

Born Again

CONCEPT

“Born Again” tells the story of a material that has accompanied humanity for centuries. From a simple fabric used for grain storage to a contemporary fashion product, burlap undergoes a process of transformation and reinterpretation.

The burned ornament does not destroy the fabric; instead, it adds new value to the material, highlighting the connection between traditional craftsmanship and contemporary fashion.

Hessian
fabric



Burning the
ornament



Ordinary burlap is a coarse, rigid fabric traditionally used for storing grain, potatoes, and other bulk goods. For centuries, it was regarded as a symbol of simplicity and disposability — a material to be worn out and discarded. But one day, it was reimagined.

This dress was born from that transformation.

Every thread is made of 100% natural jute burlap, free from synthetic fibers, polyester, or artificial dyes. The fabric is breathable and preserves the authentic character of a natural material. Rather than being merely reused, burlap was given a second, meaningful life. What was once a packaging material has been transformed into an elegant sculptural garment.

A distinctive feature of the design is the ornament created through a burning technique. This traditional craft method has been reinterpreted within a contemporary fashion context. Fire — one of nature's most powerful elements — creates delicate botanical motifs, transforming the coarse surface into a unique and expressive texture.

The asymmetrical silhouette, featuring an exposed shoulder and a voluminous draped sleeve, emphasizes the organic flow of the form. The dress appears to grow around the body, echoing the natural development of a plant reaching toward sunlight. An uneven hemline and soft folds create dynamic interactions of light and shadow in motion.

The footwear, crafted from the same burlap and decorated with the burned ornament, completes the look, reinforcing the natural origin of the material and the visual integrity of the entire ensemble.

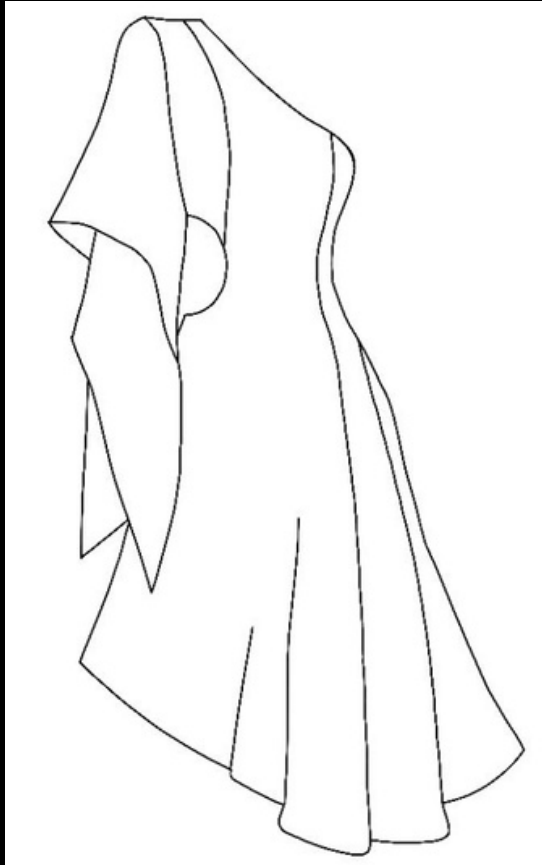
This dress is a manifesto...

A manifesto of sustainable beauty, proving that luxury is not defined by expensive synthetic materials. Even the most ordinary fabric can become a work of art when shaped by imagination, skilled craftsmanship, and a deep respect for nature.

“Born Again” is more than a dress.

It is a story of transformation – a story of how something once considered insignificant becomes unique, how the coarse becomes refined, and how the ordinary becomes extraordinary.

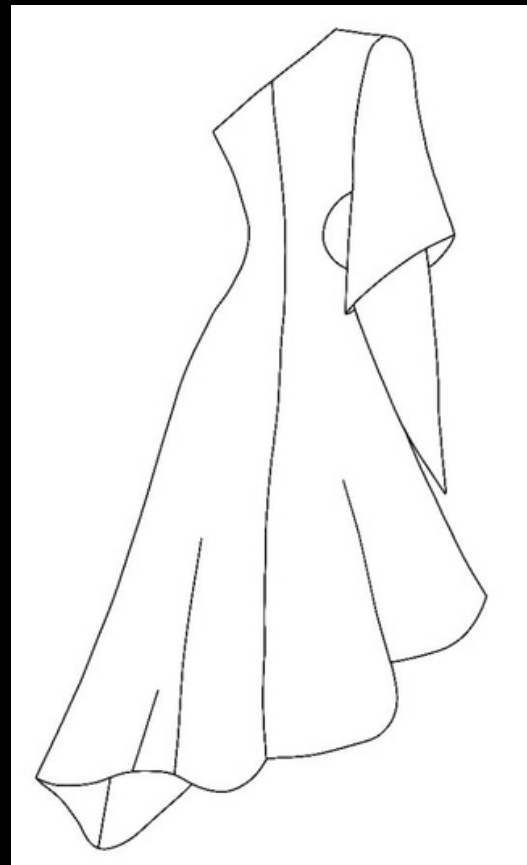
Technical description of the dress



Women's special-occasion dress of a semi-fitted silhouette, featuring an asymmetrical cut and a length below the knee.

The garment is designed with a one-shoulder neckline and an asymmetrical neckline line. A shaped cut-out is positioned on the left side at the waist level. The front part is decorated with a botanical ornament placed along the relief seam.

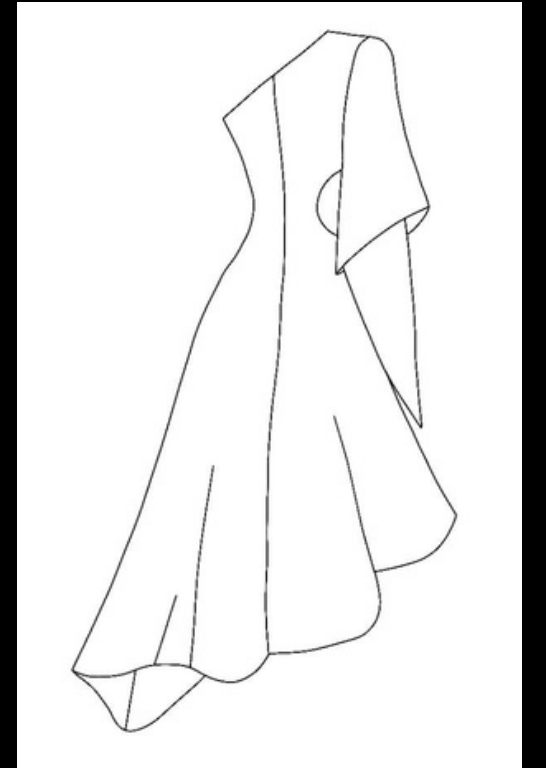
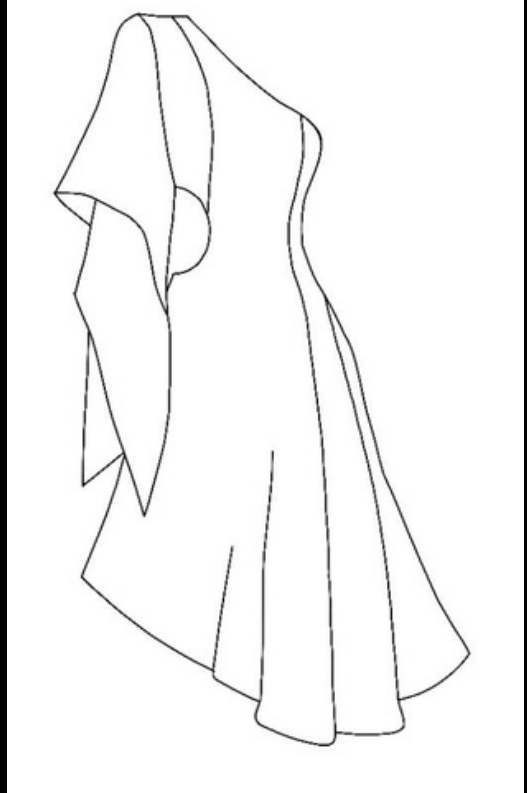
The back features a centre seam incorporating a concealed zipper closure.



The sleeve has a complex composite construction consisting of two sections of different lengths: an upper short voluminous part and a lower elongated section flared toward the hem. Both sections are embellished with a decorative botanical motif.

The lower part of the dress gradually widens from the waistline and is finished with an asymmetrical hemline, enhancing the dynamic character of the composition.

The garment is made of natural burlap (hessian fabric).



Materials used



Zipper

Metal zipper with
cotton tape



Burlap

Jute burlap fabric



Linen threads

100% linen
sewing threads

Manufacturing process



Pattern Burning Process



Completing the Look



Born Again: Final Look





*The End ... or
a New Beginning?*