

SHAHDA MAHMUD

FASHION DESIGN PORTFOLIO

2020



Bar 1 (Dark Purple)

Bar 2 (Dark Purple)

Bar 3 (Blue)

Bar 4 (Blue)

Bar 5 (Blue)

**Table of Content:**

**WHAT THE FORECAST P.3**  
**ORDER PROJECT P. 5**  
**WAR SURVIVOR...? P. 9**  
**TO THE LAND BETWEEN TWO**  
**RIVERS P. 13**



# WHAT THE FORECAST!?

What The Forecast S/S20 is inspired by the ignorance towards the climate change from the people who are in higher social position such as politicians and big corporations. This ignorance has left a negative change on our lands and oceans which are flooded with waste. This collection showcase some classic business attire with a bit of a twist and humour. The use of winter fur coats with a summer chiffon dress and a men presidential suit with a classic red tie is worn with sock and sandals are some of the examples.





**Credits:**

Designers: Shahda Mahmud, Gabrielle Lipman, Phoebe Knox-Favreau, Sarah Bachour, Eva Melnyk-Szklar.

Models: Ruxandra, Michele

Photographer: Kaven Tremblay

HMUA: Dalia





# ORDER PROJECT REALITY CHECK

This Oder Project:*Reality Check* Collection is orchestrated by Milan Tanedjikov. The goal is to created plastified printed garments which would be showcased in his event at Monreal's Phi Center on February 28Th, 2019. The theme Reality Check is inspired by the healthcare's scrubs uniform and the distortion between what is *real* and what is *holograpgic*.







## PHI CENTER CREDITS:

**DESIGNERS:** Shahda Mahmood, Vicki Lamontagne, Veronique Jean, Olivier Desroches, Lorena Theodora Cantalare, and Koralie.

**MODELS:** Eloise Simard, Gabrielle Colpron, Joephilip Lafortune, Khaled Antably, Mael Bourbonnais, and Yvonne Lea.

**HMUA:** Neve Chamberlain and Genevieve Deland

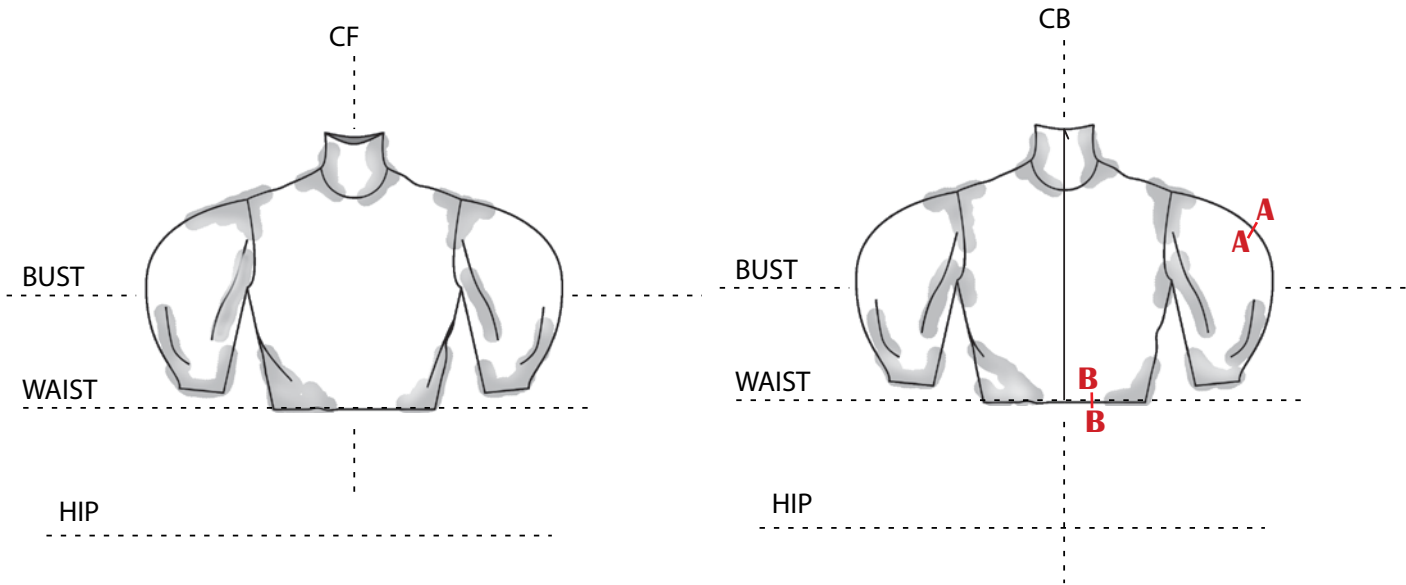
**STYLIST:** Milan Tanedjikov

**PHOTOGRAPHERS:** Yuefeng Jiang and Jennifer Li

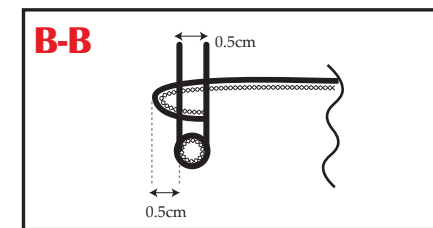
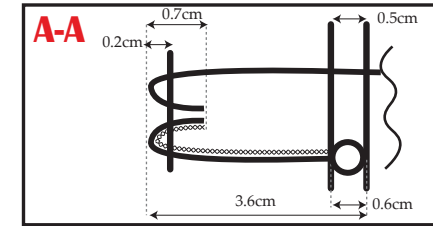




# ORDER PROJECT REALITY CHECK



## SEWING SECTION:

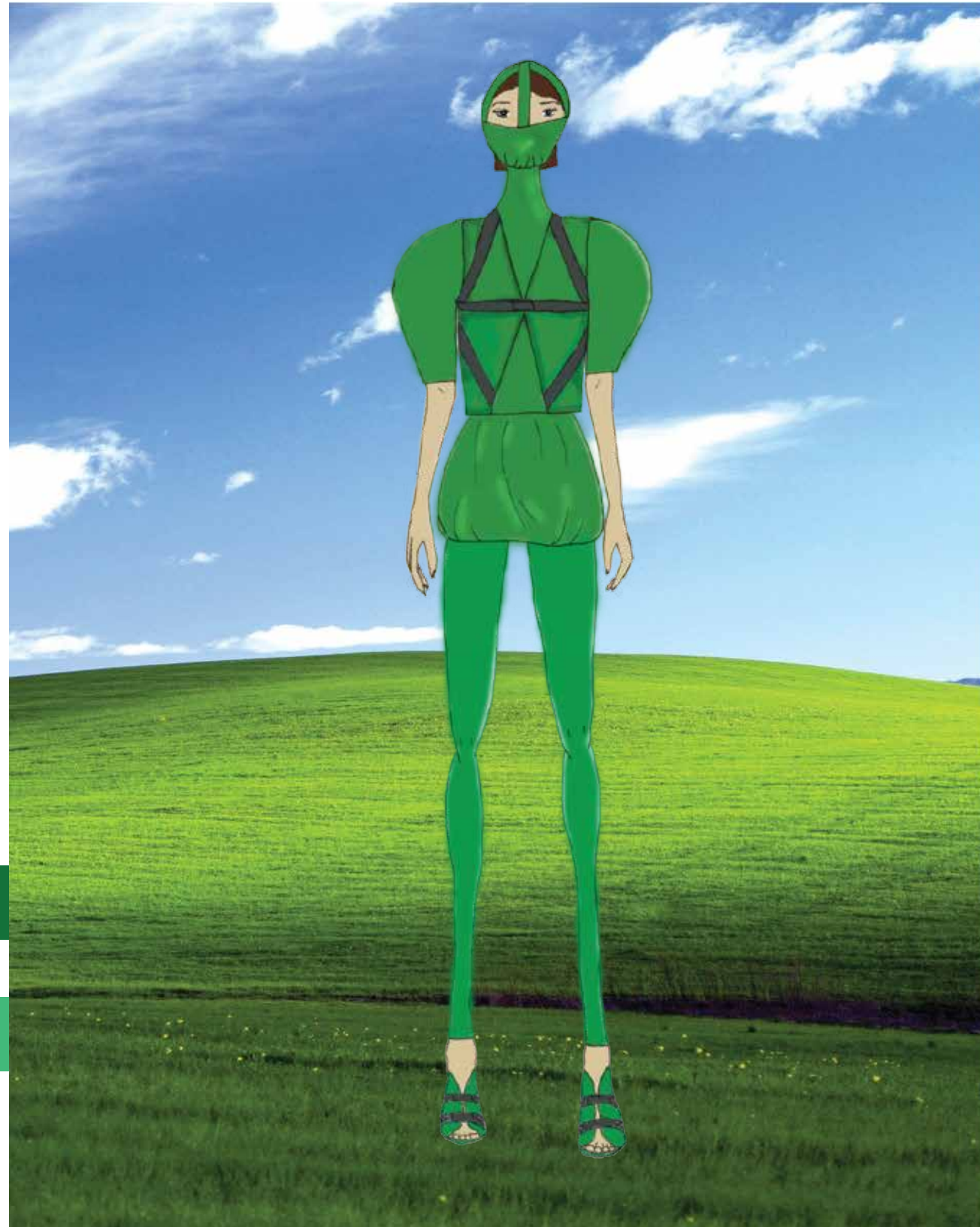
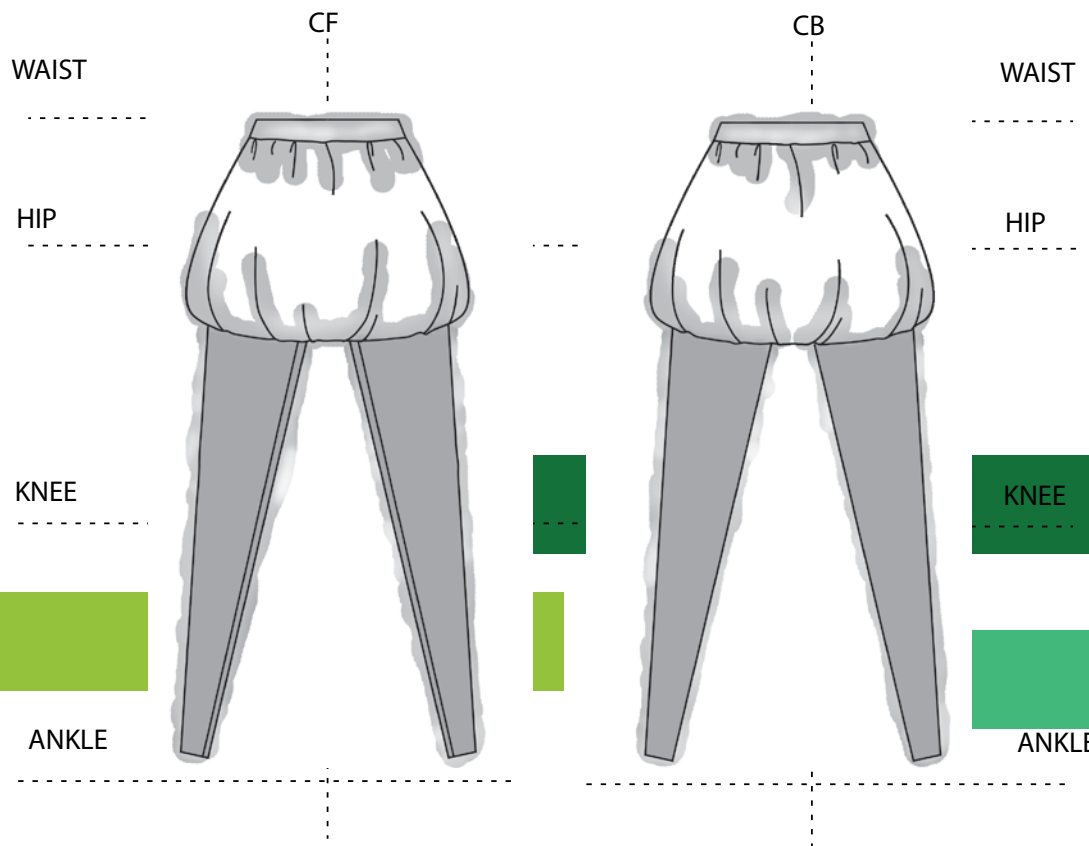
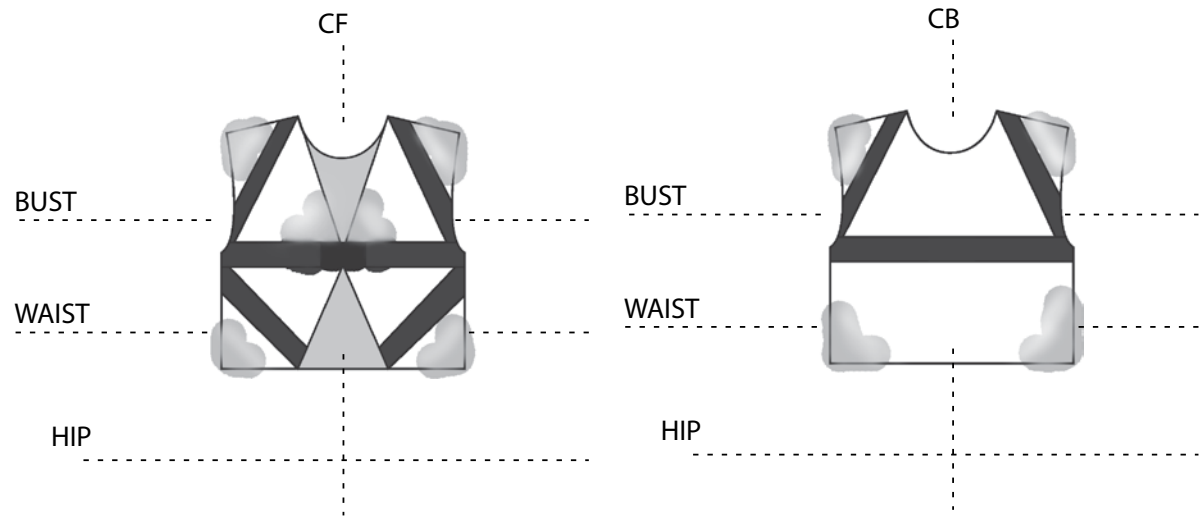


## FABRICS:

Neoprene  
96% Polyester, 4% Spandex

Canvas  
100% Polyester







## War Survivors... ?

The collection “War Survivors...?” is inspired by the chaos of the war in all its form and the damage that is left on all its survivors. In this collection, there are pieces inspired by the classic business attire and soldiers’ uniforms and utility belts. For the head cover, the Nuno felting technique is used on a floor length silk fabric and moulded into various of textures.





# Fabrics

Camouflage print canvas  
100% Cotton



Twill in black  
100% Polyester



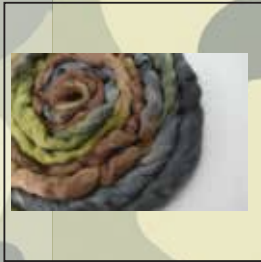
Poplin in light beige  
100% Cotton



Chiffon in green  
100% Silk



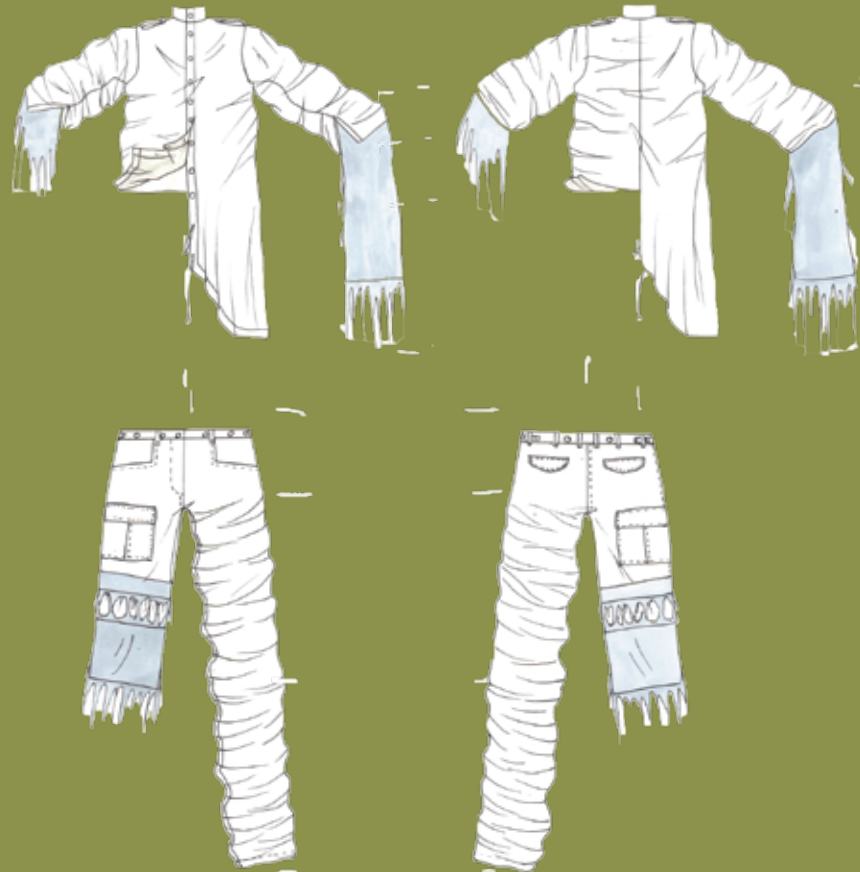
Wool rovings in brown and green  
100% wool



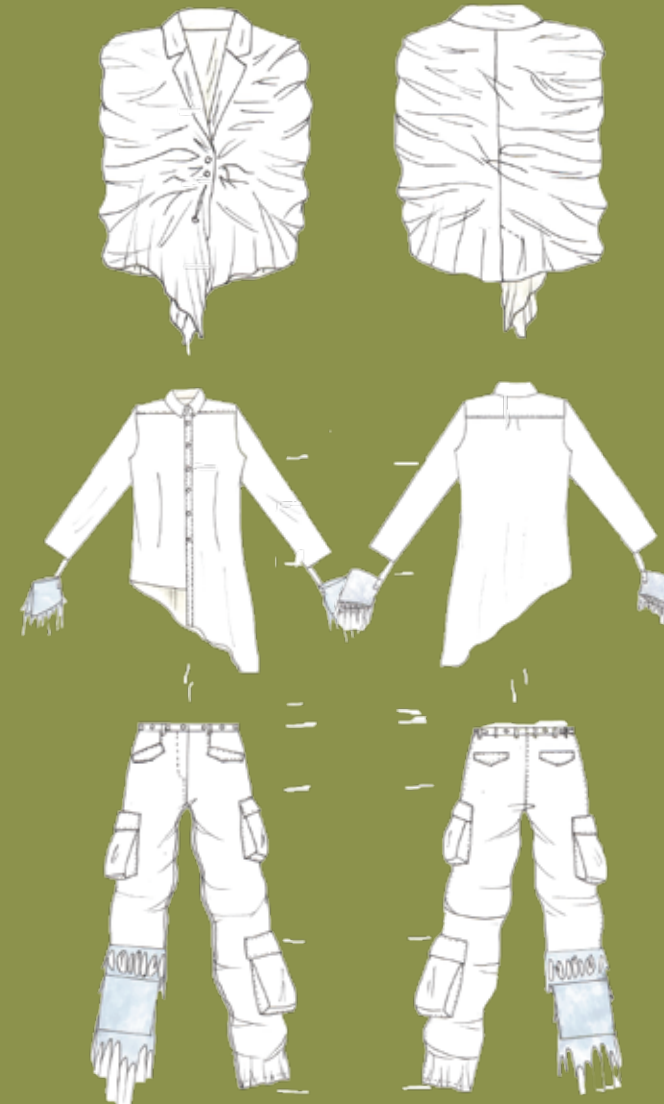


# War Survivors... ?

**Look:  
F19202**

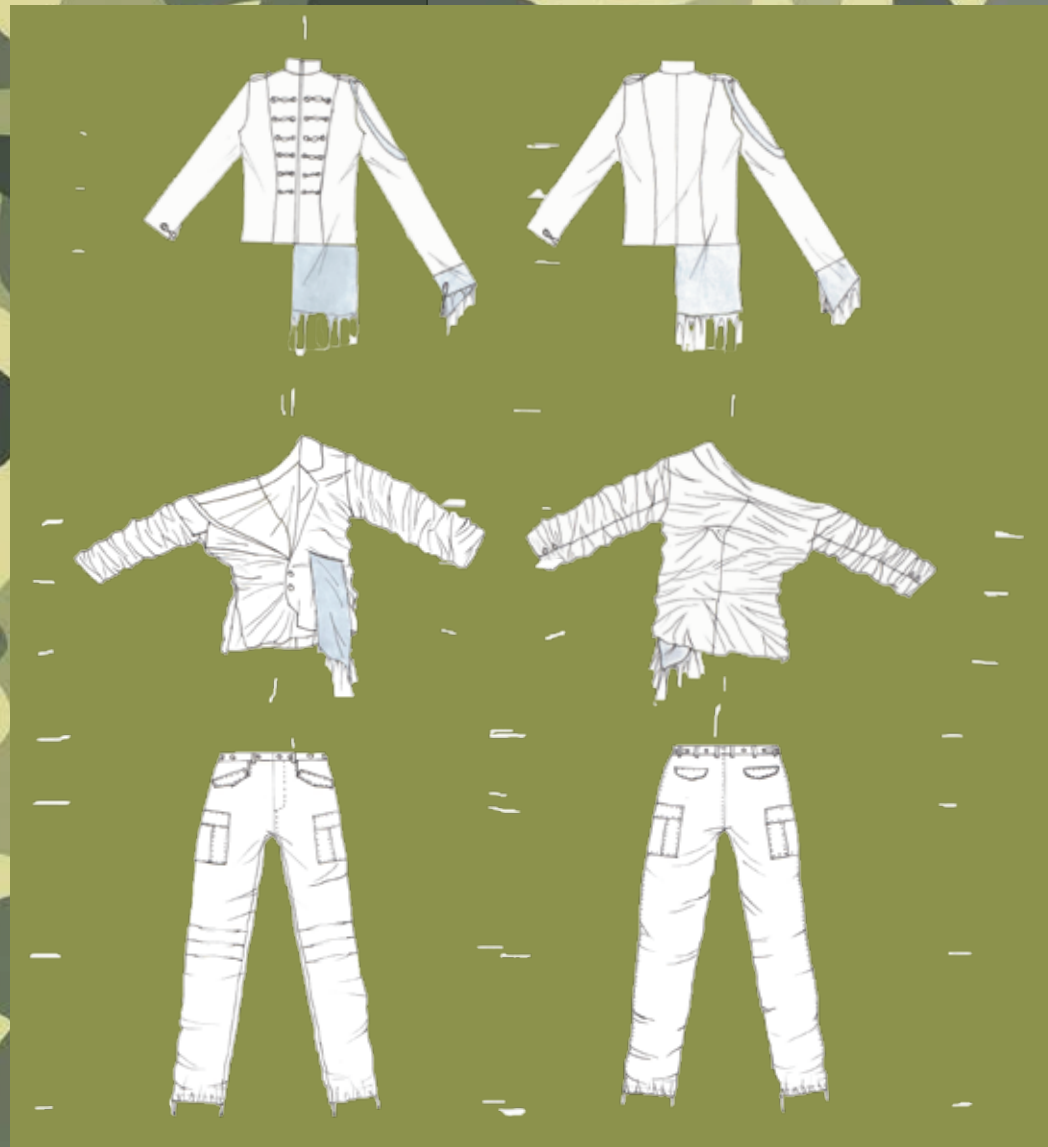


**Look:  
F19201**





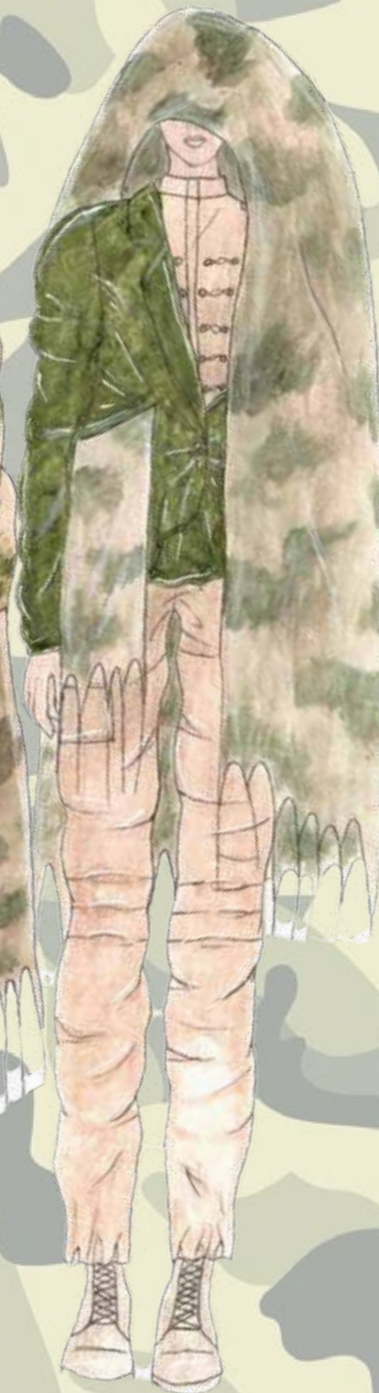
**Look:  
F19203**



**Look:  
F19201**



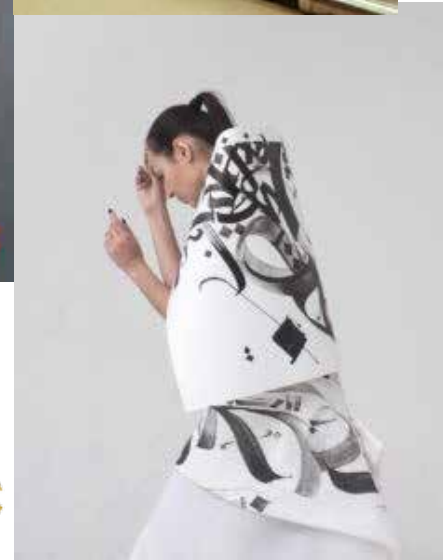
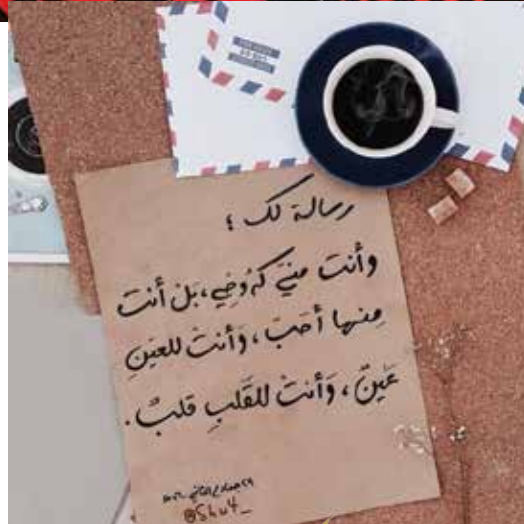
**Look:  
F19202**



**Look:  
F19203**

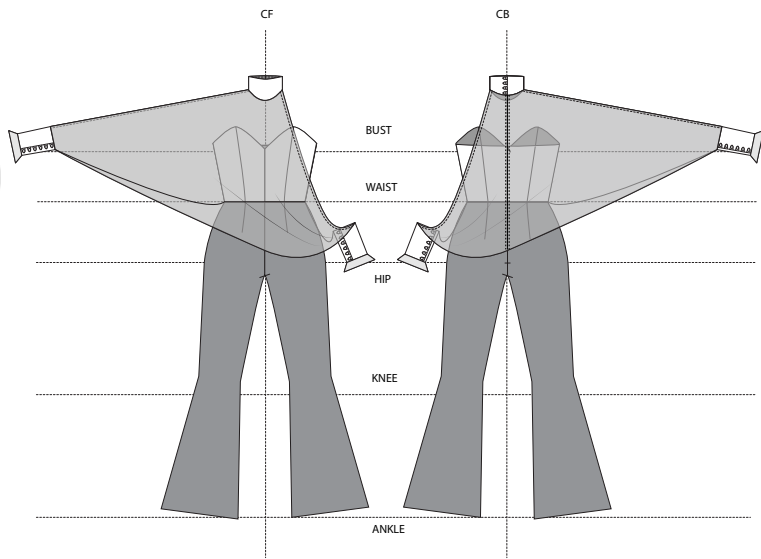


# To The Land Between Two Rivers

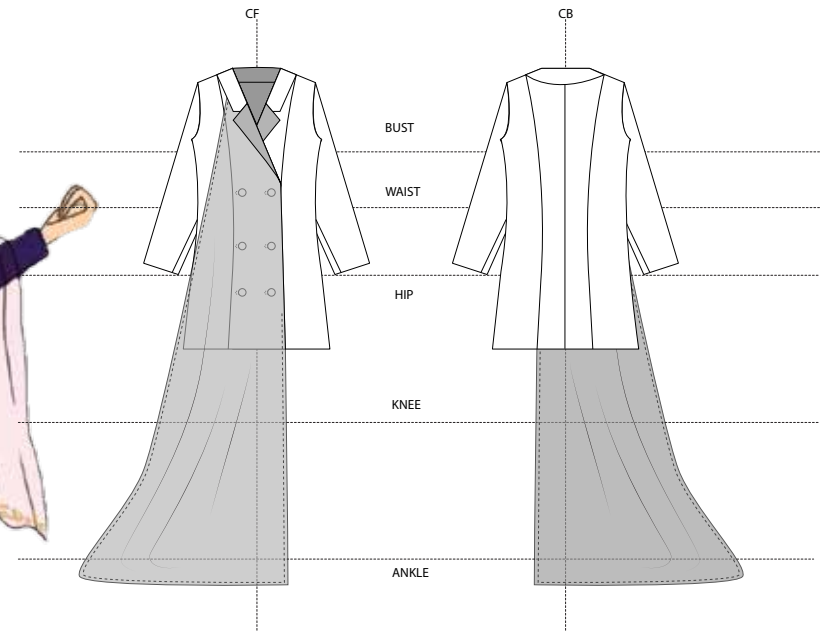


This collection is inspired by the Iraqi poet Mohammed Mahdi Aljawahiri's poem "Ya Dijlat Alkeir" which is dedicated to his beloved homeland, the province of Baghdad, Iraq. This collection introduces the artist's poetry in Arabic font on romantic draped chiffon pieces that are sewn in the garments and stylized as accessories. This collection accentuates the beauty of the female body with some feminine yet bold contoured pieces like the fitted blazers, corset top, and shawls.

ياد جلة الخير يا أم البساتين



LOOK: F20-01



LOOK: F20-05



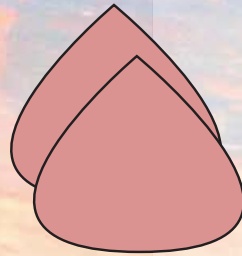


# To The Land Between Two Rivers

## Colour palette:



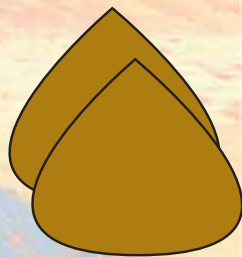
Romantic  
Violet  
Pantone #:  
Medium  
Purple C



Blush pink  
Pantone#:  
Red 0331 C



Black ink  
Pantone:  
Black C



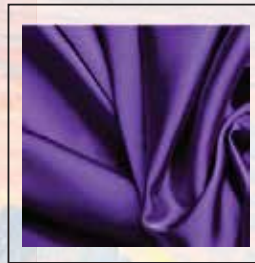
Golden yellow  
Pantone#:  
1245 C



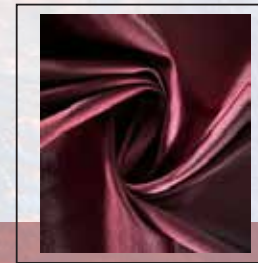
Cherry Red  
Pantone#:  
7421 C

## Fabrics:

Back Crepe Satin:  
100% Polyester



Stretch Satin:  
95% Polyester, 5% Spandex



Chiffon:  
100% Polyester







LOOK: F20-01



LOOK: F20-02



LOOK: F20-03



LOOK: F20-04



LOOK: F20-05