram, Facebook, and Twitter icons.

Pg.16

DO YOU BUY SMART ?

Text by Emanuela Neagu



This article has prepared the perfect checklist needed for a perfect shopping session. While *impulsive buying* is something we are all dealing with, modern times require modern solutions.

This is why we've prepared a check-list for you !

1. Need or greed?

We often buy because we find ourselves at the Mall, spending some quality time with friends or we are just surfing the web or sometimes, we buy out of utter boredom and so on so forth.

There are times when our closet is full of clothes that we've never worn, exactly because we don't buy what we need but what we crave. Therefore, **considering our practical needs** is our **number 1 advice**.

2. Money

There is a saying which I've heard once but never forgotten.

We are too poor to buy something cheap. What it means is that buying bad quality, cheap things will likely result in a bad quality product and therefore we will buy more often the same type of product instead of buying a long-lasting one.

We are inclined to look for the best promotions but sometimes they can be misleading and we are prone to misjudgements.

* *Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. (The economic Times, English Edition, 26 Jan, 2022)*

3. Material

Do you ever check the label to see what material your product is made of? Some products are harmful to the environment, some lost their softness after the first wash and others don't protect you from different environmental changes such as cold weather.

Checking the label to see if it's seersuckers, cotton or wool will help you find the best high-quality products you are looking for.

Check our Wabi-Sabi collection to find more about seersuckers.

4. Changes

Welcoming changes in life is amazing, finding a new job, going to the gym, discovering new yummy recipes are all part of our life and sometimes they will most definitely result in a wardrobe change. Thus, a quick internet search may be necessary.

Buying is always fun and satisfying but also a little bit tricky. We hope that our short guide will help you have a **better shopping experience!**

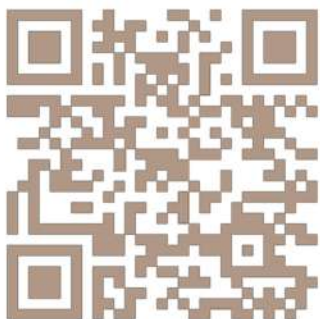
CONTACT US

SET A ONE-TO-ONE
APPOINTMENT

www.alesandrafashion.com



alexandra.bucur20042006@gmail.com



WANT TO MEET US?

TALK TO US?

OR A FANCY COFFEE?





Customer service 24/7 via:

Phone number: (+4)0755308761

e-mail: alexandra.bucur20042006@gmail.com

Instagram [@alesandra.fashion](https://www.instagram.com/alesandra.fashion)

Facebook: [@alesandra.fashion](https://www.facebook.com/alesandra.fashion)

website: www.alesandrafashion.com