

ALEXANDRA ZVI



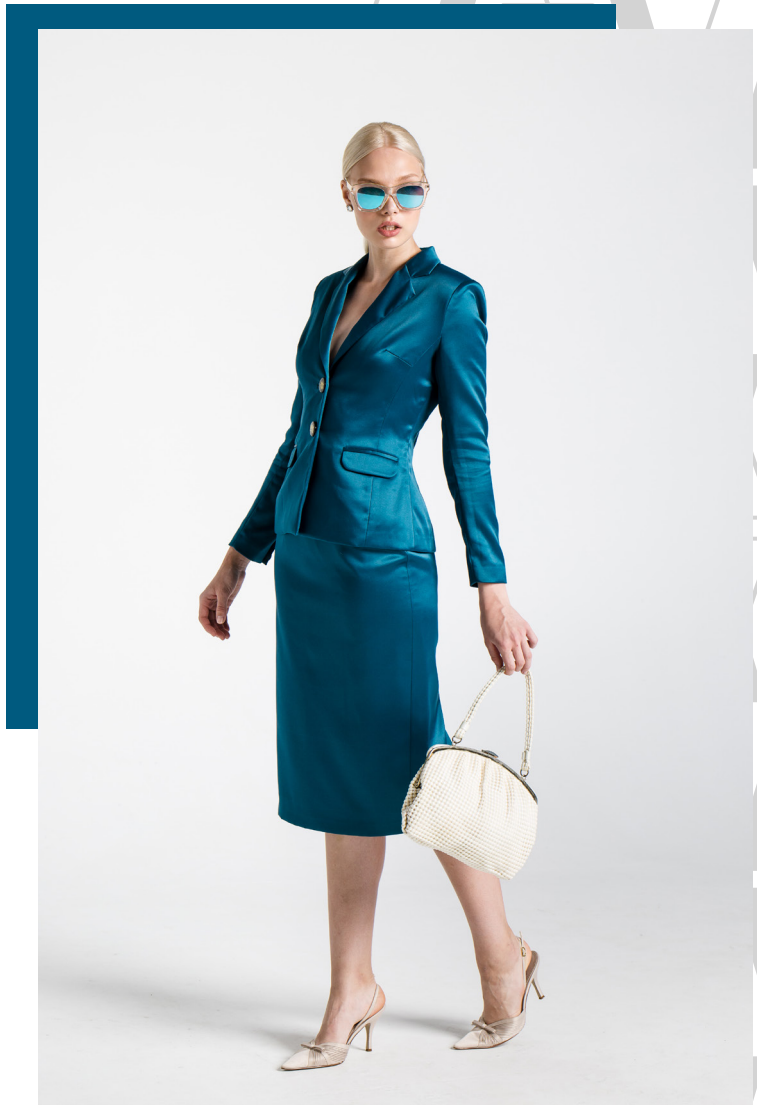
MEDIA KIT 2018

FASHION BRAND

Alexandra Zvi is an emerging womenswear label with feminine, elegant and timeless designs. They cater to women who appreciate style and dare to make a statement.

After a major rebrand in 2017, they have injected a touch of modern sophistication to the brand's 'old soul', transforming it into a high-end brand.





They have since received praise and recognition internationally for their quality fabrics, use of prints, and vibrant colour combinations.

The brand's sheer elegance mixed with their re-energised, clean aesthetic landed them an invitation to feature at New York's acclaimed Fashion Week in September 2018.

MISSION

Alexandra Zvi's mission is to take the international fashion scene by storm.

Alexandra Zvi's foundation is built on their ethical values, which guide the brand's direction. Through fashion, Alexandra Zvi aims to specifically tackle the social and commercial issues in the fashion industry.

"We simply want to be an internationally recognised fashion house known as socially responsible. Proudly made in Australia, Alexandra Zvi manufactures in a socially responsible and ethical manner, in support of universal human rights, advocating and benefiting the communities in which they work with" says Alexandra Zvi, founder and designer.



SOCIAL MEDIA

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#ALEXANDRAZVI



TARGET AUDIENCE

The Alexandra Zvi woman is aged between 25 to 35 years and is confident in every way!

She has a great fashion style and knows the latest trends, but not afraid of projecting her own unique style. Her love for fashion is reflected in all that she does and how she dresses. With her worldly aesthetic vision, she is the 'go to' person for fashion, amongst her friends and colleagues.

She is well travelled, cultured, and full of life and never misses an opportunity. Although she can be conservative at the office; she still enjoys taking risks.

She stands out from the crowd with her strong and bold spirit; but remains humble and friendly with all walks of life.

The Alexandra Zvi woman maintains a healthy and active lifestyle and believes in being the best version of herself.

ABOUT

ALEXANDRA ZVI



The self-named brand is founded by Alexandra Zvi, a quirky English designer based in Melbourne.

Being eccentrically English, she has been compared to fellow British designer and couturier Alexander McQueen.

Zvi is inspired by years working in fashion and costume. She caters to women who appreciate style and dare to be the centre of attention. With an eye for detail, her designs are feminine, romantic and elegantly proportioned.

As a fan of French designer, Christian Lacroix, she says “his fearless ability to design what he saw, without necessarily being on trend is what truly inspires me as a designer”.

With over 20 years. in the fashion industry, Zvi has not only been a Fashion designer, but also a stylist, textiles artist, costume designer and seamstress in theatre, television and film, as well as a design teacher.

With a slight shift in her aesthetic from costume to ‘wearable’ fashion, Zvi is also making a social change with a mission to produce ethical fashion.

“As a fashion designer, it is my duty to speak up and encourage consumers to shop socially responsible and environmentally friendly styles, rather than fast and cheap fashion.”

THE 5TH AVENUE COLLECTION



AW 2018 // LOOKBOOK

THE 5TH AVENUE COLLECTION

Alexandra Zvi is set to launch their AW2018 5th Avenue collection at the Australian Fashion Connect, an independent runway at Virgin Australia Melbourne Fashion Festival (VAMFF) in March 2018.

The 5th Avenue collection all started with the fabric. From the vintage, floral peacock print with all its vibrant colours to contrasting dotted print, this collection creates a symphony of colour and print.

The designs have a parallel relationship with the fabrics which can be seen in this collection of timeless pieces.

AZ B 002
LAUREN DRAPED
BLOUSE
AVAILABLE IN
GERANIUM PINK,
GREY, BLACK AND
WHITE

AZ T004
SOHO LINED
STRAIGHT LEG
PANTS
AVAILABLE IN BLACK



AZ B 004
YORKVILLE BLACK
HALTER NECK BOW
TIE TOP
AVAILABLE IN BLACK
AND EMERALD

AZ T 001
WIDE LEG PLEATED
LONG PANTS
AVAILABLE IN BLACK

Inspired by the elegance and glamour of Lauren Bacall; the collection encapsulates the clever design details as found in vintage clothing of the 1940's. These classic details were applied with today's corporate styles to construct a fashion forward silhouette with sophistication and class.

Between the shape of tailored jackets and wide leg pants with the vogue dress patterns, the AW2018 collection highlights the intricacy than consumers may not be used to seeing in today's fashion.

AZJ002
CLASSIC
BLAZER
WITH RESIN
TEXTURED
BUTTONS
AVAILABLE IN
BROWN CHECK
ROYAL BLUE
AND TEAL



AZT007
STRAIGHT
LEG PANTS
WITH BIAS CUT
WAISTBAND
AVAILABLE
IN BROWN

AZ D 001
MADISON
DRESS
AVAILABLE
IN BLACK OR
WHITE



This collection also showcases the luscious satin silks and the extravagant jade green tartan. Described as “elegant, classy with a twist of English quirkiness”, this collection is assured to grab the attention in the board room!

As this collection celebrates timeless fashion, it was specifically made to support women to feel invincibly ready; allowing them to be whomever they choose to be.

With all the rich, bright and bold colours,
it has never been this effortless exuding
confidence and power in Alexandra Zvi.

AZ B 001L
MADISON SILK
BLOUSE
AVAILABLE IN
PALE PINK

AZ S 002
LINED CLASSIC
PENCIL SKIRT
AVAILABLE IN
ROYAL BLUE,
TEAL AND
DUSTY PINK



AZ C 001 TG
JACKIE O COAT
AVAILABLE IN
TEAL SATIN
WITH PEACOCK
PRINT LINING,
AND ROYAL
BLUE SATIN
WITH BLACK
DOT PRINT



AZ B 004
YORKVILLE
BLACK HALTER
NECK BOW TIE
TOP
AVAILABLE IN
BLACK AND
EMERALD

AZ T 006
SUTTON
CLASSIC JEANS
STYLE PANTS
AVAILABLE IN
ROYAL BLUE
AND TEAL



AZ B 001
MADISON
BLOUSE
AVAILABLE
IN PEACOCK
PRINT AND DOT
PRINT

AZ S 002
LINED CLASSIC
PENCIL SKIRT
AVAILABLE IN
ROYAL BLUE,
TEAL AND
DUSTY PINK



AZ B 004
YORKVILLE
BLACK HALTER
NECK BOW TIE
TOP
AVAILABLE IN
EMERALD AND
BLACK

AZ T 002
WIDE LEG
PLEATED
CULOTTES
AVAILABLE IN
BLACK



AZ B 004
YORKVILLE
BLACK HALTER
NECK BOW TIE
TOP
AVAILABLE IN
BLACK AND
EMERALD

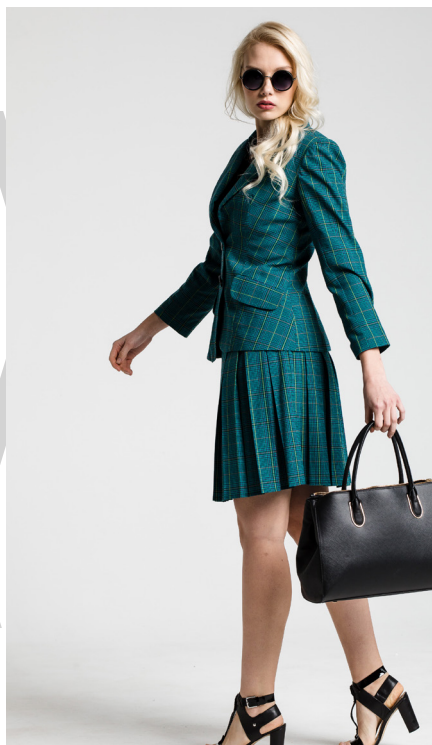
AZ S 003
LINED CLASSIC
MINI SKIRT
AVAILABLE IN
ROYAL BLUE,
TEAL AND
DUSTY PINK





AZJ002
CLASSIC BLAZER WITH RESIN FLOWER BUTTONS
AVAILABLE IN ROYAL BLUE, TEAL AND BROWN CHECK

AZ S 002
LINED CLASSIC PENCIL SKIRT AVAILABLE IN ROYAL
BLUE, TEAL AND DUSTY PINK



AZ S 004
CARNEGIE SHORT PLEATED SKIRT
AVAILABLE IN JADE TARTAN

AZ J 001
CARNEGIE LINED BLAZER WITH BLACK RESIN
FLOWER BUTTONS
AVAILABLE IN JADE TARTAN

AZ T 003
CARNEGIE HIGH WAIST, WIDE LEG PANTS
AVAILABLE IN JADE TARTAN



AZ B 002
LAUREN DRAPED
BLOUSE
AVAILABLE IN
GERANIUM PINK,
GREY, BLACK AND
WHITE



AZ JS00 1
SOHO PLEATED
WIDE LEGGED
JUMPSUIT
AVAILABLE IN
BLACK



AZ JS00 2
PLEATED WIDE
LEGGED JUMPSUIT
AVAILABLE IN
BLACK



AZ B 002
LAUREN DRAPED
BLOUSE
AVAILABLE IN
GERANIUM PINK,
GREY, BLACK AND
WHITE



AZ T 001
WIDE LEG
PLEATED LONG
PANTS
AVAILABLE IN
BLACK

AZ J 006 BB
SOHO BLACK
BROCADE FULLY
LINED TUXEDO
LINE JACKET
AVAILABLE IN
BLACK

AZT 00 4 BB
SLIM CUT TUXEDO
PANTS
AVAILABLE IN
BLACK



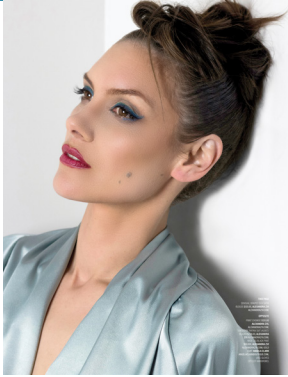
IN THE MEDIA

EDITORIAL

THE BOLD *and the* BOSSY

Stepping back in time when padded shoulders, high-waist pants, and a few skirts ruled supreme. With excess elegance, simply take command like a modern BOSS.

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