

## **Kristiana Mihaylova**

**Colourholica // SS 2022**

### **Tell me about your project?**

“Colouraholic” is a denim collection influenced by the blurring boundaries between physical and digital world. Through bright colours and geometric shapes inspired by futurism the collection aims to fulfil the young post-pandemic consumer with joy and positive emotions as well as to provide comfort. “Colouraholic” glances back to the 90’s aesthetics, but with new digitalized futuristic eye gaze.

### **What have you enjoyed most with your collaboration with Heavy Jeans?**

Collaborating with Heavy Jeans gave me the opportunity to challenge myself as a young designer and explore the commercial side of the fashion industry. This project motivated me to familiarize myself with new fabrics and production techniques and explore attention to detail to produce quality products. This live project taught me how to explore my design aesthetic whilst maintaining the brand’s identity and signature style.

### **Why is sustainability important in the fashion industry?**

Being a sustainable designer in today’s fashion industry is an important part of professional design practices. To produce ethical products from innovative sustainable fabrics, and with minimal waste will encourage designers and consumers to choose more environmentally garments.

