

PURE LONDON

02/24

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UNIQUE
HAND-MADE
VERSATILE
STATEMENT PIECES
You are What You Wear



CATALOGUE HADLEN

ART AND FASHION TOGETHER

DEBUTE

BY DAN TOMA
CONCEPT DESIGN

Artistic expression imbedded into clothing

INFLUENCING THE



NEW TRENDS

THE DALMATIAN

Dalmatians are often considered aesthetically pleasing due to their distinctive black-and-white coat, which creates a visually striking and unique appearance. The contrast of their spots and the sleekness of their build contribute to their overall charm and appeal.

This coat embraces everything mentioned above, serving the wearer as an excellent statement piece in their wardrobe.



**CONCEPT DESIGN
BY DAN TOMA**

PUTTING A STOP TO FAST FASHION



The flow of ribbons in an artwork can be open to interpretation based on the overall context and artistic intent. If the ribbons flow gracefully and harmoniously, it might symbolize unity, continuity, or a sense of movement. On the other hand, a chaotic or tangled arrangement could represent complexity, disorder, or conflicting emotions.

This piece embodies the flow and movement of the ribbons, giving the trench coat an interesting and unique silhouette.

**CONCEPT DESIGN
BY DANIEL TOMA**



YOU ARE WHAT YOU WEAR

A Coquette look ready to wear



BY ANDREA MADLEN
PHOTOGRAPHY BY ANDREEA MADLEN



Botanical Garden Trench Coat

A masterpiece of sophistication and floral allure. The classic design is elevated with the subtle beauty of two delicately hand painted flowers, each adorned with a touch of enchanting red. This botanical artwork adds a refined charm to the coat, creating a perfect harmony between timeless style and a hint of romantic allure. The rich, neutral canvas provides the ideal backdrop for the blossoms to bloom, making this trench coat a statement of elegance and grace. Elevate your wardrobe with this floral masterpiece, where every detail whispers timeless beauty.



The delicate brush strokes capture the essence of ancient Greece, bringing to life the intricate details and storytelling that define classical pottery. The vase, a symbol of art and culture, adds a touch of sophistication to the coat, making it a true work of wearable art.





GRECIAN ELEGANCE UNVEILED

Grecian Elegance Unveiled: The Hand-Painted Trench Coat

Step into a world where classical art meets contemporary fashion with our exquisite hand-painted trench coat. This unique piece effortlessly marries timeless Greek aesthetics with modern style, creating a wearable masterpiece that is sure to turn heads.

