TEAM :

**BETTER OF ALL**

design for

BETTER PLANET

&

Sustainable Future

Silvija – Stefania – Erika – Maria Chiara

COLLECTION \* MERAKI

\* to make something with love and joy !

Persona : ANDREA – Digital Nomad – social media and marketing Management

Digital nomad is a person who embraces a location -independent life style, utilizing technology to work remotely while traveling the world.

This freedom allows individuals to explore new places, cultures, and experiences while maintaining a steady and flexible incomes.

For digital nomads, Fashion becomes an important aspect as it reflects their personal brand, creates a professional image for clients or colleagues, adapts to various environments.

Fashion matters for digital nomads because it allows them to project their personal brand and stay confident while on the move.

Andreas style: Travel friendly fabrics is key for – functional and fashionable wardrobe – conscious consumption consumer.

Basics tops, relaxed trousers, comfortable coats and functional bags,in natural pure and earthy colors without coloring treatments, environmental friendly fabrics who reduces water pollution and save energy too, recyclable and Repairability !

1. T-shirt “ANESI” – CONFY: Recyclable and biodegradable organic cotton- breathable – extra freedom movements- functional and comfy.
2. Trousers “ SINDESI” : Relaxed and easy to fit – cool between classic and modern for travel – functional sand washed Twill cotton.
3. Jacket “ ASFALIA” Safety- A water proof – functional – elegant – soft cactus leather jacket, combined with twill cotton, and metal jacks.
4. Back pack : PERIPETIA : Adventure - Suitable for travel size functional back pack made of cactus waterproof leather and eco-friendly Panama fabric.

In this project, we’ll delve into some savvy fashion idea that will have you looking like a fashion – forward digital nomad wherever your work takes you.

So pack your suitcases and prepare to take your style game to new heights !!!

The team : BETTER OF ALL