01 / Direction and mood board

Connect the identity, graphic surface and fashion presentation into a recognizable prelaunch brand world.





Graphic / textured / collaborative

Collaborative prelaunch work with Nicholas Curzon. Ori contributed design execution within shared creative direction; Nicholas retains credit for his artwork.

#17191B **#24344A** **#6D3432** **#E3DDD2**

02 / Applications and decisions

Archived work and current visual analysis. Captions distinguish source artwork from later presentation studies.



Archived editorial brand presentation



Later apparel/application visualization

IDENTITY

A distressed wordmark and star motifs create a deliberately assertive graphic signature.

SURFACE AND CONTEXT

Garment placement and editorial context show how a graphic language can carry across apparel and supporting applications.

COLLABORATION

Separate shared direction, Ori's design execution and Nicholas's artwork. Later campaign studies are not commissioned brand campaigns.

03 / Technical reference

Current portfolio reconstruction. Reference guidance and open production requirements, not a released manufacturing specification.



COLOR REFERENCE / #17191B / #24344A / #6D3432 / #E3DDD2. Screen samples only; approve physical output with the supplier.

ARTWORK PLACEMENT

Retain supplied artwork as a linked master. Record front/back placement, print area, scale and colorway on measured garment flats before sampling.

BOM AND CONSTRUCTION

Fabric, fiber content, weight, trims, seam construction and supplier codes are not verified. These remain open fields, not fabricated specifications.

MEASUREMENTS

No approved size spec, tolerance or grading table was located. Obtain sample measurements and fit approval before factory handoff.

RELEASE STATUS

Prelaunch/collaborative portfolio reference. Later AI-assisted looks and motion are concept studies, not proof of production, sales or commissioning.

04 / Handoff and provenance

A reviewable record of the design system, source evidence and next production decisions.



Preflight: verify content and rights; confirm dimensions and substrate; inspect typography and image resolution; prepare the requested output profile; obtain a final proof and approval.

INCLUDED

Mood board, palette reference, source applications, design decisions and technical checklist.

SOURCE OF TRUTH

Original editable artwork, archived website captures and supplier templates remain authoritative. This reference does not replace those masters.

CREDITS AND ASSISTANCE

Shared creative direction with Nicholas Curzon; Nicholas artwork credited to Nicholas. Ori: design execution within the collaboration. Later apparel/motion visualizations are AI-assisted concepts; prelaunch status retained.