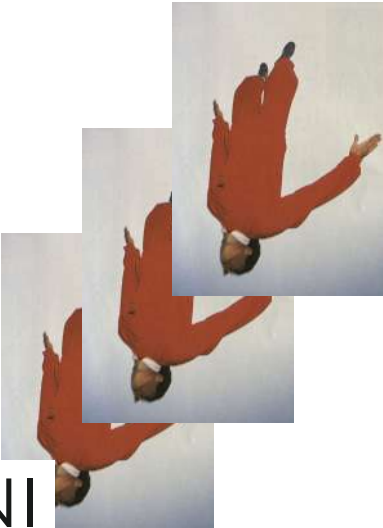


# ARCHIVE01

*Welcome to my world made of*

*Design, Fashion, Web and Strategies*

03      *What about me*



05      *Fashion*  
RÈTINA X MISSONI  
*Fashion Design + Knitwear*

10      *Fashion*  
REFLOWER  
*Fashion Design + Brand Identity*

15      *Website*  
NSS MAGAZINE  
*Coding + Web Design*

18      *Product*  
TIMOR | ENZO MARI  
*Render 3D (Blender + After Effects)*

21      *Communication*  
BURN-IN  
*Visual Design + Strategic Communication*



*[ what about me ]*

*Creative and self-critical.  
I devour everything around me with curiosity like a sponge:  
to absorb and then give.*

*Deeply in love with research and visual culture, my centre  
of gravity is now directed towards multi-disciplinary design  
projects; the creation of collective experiences through which  
make people exploring, creating narratives and new ways of  
interactions.*

*But I am still here evolving, ready to constantly blossom.*

*With love,  
Francesca*



*(Fashion Design)*

# *Fashion Design + Knitwear*



*A provocative project to shed light on the social constraints we must contend with every day. Rètina narrates the journey of light as a metaphor for the path we must undertake to rediscover our true essence. Through the use of photosensitive pigments, certain pieces come to life in the sunlight as if it were the awakening of the soul of those who wear them.*

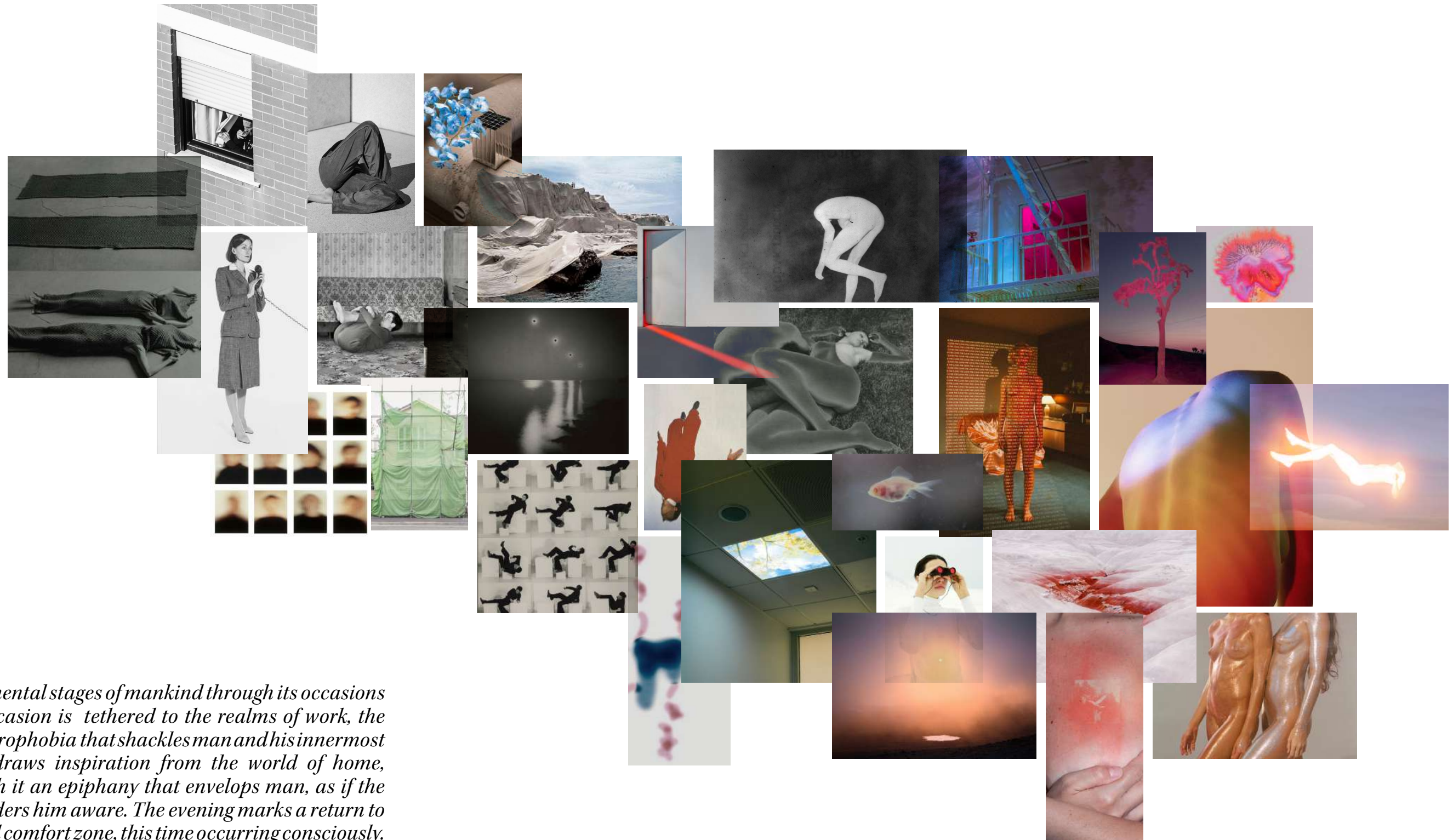
*(01)*



# RÈTINA

## / BACHELOR PROJECT

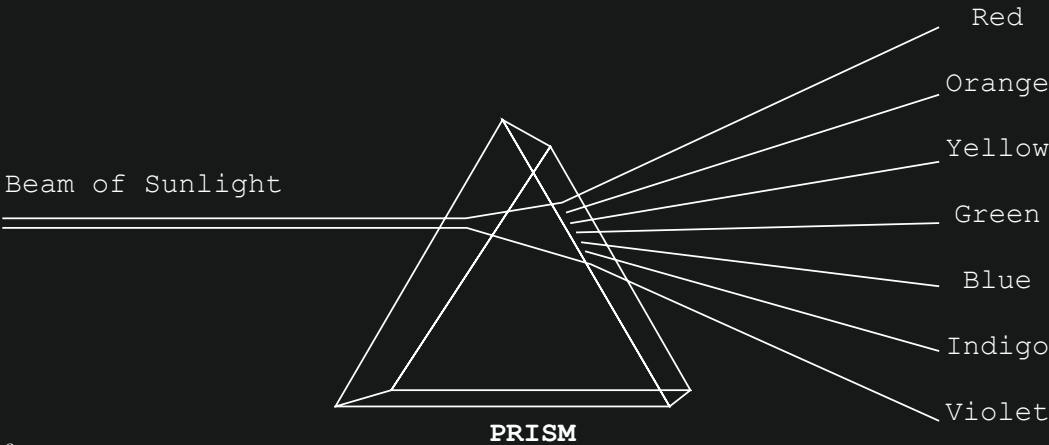
RÈTINA / MOODBOARD



*Rétina unfolds three mental stages of mankind through its occasions of use. The formal occasion is tethered to the realms of work, the office, the social claustrophobia that shackles man and his innermost nature. The casual draws inspiration from the world of home, comfort, carrying with it an epiphany that envelops man, as if the illuminating light renders him aware. The evening marks a return to the origin, to the initial comfort zone, this time occurring consciously.*



1



2

*Pigments, insoluble in water but soluble in oil and ethanol, are dispersed in a mixture of linseed oil, ethanol, and water. This mixture is used to dye yarn skeins by immersing them for hours. Alternatively, pigments can be applied with a brush and washed afterward. The resulting dyed yarn is then processed further. Proportions for dyeing include 0.5 g of pigment, 20 ml of linseed oil, 250 ml of ethanol, and 300 ml of water.*

- (1) Series of photos / dyeing process
- (2) Graphic / light dispersion
- (3) Photo / tree covered in colored pigments

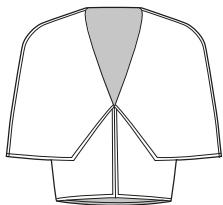




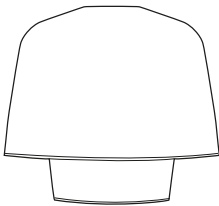


1

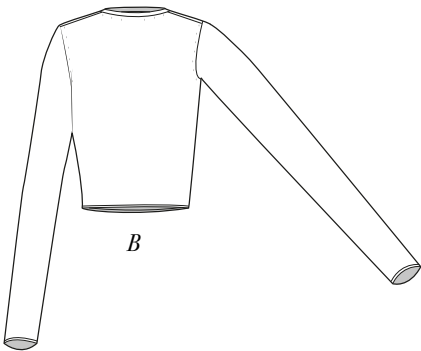
A.Mantella con tessuto doppio AI.Retro  
B.Maglia a costine  
C.Gonna con tessuto doppio CI.Retro



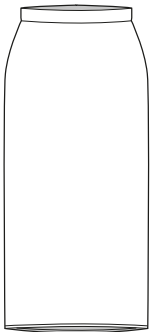
A



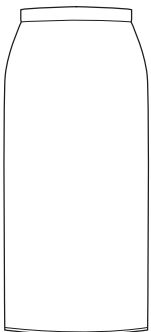
AI



B



C



CI



2



3



5

(1) Illustration / fashion figure  
(2) Photo / close-up indoor  
(3) Photo / close-up outdoor  
(4) Photo / close-up outdoor



# *Fashion Design + Brand Identity*



*Rocha x Fila: where art and technique intertwine, like warp and weft, into something that tastes of the unexpected. For us, this union signifies innovative experimentation, new horizons to explore, giving birth to forms and aesthetics where romance, femininity, and nostalgia for the past interweave with a parallel world of modernity and experimentation.*

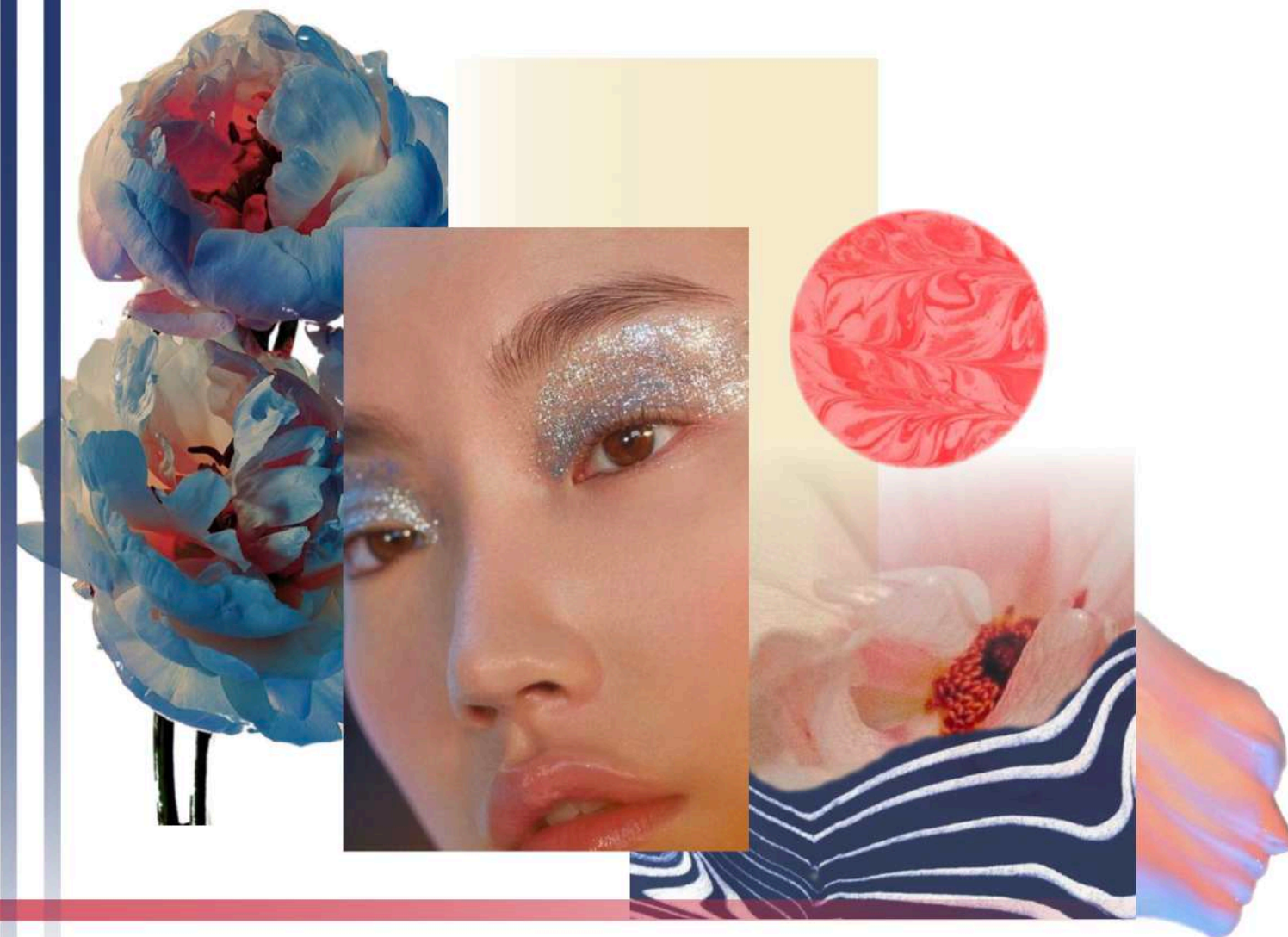
*(02)*

# REFLOWER

/ FILA X SIMONE ROCHA

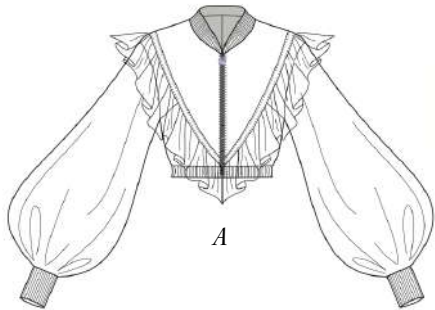
REFLOWER / MOODBOARD

*Reflower embodies a collection born from an imagined collaboration between Fila brand and designer Simone Rocha: two contrasting worlds in perfect synergy. Fila's modern, decisive, sporty character embraces Rocha's romantic world, in an intriguing overlap that blossoms into a delicate equilibrium.*

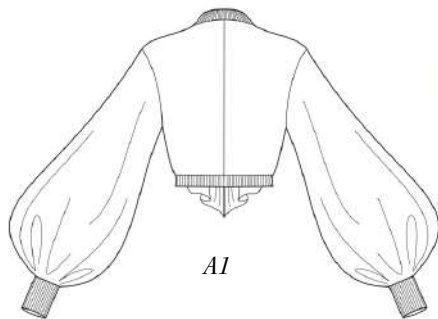




1



A



A1



B



C



D



D1

A. Blouson in cotone e taffetà con volant. A1. Retro  
B. Maglia in nylon  
C. Ciclista a rete Econyl  
D. Shorts in cotone. D1. Retro

2



3



5



(1) Illustration / fashion figure  
(2) Photo / prototype's close-up  
(3) Photo / prototype's close-up  
(4) Photo / prototype's close-up



*Reflower blends bright and soft hues, evoking Oriental culture and Rocha's signature silhouettes. The collection features ethereal overlays and dynamic ruffles, inspired by flower petals and Oriental influences. From Qing dynasty motifs to Fila's sportswear, Reflower embodies elegance and movement, with ergonomic designs enhancing feminine forms.*

REFLOWER / CAPSULE COLLECTION





*(Communication Design)*

[ *Visual* / *Brand Identity* / *Strategic Communication* / *Coding* / *Copywriting* ]

# Coding + Web Design



*To commemorate the fifth anniversary of the project, NSS has crafted a photographic tome titled ‘Les Vêtements de Football, LVDF 2017 - 2022,’ narrating the myriad facets of the love affair between football and fashion. It captures the essence of this entwined narrative in a visual symphony.*

# NSS MAGAZINE

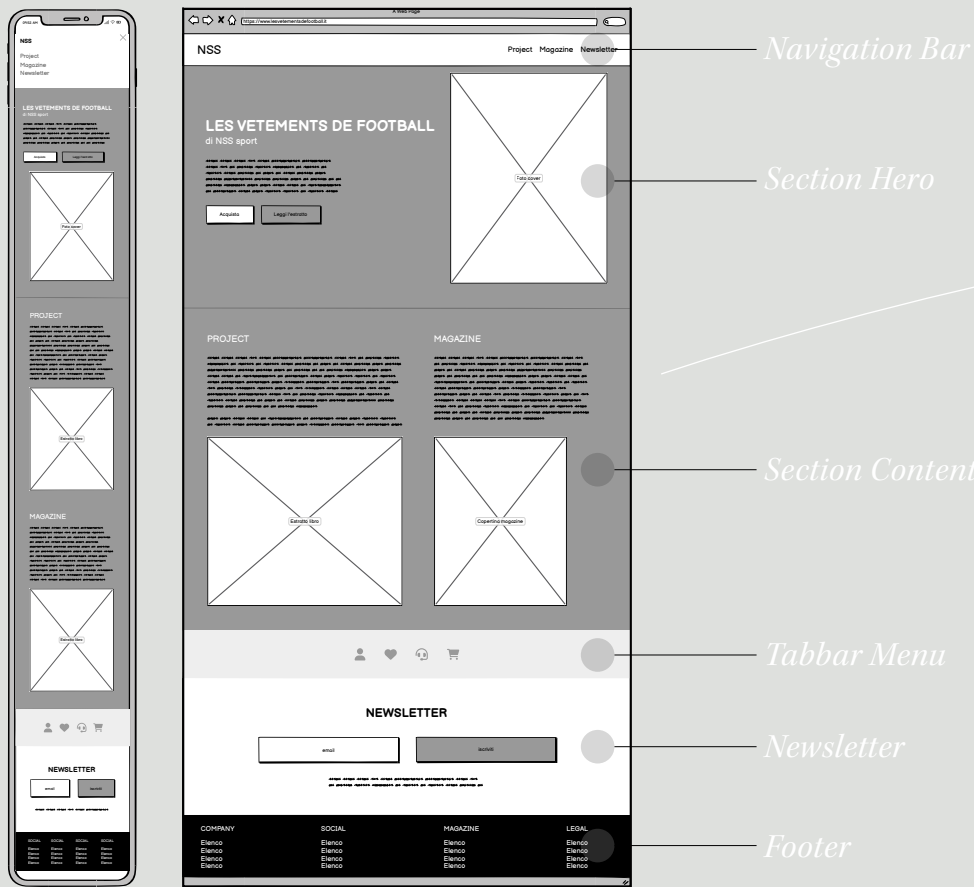
/ LES VÊTEMENTS DE FOOTBALL

NSS MAGAZINE/ LVDF



*“Les Vêtements de Football” is an immersive exploration into the intersection of football and fashion. This project delves into the evolution of football attire from 2017 to 2022, highlighting its cultural significance and the dynamic relationship between sports and style. Through captivating imagery and insightful commentary, it celebrates the fusion of athleticism and sartorial expression on and off the pitch*





1



2



3



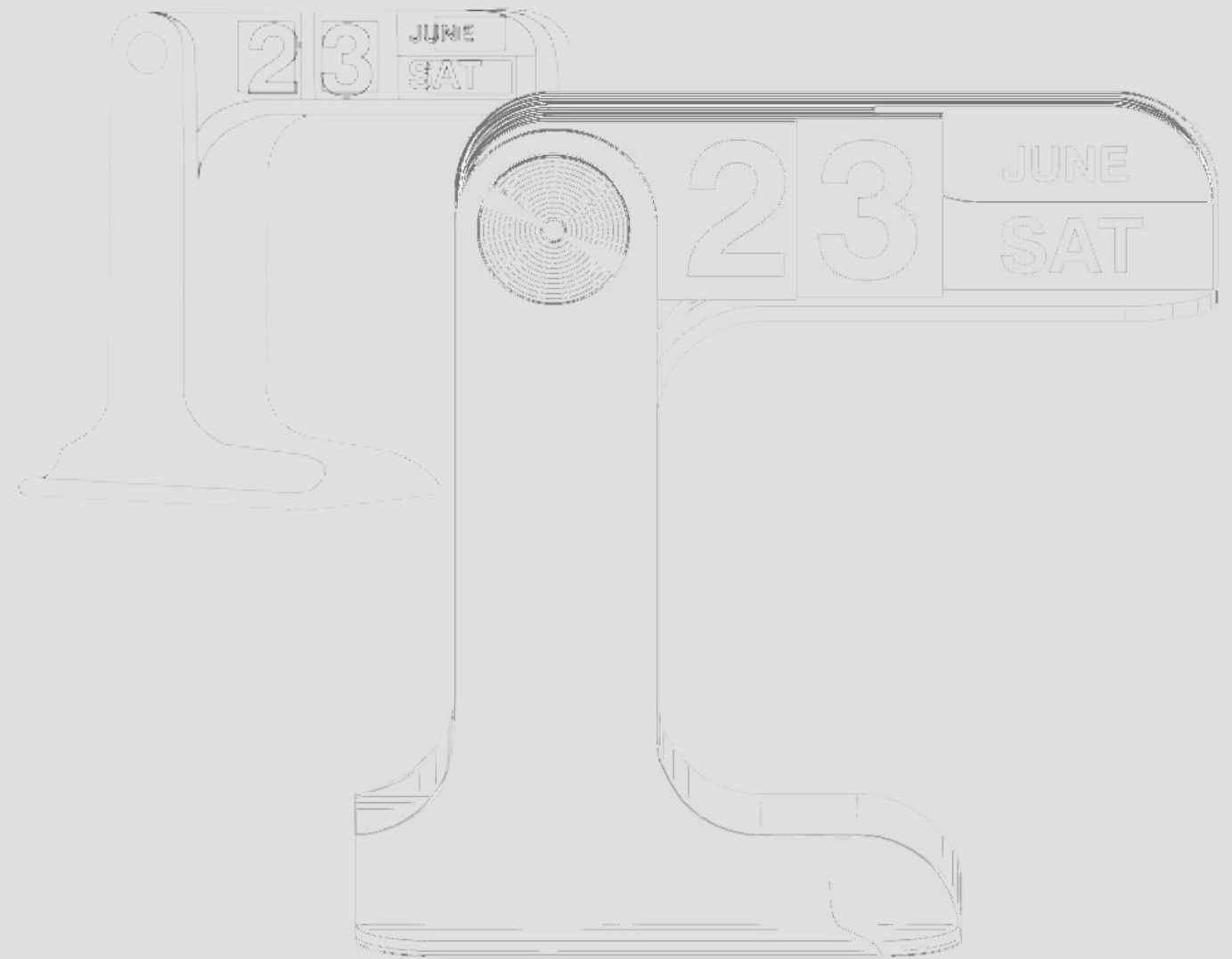
4

The website was first designed on Balsamiq and then implemented using Visual Studio Code, employing HTML and CSS code.

- (1) Wireframe / website
- (2) Mockup / NSS website
- (3) Mockup / NSS website
- (4) QRcode / scan it!



# *Render 3D + Editing*



*Timor is a perpetual calendar which, thanks to the PVC bands that open like a fan, allows you to choose the paddles that identify the month, number and day of the week, fixed to a pin. It has the characteristics of modularity, flexibility, washability and transformability guaranteed by plastic.*

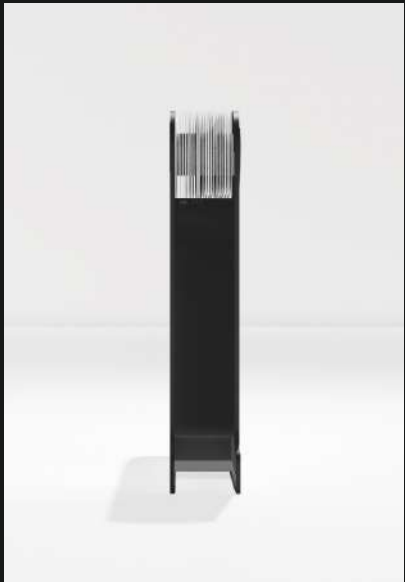
*(04)*



1



2



3

(1) Render / front  
(2) Render / side one  
(3) Render / side two

TIMOR SEAMLESSLY BRIDGES THE PAST, PRESENT  
AND FUTURE: *where* TIME MEETS TIMELESSNESS.

# TIMOR

/ PERPETUAL CALENDAR

(1) Frame / frame from the video  
(2) QRcode / scan it to see Timor

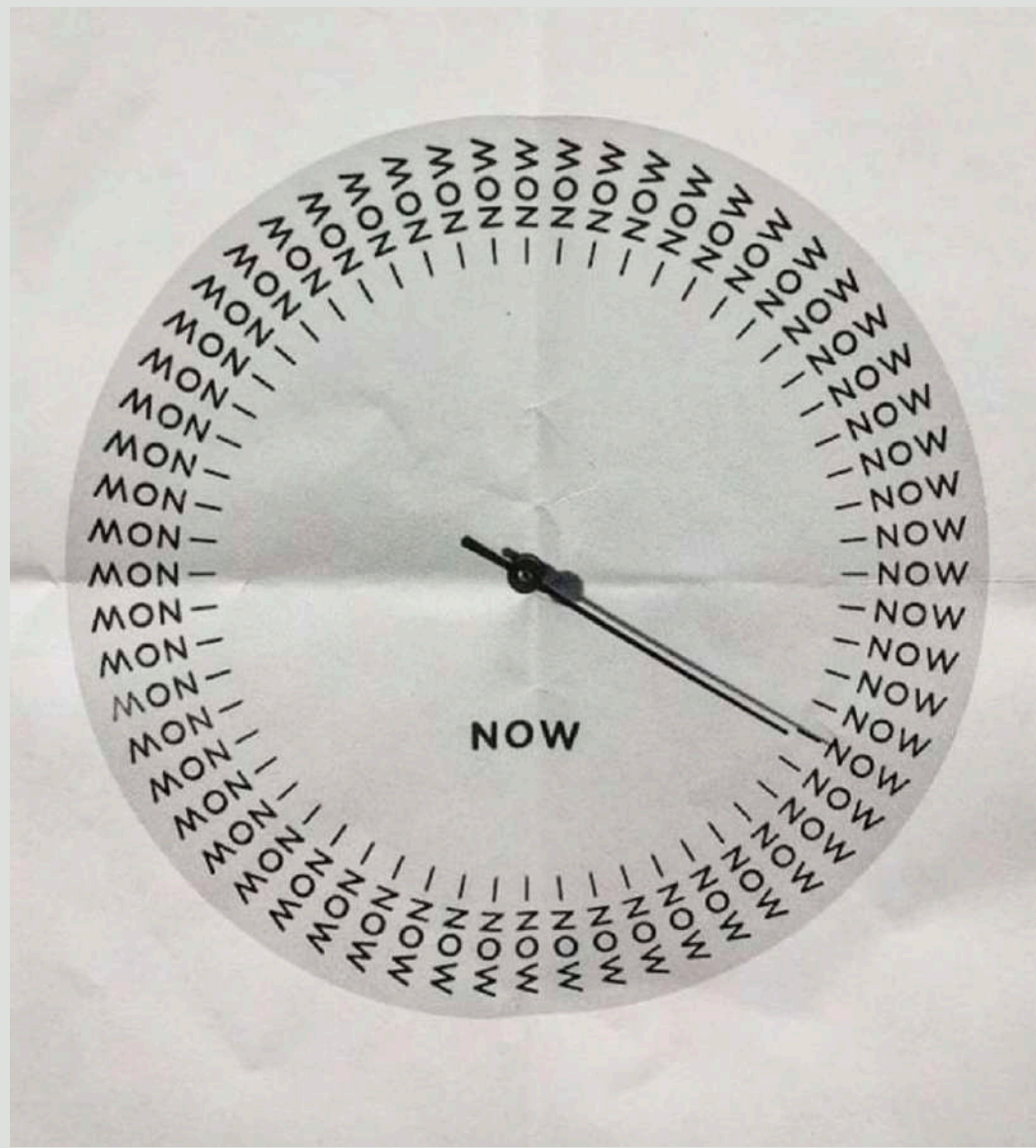
*In the video I aimed to capture and depict the essence of timelessness. Through images and sounds, I sought to convey the sensation of a time that eludes the constraints of the clock, a time that expands and contracts according to our perceptions. In the frenetic world we inhabit, it's important to remember that there exists a dimension beyond the hands that mark our days, a place where past, present, and future intertwine in an endless continuum. The Timor Calendar thus becomes a symbol of this eternity, an invitation to reflect on our relationship with time and its true nature, which transcends mere measurement of days and hours.*



1



# *Visual Design + Strategic Communication*



*Time exists as both real and unreal, a paradox that defines our existence. While tangible in its measurement and influence, time eludes precise definition, residing in the realm of abstraction. We quantify its passage yet struggle to grasp its essence, navigating the tension between certainty and doubt. In this paradox lies the essence of human experience, where truth and illusion intertwine, guiding us through the mysteries of existence.*

*(05)*



# BURN-IN / REAL UNREAL

BURN-IN / MOODBOARD

DA UN BURN-OUT  
UNIVERSITARIO/  
LAVORO / SOCIALE

# BURN-OUT

BRUCIARE  
DENTRO

MEDIUM PER  
BENESSERE  
PSICO FISICO / COLLETTIVO

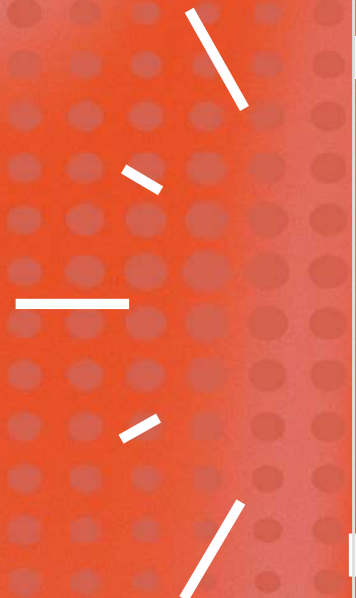
# BURN-IN

+ DESIGN  
+ ARTE  
+ BENESSERE SOCIALE

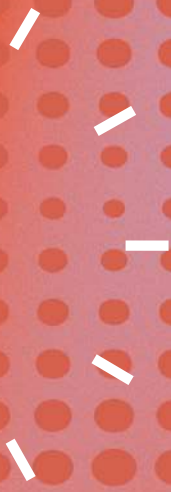
*Burn-in is born to offer a refuge from the pressure and frantic pace of modern life through products that invite you to pause and reflect. We use recycled materials, creating a perfect combination of design aesthetics and conscious ethics. Burn-in is an island of peace in the incessant flow of time, it is an invitation to slow down and live the present moment with gratitude.*



The half of the sunburst with hands of equal length symbolizes the balance between past and present; this section reflects stability in change, the anchoring of our self as we look forward.



From the other half, a bold perspective emerges. The hands of alternating lengths represent innovation and continuous research. Here we break with convention, embracing creativity that pushes beyond predefined limits. This part of our brand embodies challenge, evolution and vision of the future.



Our brand is an invitation to look beyond time and space to stabilize in the only moment that really matters: *the present*



# what color communicates about the brand and what effect it can have on those who see it.

The colors in shades of gray fall within the three different colors that smoke can obtain following combustion. This refers to the “burning inside” action that the brand invites.

Red and lilac, on the other hand, are part of the spectrum of colors that fire can take on depending on the temperature reached. Symbolically they represent a calm and not too exuberant fire

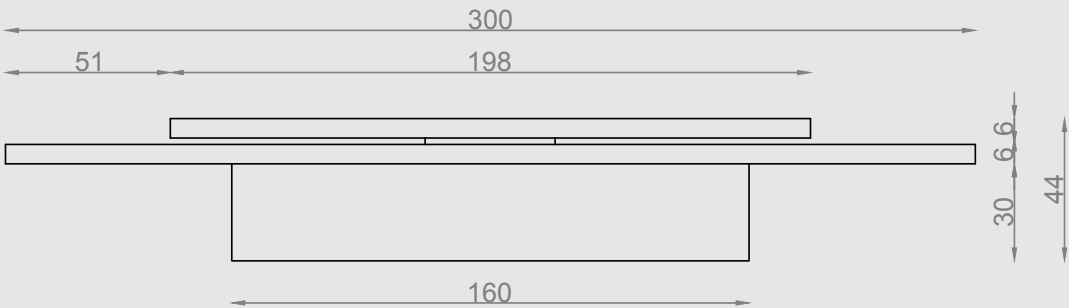
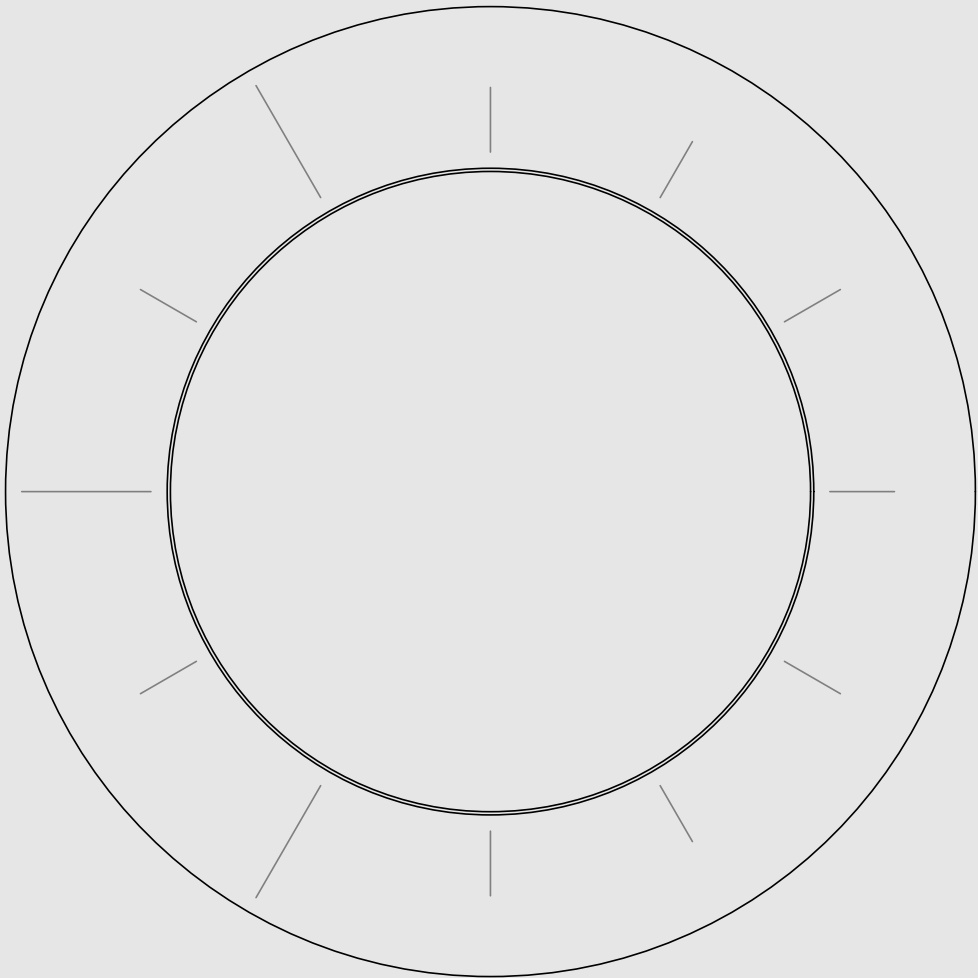
Color palette

|  |         |
|--|---------|
|  | #261E19 |
|  | #E94E1B |
|  | #D5C9B6 |
|  | #BCA3CE |
|  | #DDDDDD |

Burn-in's first series is the No'clock collection, made up of three distinctive watches.

These watches move away from the traditional function of telling the time, taking on a more abstract and artistic role. From purely functional objects, they are transformed into authentic statements. From a visual point of view, watches are closer to works of art; each specimen is characterized by a unique and unrepeatable color, giving it a distinctive visual identity.

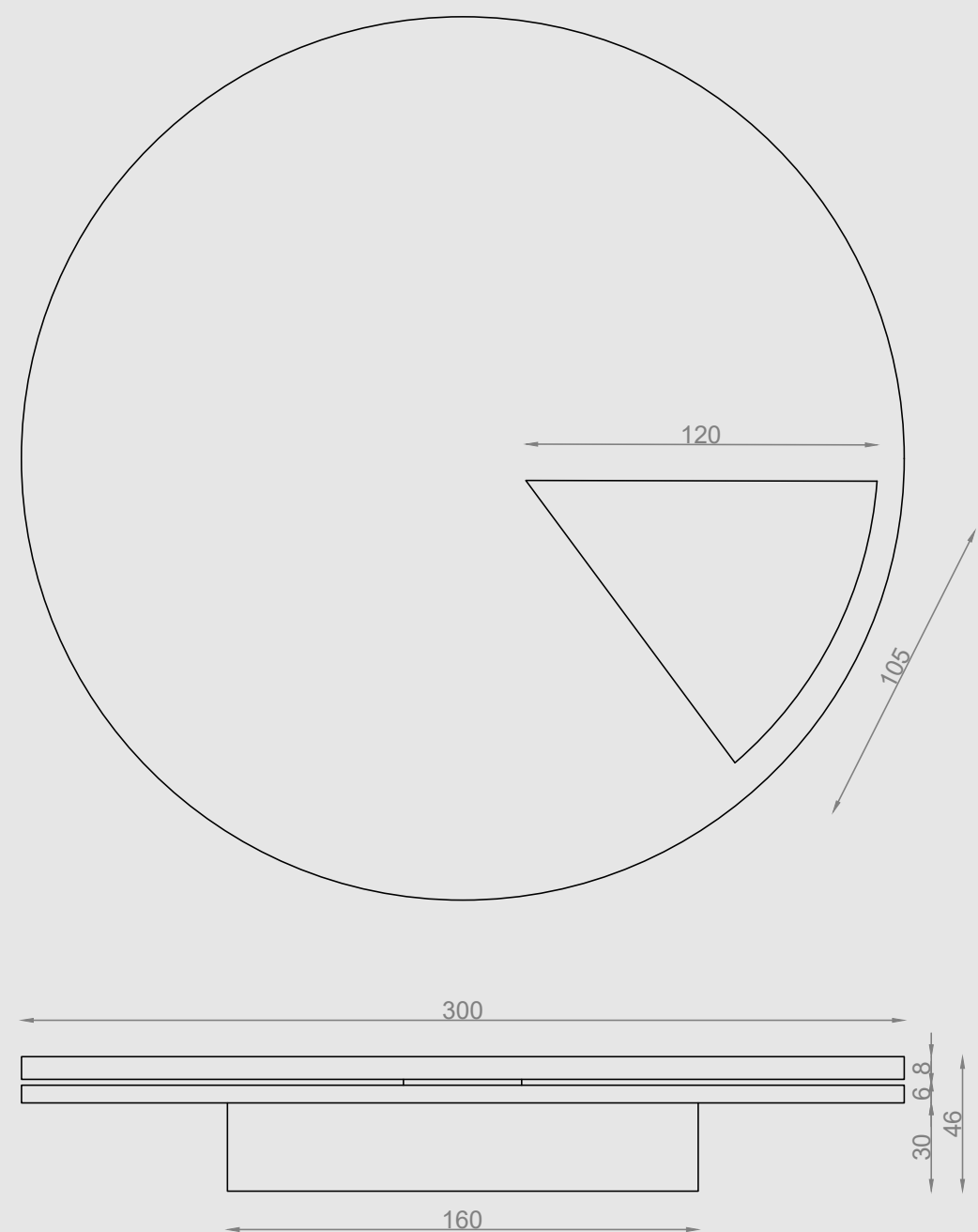
These watches embody a philosophy that explores the conventional concept of time, suggesting that time becomes almost superfluous when immersed in a frenetic pace. In addition to this unique perspective, they become authentic collector's items, adding a distinctive and refined touch to any home environment.



*This singular conceptual clock, with its circular and mirrored design, features an outer spoke marked by small notches, while the outer disk turns in perpetual motion. This watch is designed to inspire reflection on one's existence. The continuous rotation of the disc invites contemplation the concept of time passing incessantly, prompting one to pause to examine life choices and the constant rush forward.*

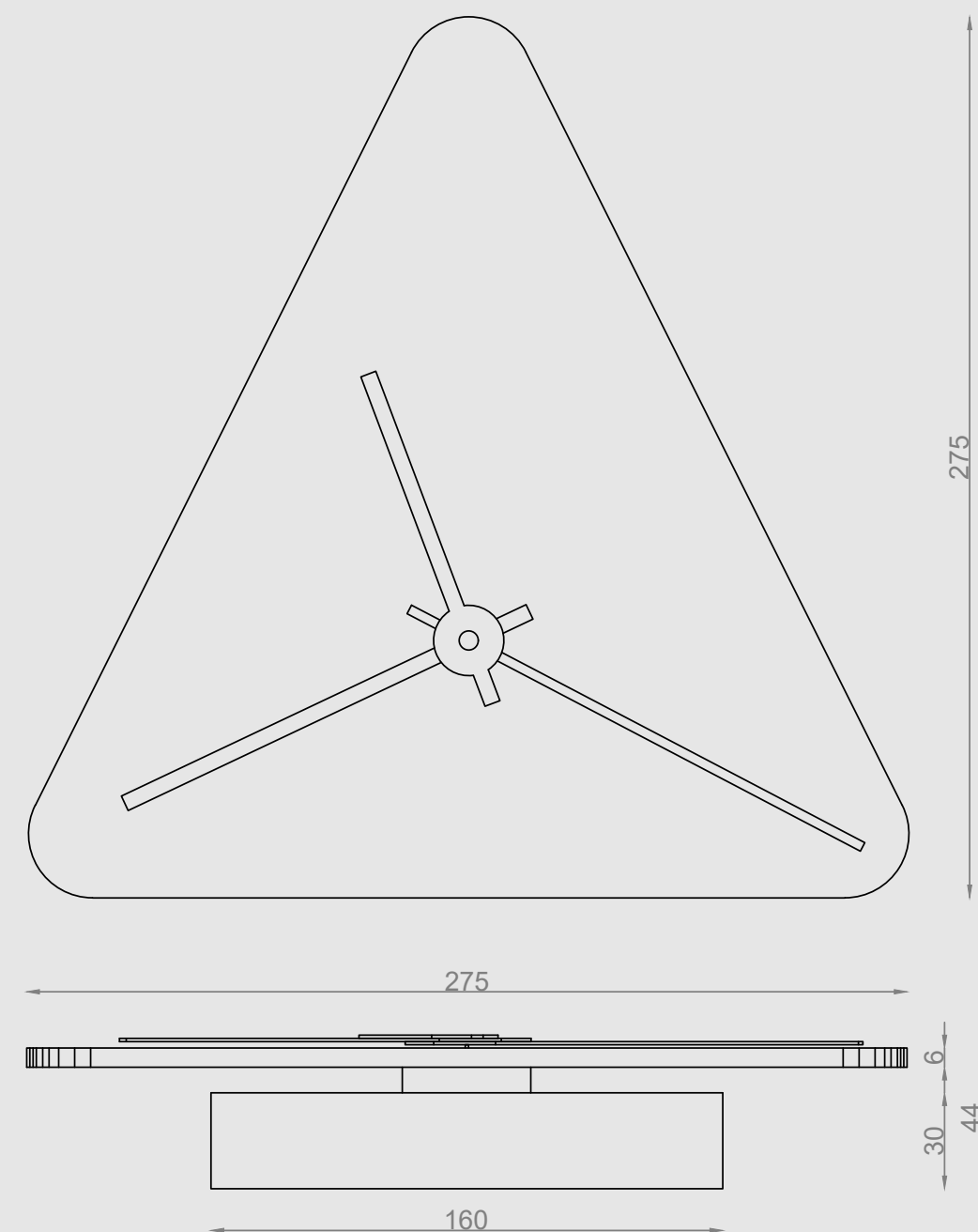


no'clock /beyoun



*The Beyoun watch presents a unique perspective on the concept of time, surpassing its banal measurement. Featuring a smooth disc with a wedge-shaped hole, this clock invites a visual reflection on time. As the disk rotates, the hole reveals fragments of what lies beyond, symbolizing the idea that there is a world worth exploring, beyond the time. Its essential design suggests that taking the time to “waste” time can open us up to new perspectives and meanings.*

no'clock /possibility



*The Reflective Clock presents a unique perspective on the concept of time, going beyond its banal measurement. Featuring a smooth disc with a segment-shaped hole, this clock invites a visual reflection on time. As the disk rotates, the hole reveals fragments of what lies beyond, symbolizing the idea that there is a world beyond time to explore. Its essential design suggests that taking the time to “waste” time can open us up to new perspectives and meanings.*



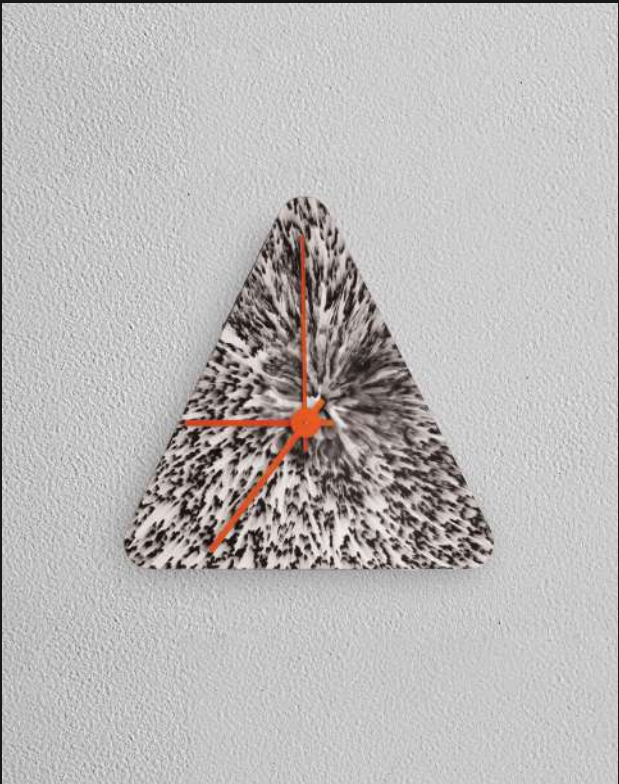
1

- (1) Photo / *no'clock - reflective*
- (2) Photo / *no'clock - beyoun*
- (3) Photo / *no'clock - possibility*

2



3



*You're always on time you need*  
**NO'CLOCK**

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