

NUDE

FEMME

2023
BRAND PRESENTATION

BRAND STORY

Feminine, timeless and sensual.

NUDE FEMME is a contemporary womenswear label for the ever youthful women, one who embodies love and is confident in her own skin. The label thrives on sensuous pieces that fit and flow with the mood and emotions of a modern ethereal goddess. Enhancing her confidence. Accentuating her sensuality.

Based in Singapore and design by founder and designer, Adelyn Putri, her timeless designs are made by regional artisans who works with production and textiles studios on recycled series yarns, organic cotton blend, dying process and sustainable solutions that have been audited and credited with GOTS (Global Organic Textile Standard), Oeko-Tex 100, SFA (Sustainable Fibre Alliance), GRS (Global Recycled Standard) and RWS (Responsible Wool Standard) certifications.

Her creative vision lies in the fundamental concept that femininity is the key to a woman's inherent strength and continuously drew inspirations and pays homage to various group of women from mythology and ancient civilization to modern history. NUDE FEMME designs around the natural beauty of the female form with a concept to keep things simple by embracing curves and a clean-cut final product, with colours naturally varies on the hues and shades of nudes to seasonal trends by contrasting them with classic monotoness and metallics.

In an essence, this is what NUDE FEMME is all about.

Be Loving.

Be Sensual.

Be the modern ethereal goddess within you.

With love,

#nudefemme

#NFGODDESS

www.nudefemme.com



NUDE

FEMME

A MODERN ETHEREAL GODDESS

DESIGNER BIO



Adelyn Putri, the innovative mind and founder of NUDE FEMME, is a creative and marketing professional with over a decade of experience in brand development, marketing consultancy and creative design with regional and global experience managing campaigns for both B2B and B2C customers.

- More than 10 years of experience in fashion retail and merchandising industry.
- 5 years in regional marketing role managing events and product launches, 360 marketing campaign across ATL, BTL, Digital and Social.
- Featured across fashion magazines and events around Asia retailing in Plaza Indonesia, W Hotel Shanghai, W Hotel Suzhou, Singapore Yacht Show, as well as Europe in Madrid-Spain and Paris-France since her debut launch at Singapore Fashion Week in 2016.
- TOP 5 FINALISTS for Singapore Stories 2020 design competition by Textile and Fashion Federation Singapore (TaFF Sg).
- Showcased in both local and overseas fashion exhibitions at the Asean Civilisation Museum Singapore and Korea Foundation Culture House - Busan and Seoul ,South Korea.
- Ministry Of Education registered instructors for CCA/CLUBS and Societies(DesignTechnology) teaching as a Fashion Design & Event Consultant/Advisor mentoring Raffles Institution Junior College fashion design club called Raffles Runway, part of the school's biggest event on CCA(Co-Curricular Activities) calendars.



Adelyn Putri

BRAND PILLARS



Awakening the Inner Goddess

Every woman possesses the essence of a goddess. NUDE FEMME is dedicated to helping you discover and nurture this divine energy within you. Our collections draw inspiration from the timeless beauty of goddess archetypes, encouraging you to tap into your inner power and grace. When you wear NUDE FEMME, you become the embodiment of your own goddess.



Heritage Re-imagined

We pay timeless tribute and homage to various group of women from mythology and ancient civilization to modern history in our collections.

Envisions the lifestyle and fashion aesthetics of these strong empowering women reimagined living and carving a successful life today, tomorrow and the future.



Eco-conscious Commitment

We understand the importance of preserving our planet for future generations. NUDE FEMME is proud to be an eco-conscious brand, committed to sustainable and environmentally friendly practices. Our clothing is made from ethically sourced, eco-friendly materials, and we prioritize reducing waste and carbon emissions throughout our production process.

Crafted to boost your confidence and celebrate your individuality, inspired by the timeless allure of the goddess archetype, offering clothing that helps you connect with your inner strength and radiate your true essence.



BRAND DNA : HOUSE CODES

KEY NOTES:

Sensual. Feminine. Contemporary. Confident.

PRODUCTS:

Dresses. Camisoles. Jumpsuits. Shorts. Bags. Statement Jewelry.

FABRICS:

Silk. Lace. Sheer. Metallics. Velvet. Viscose. Sequins. Modal.
Tencel. Eco-friendly Leather. Recycled Polyester.

PRINTS:

Ancient Geometry. Heritage. Nature. Animal.

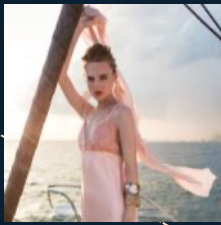
SILHOUTTES:

Body Fitting. Soft clean lines. Curves. Flowy. Minimalist.

COLOUR PALETTE:

Light to dark skin nudes. Pastels. Tints and Shades. Metallics.





Clean lines
Soft lines

Flowing
Gentle
Smooth
Soft

Pinks
Pastels
Nude colours

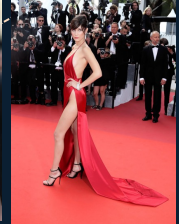
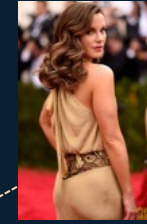
Silky
Lacy
Sheer

Alluring
Sensual Natural beauty
Feminine Inner fire
Genuine Passionate
Self-assured
Self-confident

Kate
Beckinsale

Keira
Knightley

Bella
Hadid



"I am a woman"

"I feel good being a woman"

"I love myself"

"Makes me glow and look good"

"It's like my second skin"

Full of life,
exuberance
Glowing from inside

Confident, modern,
contemporary

Sophisticated and womanly



Happy in own skin
In control of her life
Knows what she wants
Confident to bare some skin
Gorgeous
Beautiful
Attractive

Celebration of the modern woman

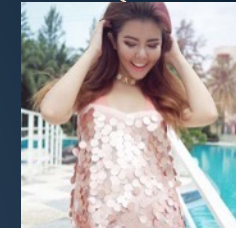
Liberal

Universal

Self-love

Cosmopolitan

Self-expression



BRAND IDENTITY

FONT TYPE

Header - Josefin Sans - Regular

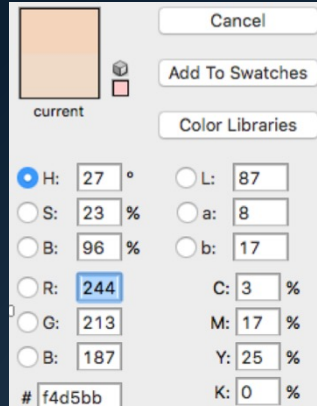
Body - Josefin Sans - Regular

COLOUR CODE

CMYK - 3, 17, 25, 0

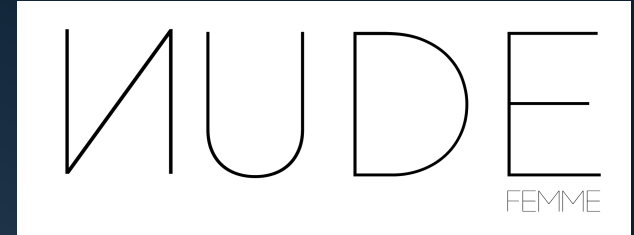
Hex - #f4d4bb

Pantone - Pantone P-31-2C



LOGO

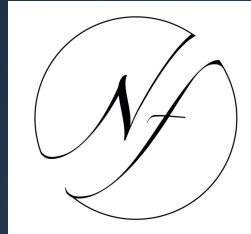
- Fixed design and layout
- CODE Light
- Josefin Sans



- Logo on white background

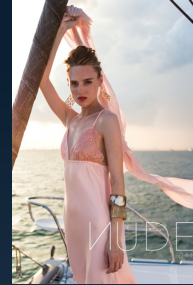
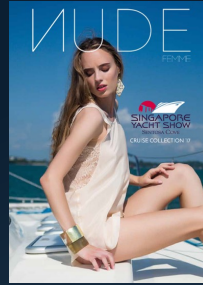
MONOGRAM

For selective and exclusive branding use only.



- Logo on black / dark background

PORTFOLIO

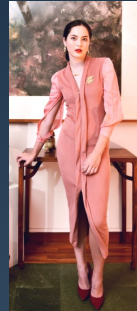
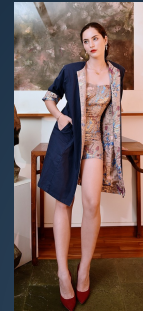
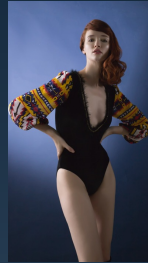


"Nude Femme is an all-new founded-in-Singapore label, and making a debut in Singapore Fashion Week 2016. With nothing too overtly dramatic, the collection nicely encapsulates Nude Femme's concept of her lady being a modern ethereal Goddess.

The show started off with live performance by handpan drum player Sam Maher. The tune sets the mood of the walk with the sensual beats to create the aura of a tropical holiday by the beach. The ready-to-wear pieces being showcased exude a feather-light feminine charm with a touch of sexiness, balanced with sheerness and solid colours used. Ranging from low-cut sexy back, lace trims, sequins to flowy silhouettes aplenty, the look placed emphasis on the holiday mood in ensemble. With soft and nude colour palette and no visually overbearing prints, they are tastefully clean and relaxing. Perhaps, it is also an understanding that even being Goddess can be tough sometimes. And she needs her vacation, with the right wardrobe to bring out her attitude." ~ Yahoo!news

"Singapore-Based Fashion Label NUDE FEMME Embraces Mythology In '19 Cruise Collection..."

With peppered snakeskin prints, chain-mail inspired fabrics and golden hues, this mythological cruise collection depicts timeless glamour and luxury. With the brand's foundation built on the ideals of female strength and femininity itself being a key player in such strength, it holds agreeable symmetry that NUDE FEMME's new cruise collection nods towards the women of mythological tales. Take the aptly named 'Medusa' dress ...Deliberated for the archetypal femme fatale, the snake-print strapless long evening dress is not for the faint-hearted - but yet - the print is light and almost sheer, a far cry from the typical over-the-top snake prints we often see today." ~ HerWorld Singapore



"Highlights of this segment include Adelyn Putri's Samsui jumpsuit and handbag, from her label Nude Femme. Taking inspiration from the samsui women of the 20th century, Adelyn's design modernises the outfit for the modern working woman, maintaining the same colour scheme in denim, while tailoring a more sleek, feminine figure. The iconic red headgear has been repurposed into stylish leather handbag." ~ Bakchormeeboy.com

"Many of the brands selected to be in the showcase take pride in their distinct and idiosyncratic designs that also displays the Singapore's cultural heritage and global perspective, such as designer Adelyn Putri's Nude Femme. She will highlight a section of her Singapore Stories 2020 collection that takes inspiration from the strength and values of Samsui women of the past and other early advocates and female activists of feminism in Singapore.

"This is a great opportunity to highlight Singapore brands that pay homage to our heritage," Adelyn says." ~ Tatler Singapore

COLLABORATIONS

NUDE x [in]TRIGUE

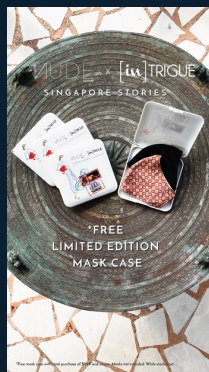
SINGAPORE STORIES
CAPSULE COLLECTION

Textile and Fashion Federation (Taff SG) Singapore Stories Design Competition 2020 semi-finalists Jamie Lim and Adelyn Putri met and connected through the competition, having similar design inspirations and aesthetics, they have developed a jewellery & apparel collaboration that was featured with Adelyn's capsule collection in the TOP 5 finals.

In honouring the Singapore Stories and Samsui women, one of the icons that inspired Adelyn for her capsule collection, NUDE FEMME x [in]trigue limited-edition collection envision these strong empowering women re-imagined living a successful life in the modern world. Clean chic design of modern jumpsuits meets bold statement jewellery come together in rich textures and vibrant colours in simple, versatile pieces to wear from day to evening, work or play, any day.

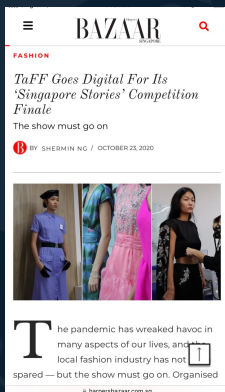
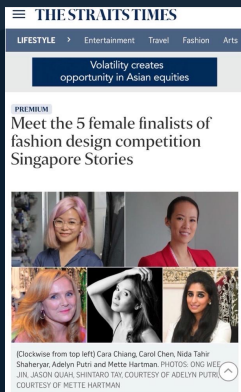


2020 - 2021



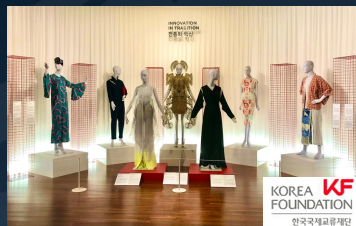
FEATURES

SINGAPORE



Singapore - Multiple features across in local press, VOGUE, Harpers Bazaar Singapore, HerWorld and more.

ASIA

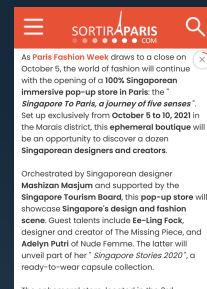


Busan, 2023 - A collaborative exhibition between Asian Civilization Museum Singapore and KF Asean Culture House titled "Runway Singapore #SGFASHIONNOW"

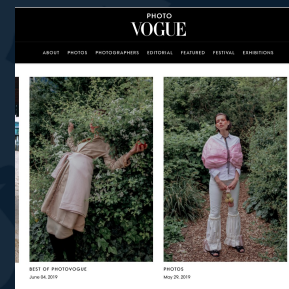


Shanghai, 2018 - Online and Offline retail pop-up in W-Shanghai & W-Suzhou as seen in Grazia China. And WeChat program.

EUROPE



Paris, 2021 - A multi-brand collaboration pop-up in Paris as seen in Sortir à Paris.



Vogue Photo, 2018- Features in digital editorial.



Madrid 2019 - Jorga Smith wearing Medusa Tank Dress from Cruise Collection '18 at Mad Cool Festival 2019 as seen on UMOMAG.

THANK YOU!



nudefemmeofficial



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