



SPRING / SUMMER
2021

WWW.ALESANDRAFASHION.COM

SPRING / SUMMER 2021



WWW.ALESANDRAFASHION.COM

ABOUT OUR COMPANY

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



© Ervin Szabo

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!

Recent studies have shown that the environmental impact of the fashion industry is substantial. For the last 50 years, everyone was encouraged to take part in the fast fashion business and because of that, we are now faced with an unprecedented problem - pollution and CO2 emissions. (Weforum,2020)

It seems like pollution isn't a big deal when we think about it because we don't feel the immediate consequences, however, it is happening and we are here to change that.

The UN research team has provided us with the following statistics regarding the amount of waste produced by the fashion industry:

The fashion industry produces 20 percent of global wastewater.

Clothing and footwear production is responsible for 8% of global greenhouse gas emissions

Every second, the equivalent of one garbage truck of textiles is landfilled or burned. (U.N.,2019)

text by Emanuel Neagu



© Ervin Szabo

SUSTAINABILITY



SUSTAINABILITY PROJECT

BUILDING NEWNESS OUT OF RUST

On the 17th of May 2021, Alesandra opened its studio for the public. For this to be possible, a dedicated team worked together to arrange, construct and prepare everything for our future visitors.

As the brand Normalizes the free spirit while emphasizing sustainable and ethical needs, we decided to use pre-loved furniture and materials to construct our studio. One beautiful part of the project that we worked on was creating the mannequins from recycled materials.

The first part was collecting the actual bodices of the mannequins. For this, we contacted multiple stores that closed down or changed their fixtures. Luckily, we succeeded in finding four bodice stands- two women and two men.

The second part was finding materials that could repurpose as the stand for the bodices. For this, we found old car pieces, more exactly brake discs and pipes. Polishing the rust out of them could be observed the nice clean like-new aspect.

- project manager Gora Laurentiu-Petru



The next step was to mount them together through welding and paint a primer layer for protection. For the joining between the stand with the bodices were used galvanized profile set with screws.

The last step to paint them! We decided on painting them black as it is countering better the shapes, plus it works in combination with any product.





NEONatalGROOVE

Neonatal refers to the beginning of a child's journey, being a period that starts immediately after the birth of the baby.

Thus, neonatal embodies the purest moments that we experience as beings throughout our lifetime, such as love, joy, and happiness.

Moreover, the outer shell of the word, hence the spelling, conveys a clue to our collection: a neon ray of colors.

Wabi-Sabi: Finding ourselves through simplicity and uniqueness

We are all familiar with the fact that Japan is a cultural oasis where the hectic lifestyle co-exists with calmness and serenity. Today, Japanese minimalism and zen philosophy inspire us to search for truthfulness beyond our immediate reality, and thus it enables us to find a middle way between the hassle of everyday life and perpetual peace of mind.



What is Wabi-Sabi?

First of all, let's look at what the 2 terms mean:

Wabi represents loneliness that is so profound that individuals could only find it in nature. While Sabi represents peace, calmness, and tranquillity.

Together, the two expand their meaning forming what we now call Wabi-Sabi.

The philosophy originates back to the Japanese tea ceremony when a cultural and ideological shift was taking place.

If tea used to be a luxurious element of people's existence, in the 16th century everything changed. The tea ceremony became an act of simplicity and quietness where the lavish teapots were replaced with rustic ones. More often than not, the decorations gave the impression that they were old due to the faded colors, frequently inspired by nature. (Path of Cha, 2019).

Therefore, Wabi-Sabi represents a kind of greatness that can only be found in the small details of life which we often overlook. It represents finding ourselves and accepting our imperfections as means to see our perfection. There is no pure and absolute virtue but rather a series of exceptional features that define ourselves.

Wabi-Sabi manifests itself as modesty, simplicity, and naturalness. Everything is meant to live and perish and common taste is nothing but a matter of temporality. Everything that surrounds us should be simple and functional, designed to benefit our well-being.

When looking at our collection, take the time to enjoy not only the overall attire but the small unique designs that make up our clothing line.

Every day, you may find something new to enjoy about our clothes, whether it's about simple neutral colors, the comfort of wearing clothes made with natural seersucker, or the subtle colorful thread. We chose to play with the color white because not only that it allows us to reproduce some of the core elements of Wabi-Sabi (simplicity, indifference, and minimalism) but it also allows you to play with your imagination.

White has the quality of being neutral, giving us different vibes depending on its use. It can look old or new, it can be used in a simple attire or it can be combined to embody something complex. White is fresh and quiet but elegant. (Art Nomura, 2021)

text by Emanuela Neagu



Unisex Wabi-Sabi
Harem Trousers

€74.50



Wabi Sabi T-shirt

€45.50





Slashed sleeves
Wabi-Sabi Shirt

€43.99



Bubble Wabi-Sabi Shirt

€45.99





Neon Boxer Jacket

€285.00

Neon LOVE jacket
€285.00



Neon Jacket

€285.00



Can't find what you're looking for?

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

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!

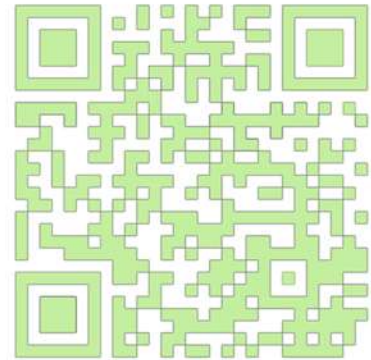
You can also email us directly at

alexandra.bucur20042006@gmail.com



About our forum

<https://www.alesandrafashion.com/forum>



We are excited to release Alesandra's Forum, a place where you can express your thoughts, ideas, reviews, and quandaries. Also, it is a place where q&a sessions will take place.

At Alesandra Fashion we hope to make a change through our sustainable clothing and quirky fashion. Our mission is to make designs that represent our customers by tailoring them based on your needs and preferences.

The forum is meant to solidify our relationship and keep in touch with anyone interested in our products.

We understand the value of your input and therefore we are excited to learn more about your experience here.



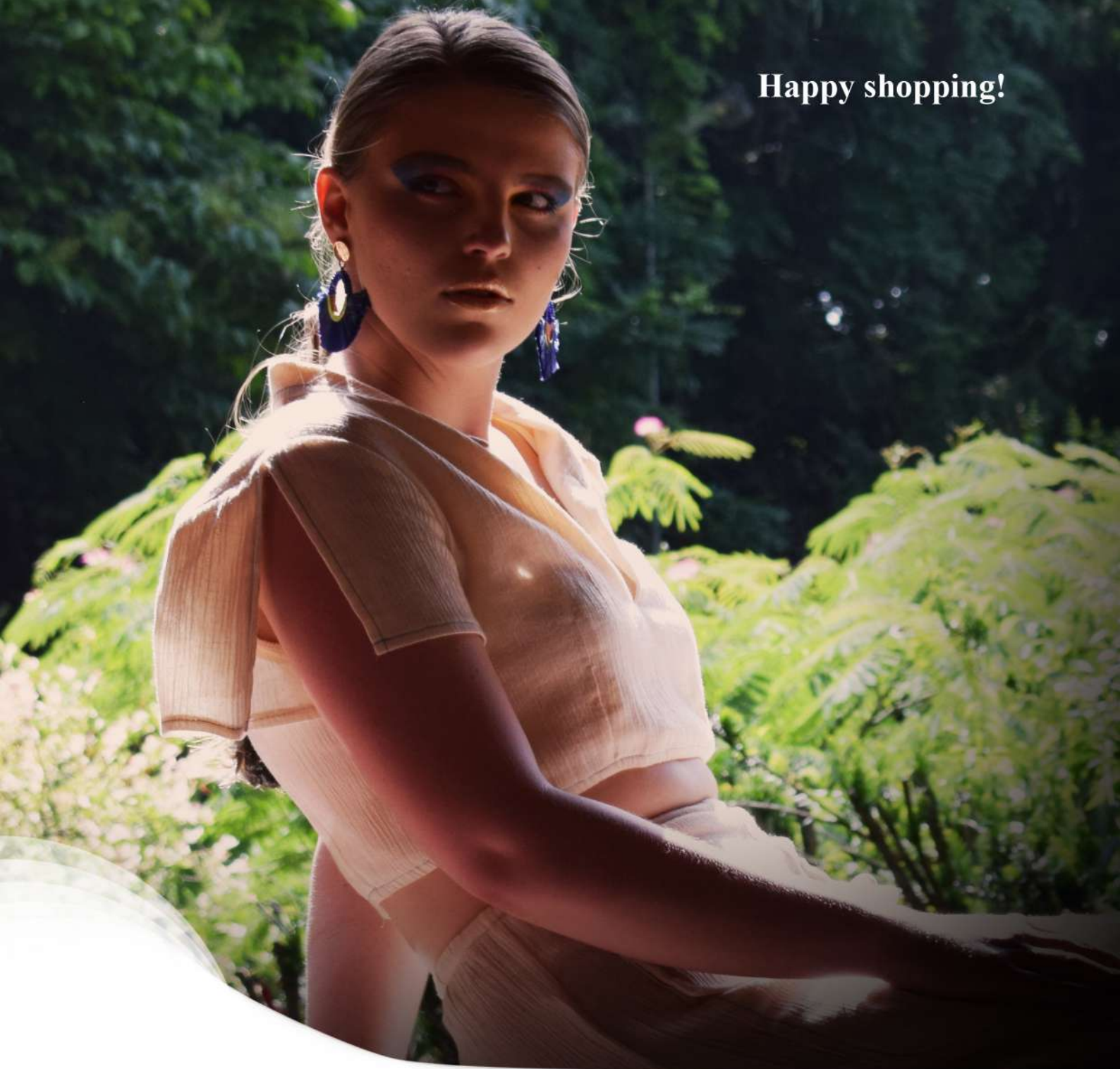
Do we gender our clothes?

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!





Appointment zone

WANT TO MEET US?

TALK TO US?

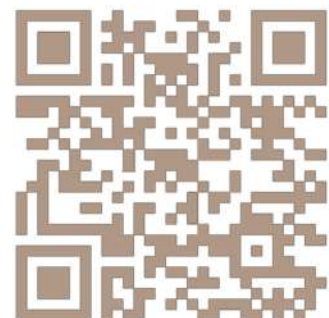
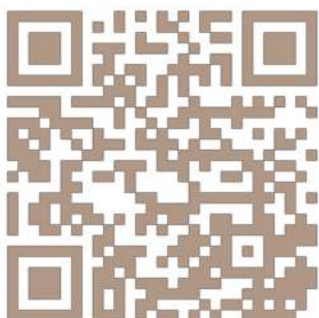
OR A FANCY COFFEE?

SET A ONE-TO-ONE APPOINTMENT

(+4)0755308761

<https://www.alesandrafashion.com/contact>

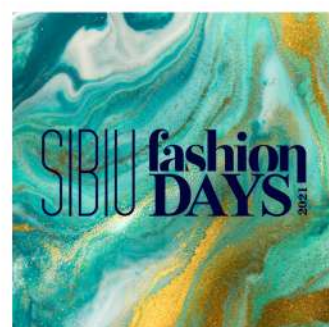
alexandra.bucur20042006@gmail.com







EC_Special





 **TIMISOARA
FASHION
WEEK**

D&





We brought our NEONatal Groove collection in front of the public on multiple occasions!

We hope you enjoyed watching our outfits at Sibiu Fashion Days and Timisoara Fashion Week, where gorgeous models presented the collection on the catwalk. Moreover, we hope you had a chance to meet our team and touch our fabrics at Electric Castle Special.

If you didn't succeed in catching any of the events, don't stress out! Videos and photos are available in the Gallery section of our website.

Stay tuned for future events!





© Melissa Ivana





© Melissa Ivana

Our brand worked together with multiple artists to realise NEONatal Groove: Ervin Szabo- campaign video production; Melissa Ivana- photoshoot; Adrian Rus- painter, creating unique pieces.



"Alesandra does not make only clothes, she creates art. That's what I love about her. NEONatal Groove talks about her artsy approach of the fashion industry. While creating this campaign video I wanted to envision the whole thing as a whole and bring the best out of her art."

- Ervin Szabo - campaign video production



"Since I've known Alesandra she was that type of multi-kulti, multi-disciplinary and multi-styles creative head. Finding models to shoot her new collections is easy as Alesandra's clothes do not require a specific attitude, nor a specific appearance. And I think NEONatal groove is the best example to show that. We've had fun on set. We went through different emotions only to test the concept and make sure her clothes fit anyone. And everyone. At any point in life. In any mood."

- Melissa Ivana- photoshoot

You can see all the work we have done together in our gallery section!!





Customer service 24/7 via:

Phone number: (+4)0755308761

e-mail: alexandra.bucur20042006@gmail.com

Instagram @alesandra.fashion

Facebook: @alesandra.fashion