

TINA AILEEN

L o n d o n

Transform the world and preserve the environment through sustainable devotion, innovative FUNctionality and ingenious designs, and inspiring pictures.



ORIGINAL
FUNCTIONAL
SUSTAINABLE
CONNECTION

DIMENSION

THE BRAND

PEOPLE
DESIGN
STORIES



A sustainable brand founded during the Covid lockdown boredom intends to keep people smiling by translating little things we encounter in life into designs.



PHOTOGRAPHIC- FASHION DESIGN

NOT JUST ANOTHER
PIECE OF DESIGN

Inspired by lives
Each piece tells a story



THE VISION



MANIFESTO

Design is the solution – We trust changes come from innovative ideas and actions. We want to tell stories through the collections. After all, good designs have the ability to resonate. We aim to donate 10% of our profit to the source of inspiration.

Function starts with the word ‘FUN’. Have the freedom to inject a bit of colours into our lives.

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DESIGN METHOD



Many of our pieces are designed with large pieces of fabric. When customers return the items, we can use these large pieces of materials to create other designs. We recycle and use the vintage zips and buttons we could source.

We minimise carbon emissions as much as possible and support carbon offset projects. We have an upcycle sister label, Tunalien, where we upcycle the returned items from customers.

COLLABORATION WITH STOCKISTS



We understood all shops carry their personalities, we are happy to discuss how our products can add value to individual shops. Stockists can choose prints, materials and colours for the products they would like to stock. We are able to design exclusive products for shops too.

BESPOKE DESIGNS FOR CUSTOMERS



Virtual and In-person consultation available. Discuss the shape of the product which will fit you and the occasion, the prints and materials we will use and measurements taking. Some items may require fitting. The production time lasts 3-4 weeks after the confirmation of the order and final design.

Customers are welcome to collect the item in our studio. We can also deliver it in 7 working days after the production.



CREATIVE DIRECTOR

TINA AILEEN

Design Direction



Tina Aileen is a photographer and fashion designer with a degree from Central Saint Martin's Fashion Design Womenswear. During her time in St. Martin's, she encountered a UK-based charity called TR Aid, which inspired her to dedicate her works in eco-fashion. Design is a way to solve problems with aesthetics. "I found great satisfaction in designing items by utilising limited (sometimes weird) materials. Every item made is unique with their own stories." Tina Aileen said, "I also circulate the items as much as I can, in order to minimise waste." Every item returned to Tina Aileen will go to Tunalien, an upcycle clothing library founded by her. 10% of the profit gained would be donated to support environmental and humanity projects.

To find out more about Tina Aileen and her photography, videography works, please visit her Instagram page @tan2tina or www.thesnapshotcafe.com and www.thesnapshotcafecommercial.com



LOOK 1

FLARED ORIGAMI JUMPSUIT

Double Knit Jersey + Tulle



LOOK2

TUBE TOP
ORIGAMI TROUSERS

Velvet



LOOK3

DOUBLE ZIP CROPPED
ORIGAMI JACKET WITH
CONCEALABLE HOODIE

Foil Coated Taffeta



LOOK4

3/4 SLEEVE SWEATER

Velvet



LOOK5

ASYMMETRIC ORIGAMI TOP

Poplin + Tulle



LOOK6

DOUBLE ZIP COCOON COAT
ORIGAMI WAIST COAT SHIRT
FLARED VELVET TROUSERS

Scuba
Poplin
Velvet



LOOK7

MAXI DRESS

Double Knit Jersey



LOOK8

DOUBLE ZIP TRUMPET SLEEVE JACKET

Velvet



LOOK9

SCOOP NECK PADDED
SHOULDER DRESS

Velvet



LOOK 10

SCOOP NECK PADDED
SHOULDER VEST
LEGGINGS

Velvet
Double Knit Jersey



LOOK 11

ORIGAMI WAIST COAT SHIRT
FLARED VELVET TROUSERS

Poplin + Organza
Velvet



LOOK 12

TANK TOP

Double Knit Jersey

UNDER GARMENTS

TUBE TOP

Velvet



ONLINE
SHOPPING



NEW PRODUCTS OUT NOW

Retail pre-orders are opened.
Contact us for price list and order
form.

Shopping Cart for individual orders
will be opened from 14th February,
2023. Subscribe our newsletter for
the updates, receive 10% off your
first order and be the first to know
about new collections, events and
campaigns.

WWW.TINAILEEN.COM

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