



MARIANA ROBLED O

LXMT 304

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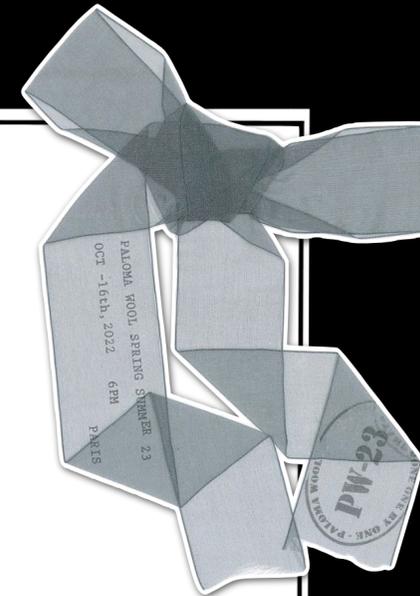
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Brand Overview

Mariana Robledo's current brand identity is "Childhood Nostalgia"

- Silhouettes seen in childhood tend to be amorphous and vivid. Our minds are wild and imaginative and often exaggerated things that appear normal. These can include shadows, clouds, wind currents, foliage, and nature. Mariana wishes to modernize and conceptualize these shapes into a tangible and wearable form with the use of textile designs

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Brand

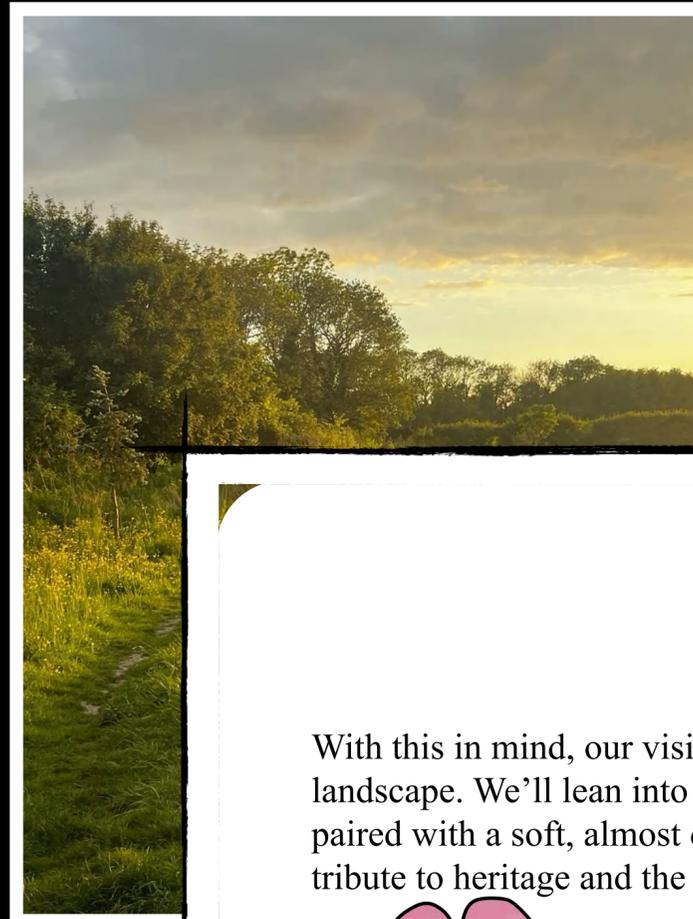
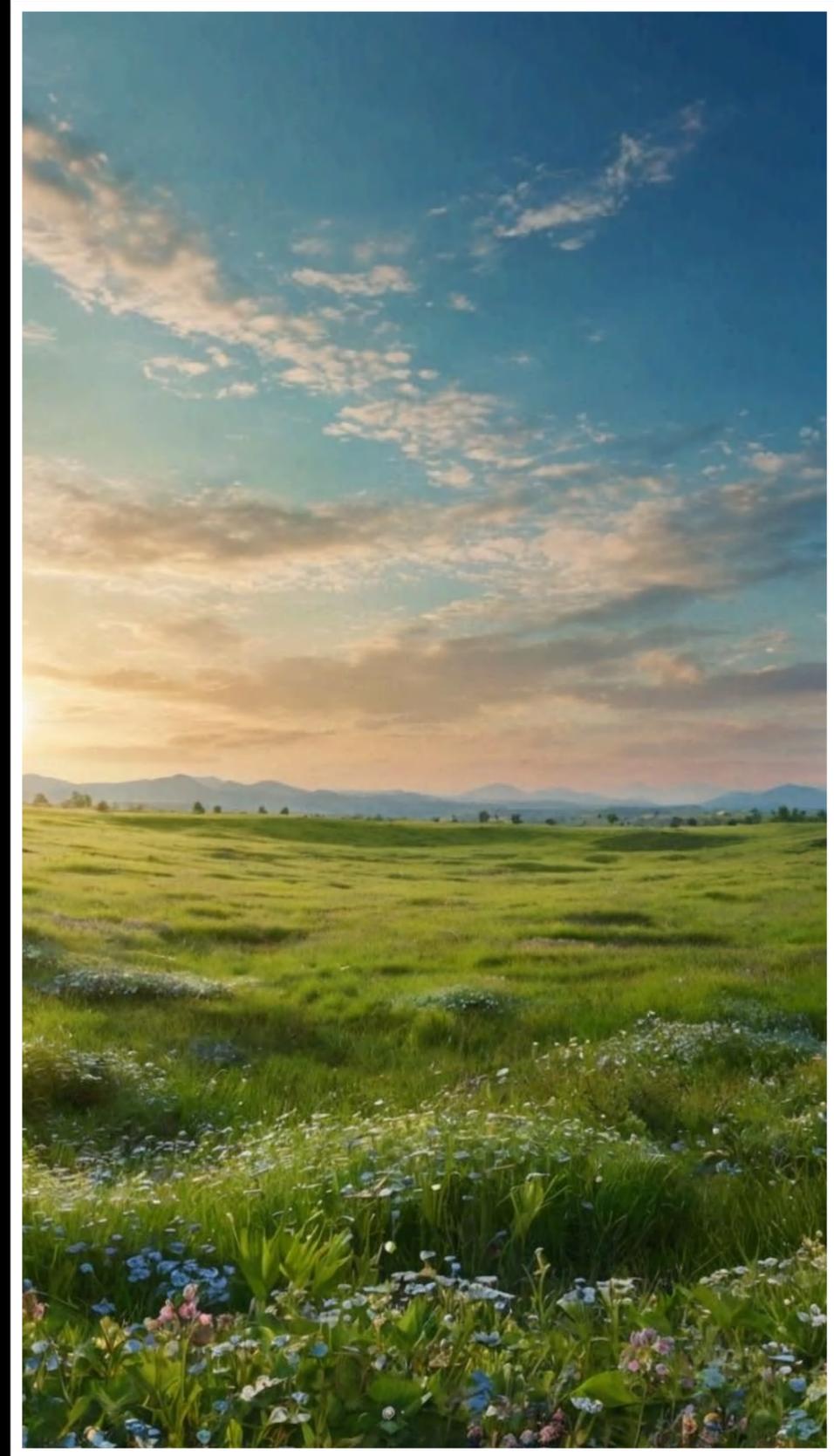
Exploration

When speaking with Mariana Robledo about her latest collection, one thing became immediately clear: this body of work is deeply personal—an intimate reflection of her identity, her memories, and her roots. Every decision, from the choice of colors to the texture of fabrics, is infused with meaning, drawing directly from the rich tapestry of her Mexican heritage. The silhouettes—structured, boxy, and grounded—echo the strength and resilience of tradition, while simultaneously offering a sense of warm familiarity, like the comforting embrace of a loved one or a long-forgotten memory resurfacing.

Each piece is a meditation in craftsmanship. Mariana pours herself into the details, employing meticulous embroidery and fine stitching techniques that not only elevate the garments visually, but serve as her own form of therapy—a slow, soothing ritual where time softens and the outside world fades away. Her designs tell stories, stitched in silence, woven with emotion.

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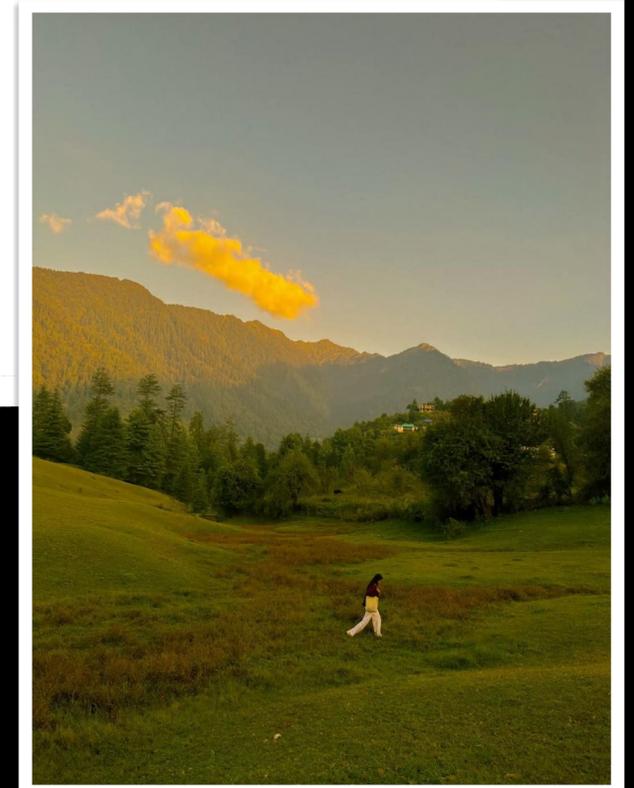
Brand Exploration



With this in mind, our vision for the lookbook will immerse the viewer in that same emotional landscape. We'll lean into motifs of nature—floral echoes, earth-toned palettes, and organic textures—paired with a soft, almost dreamlike aesthetic. The visual language will be one of gentle nostalgia, a tribute to heritage and the beauty of slowness, capturing the soul of Mariana's work in every frame.



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Moodboard



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Target Audience

Target Audience Profile:

• Demographic:

- Primarily women aged 18–35
- Located in urban areas, especially in the U.S., Latin America, and Europe
- Likely students, young professionals, or fashion enthusiasts

• Psychographic:

- Interested in fashion, style, beauty, and aesthetics
- Values simplicity, elegance, and curated looks
- Follows fashion influencers for inspiration and lifestyle tips



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Process Book

Tracing the journey from concept to creation — a dialogue between thread and form,

Layer by layer, a silhouette is born, delicate yet precise, soft yet unyielding.

LOOK 1 PROCESS



From sketch to structure.

Pattern refinement, fabric exploration, sculpting the silhouette — through fitting and revision, form and strength come into being.

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Timeline



Shot List

- The shot location being an outdoor garden along with the timeless nature of Mariana's collection calls for subtle more candid shots

Overall Atmosphere:

A gentle, serene feeling pervades each shot — whether surrounded by lush vegetation or nestled into the comfort of a cozy living room. The goal is to create a sense of relaxed intimacy, as if the models are lost in their own thoughts or memories. Clothing should feel like an extension of the mood: loose, breathable, softly silhouetted against nature or cushioned furniture.

Emotional Tone

- Everything should feel unforced — as if the viewer is glimpsing real, quiet moments rather than styled ones.
- The models should radiate a sense of ease, contemplation, and warmth.
- Clothing textures like linen, cotton, and knitwear will enhance the softness of the imagery.



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Prop List



Sunglasses

The use of sunglasses as a prop in this shoot offers more than just a stylish accent — it becomes a subtle symbol of perspective and introspection. Tinted in soft pink hues, the lenses both shield and reveal, inviting the viewer to consider how we frame and filter the world around us. Their delicate color mirrors the muted tones of the outfits, creating a seamless visual harmony. As the models slip them on, the sunglasses suggest a quiet moment of reflection, a dreamy barrier between inner thought and outer reality, perfectly aligned with the nostalgic mood of the setting.

Flowers

The white flower bunch serves as a playful yet graceful extension of the botanical and docile aesthetic woven throughout the shoot. Their soft, organic shapes echo the relaxed silhouettes of the clothing, reinforcing a sense of quiet elegance and natural ease. Light and charismatic, the flowers add a fresh, tactile energy to the models' presence — something they can hold, weave through fingers, or cradle with effortless charm. They aren't merely accessories; they become living accents, enhancing the nostalgic, earthy spirit of the scene while bringing a tender vitality to every frame.



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Make up



Women

Men



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Budget

Item	Typical Cost Estimate
Set/location (permits, rentals)	\$200–300 total
2 Models	\$100–250 per model per day
Photographer	\$100–300 per day
Hair & Makeup Artist (HMUA)	\$50–100 per day
Editor (post-production)	\$200–500
Props	\$20–100
Backdrops (if needed) (miscellaneous, meals, assistants, gear rentals)	\$10–50

Featured Products



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Featured Products

Look 2



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LOOKBOOK 2025



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Seemblance of Self

LOOKBOOK 2025

-
A realm of contrasts —
precision and quiet rebellion intertwine.

Classics reimagined through a futuristic lens.

Pleats in motion, cuts like sculpture;
coats that fall with effortless command.

Minimal on the surface, intricate within.

Strength and fragility, tradition and evolution —
tension held in silence.

Draped in muted tones and unruly silhouettes,
moving beyond trends,
embodying an untouchable elegance.



LOOKBOOK 2025



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Soft defiance in bloom.

Wrapped in sculpted lace, she stands between tenderness and strength.

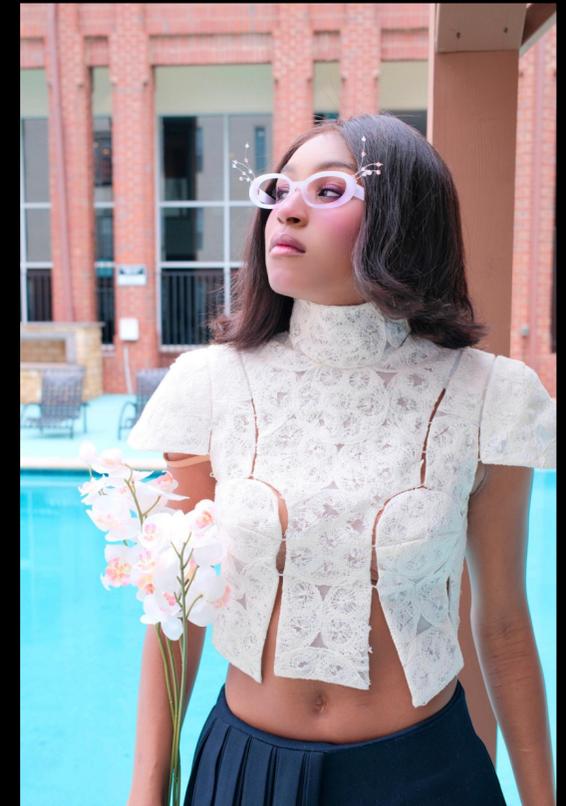
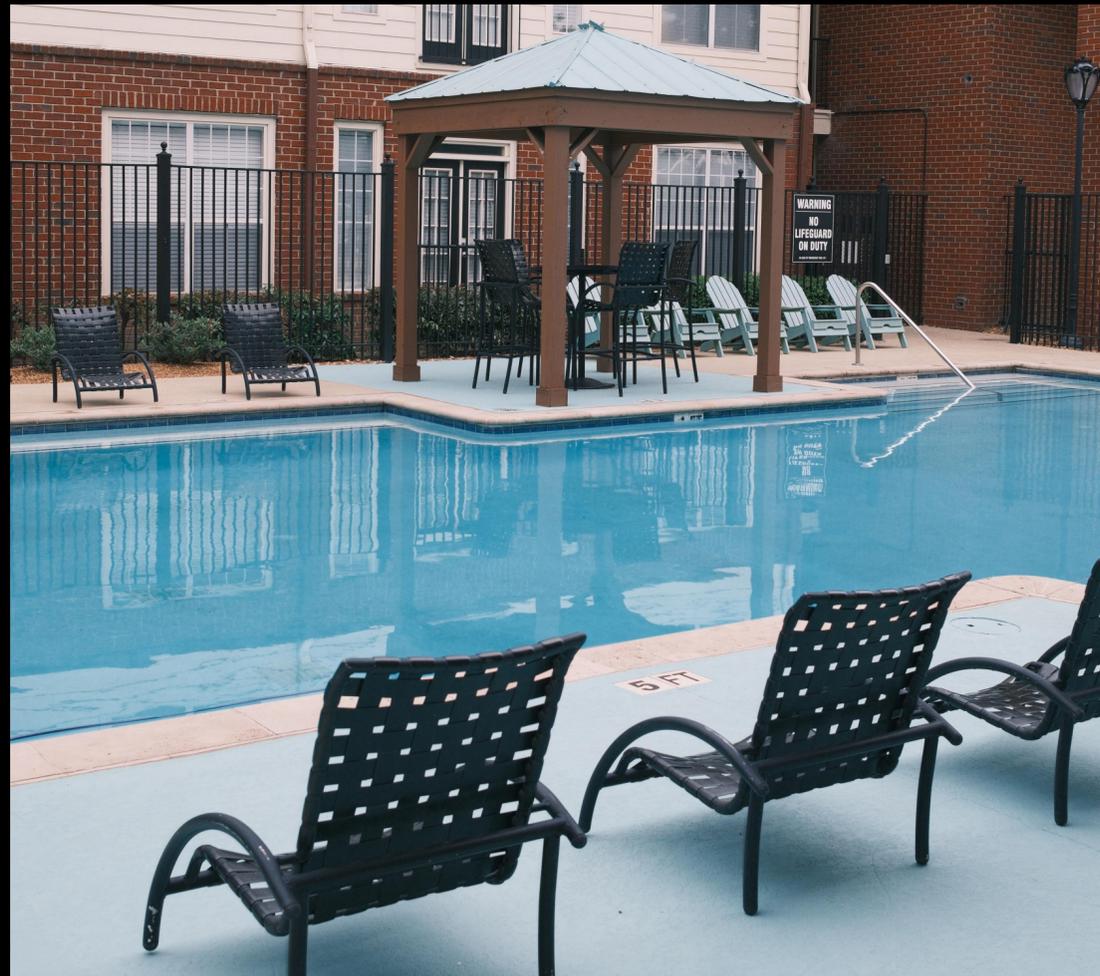
Petals mirror her — delicate yet unbreakable.

A vision framed in pastel glass, where beauty is both armor and invitation.

LOOKBOOK 2025

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By the water, she blooms —
lace, pleats, and silence in motion.

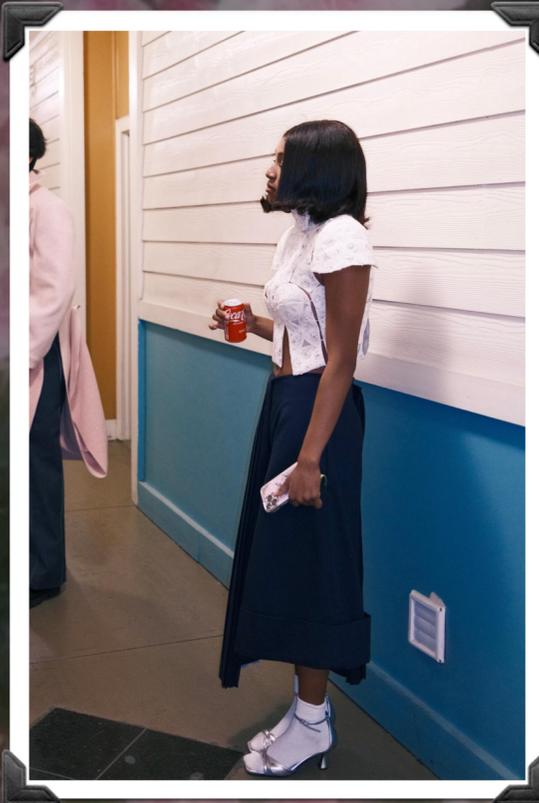
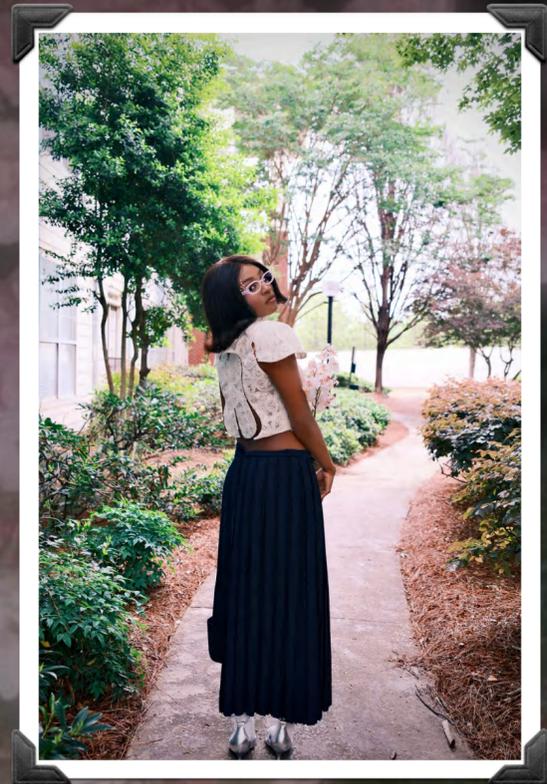
-
He lingers by the pool —
soft strength, reflected in stillness.



LOOKBOOK 2025



LOOKBOOK 2025



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Hidden beneath the canopy, he dissolves into shadow and light.

A pale coat drapes like liquid marble, tracing the earth in deliberate stillness.

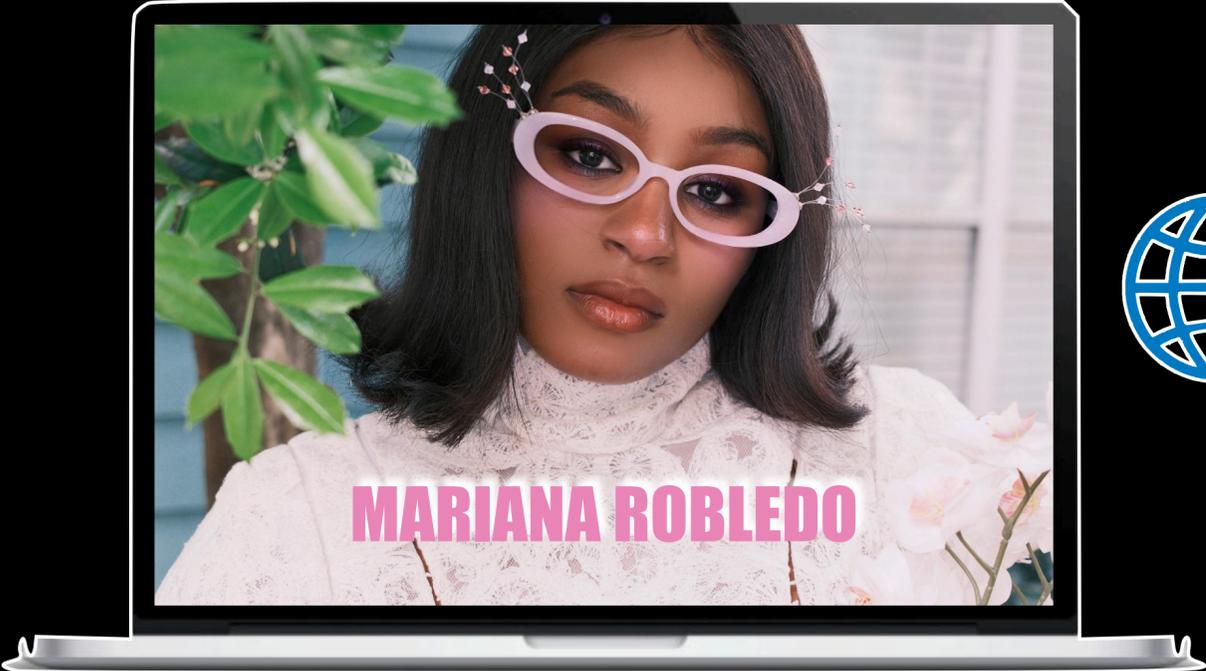
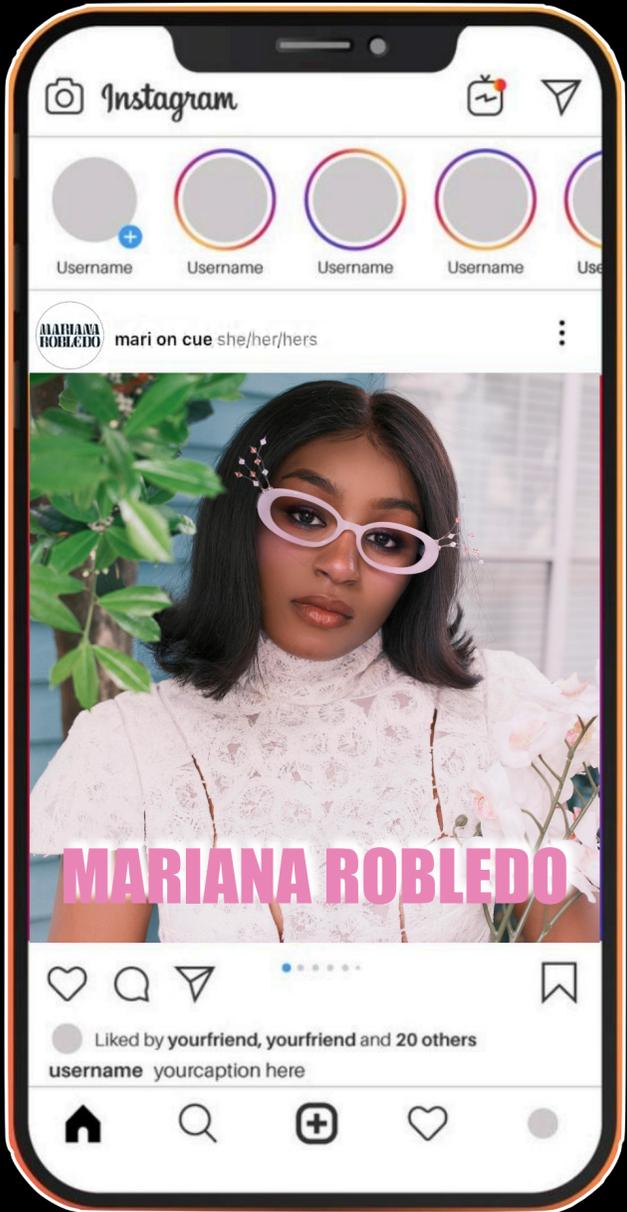
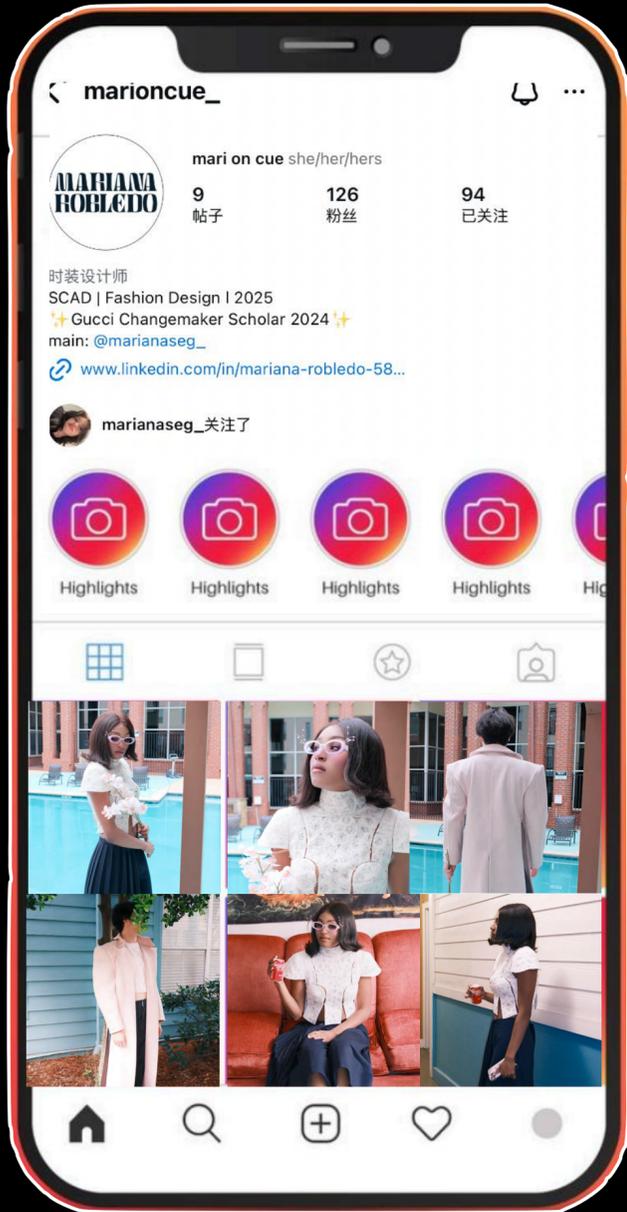
In this quiet moment, fashion becomes armor — effortless, unspoken, monumental.

-
She moves along the garden path, a sculpture of contrasts.

The intricate lace, the asymmetric folds, the fearless grace.

Caught between classic poise and futuristic vision, she walks — a silent revolution.

Mock-up



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Mock-up



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2-Week Marketing Strategy

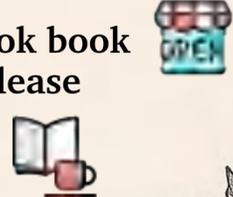
2-WEEK STRATEGY

MON ● Video Promotions

TUE ●  Collection Runway

WED ●  Bird watch/
Nature walk

THU ● Pop up Market 

FRI ● Look book Release 

2-WEEK STRATEGY

MON ● Pop up Market/
Look book signing

TUE ● 

WED ● POTTERY CLASS

THU ● CANDLE MAKING CLASS

FRI ● EMBROIDERY CLASS *Lulus*

SAT ● Digital Market Release 

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References

[file:///Users/apple/Downloads/Mariana%20Robledo's%20Senior%20Collection,%20Accessories,%20and%20Styling%20\(2\)%20\(1\).pdf](file:///Users/apple/Downloads/Mariana%20Robledo's%20Senior%20Collection,%20Accessories,%20and%20Styling%20(2)%20(1).pdf)



Thank You

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