



MALVA

F L O R E A

Brand Identity & Collections



At **Malva Florea**, we see fashion as more than style – **it's a language of emotion, identity, and storytelling**. Our brand was born from a desire to weave together heritage and modernity, giving women the freedom to move through an ever-changing world with confidence, authenticity, and grace.

At the heart of everything we create is the Malva flower. This delicate yet quietly powerful bloom is the soul of our brand – a symbol of resilience, femininity, and our deep-rooted connection to nature. It's a constant reminder that beauty can be both soft and strong, timeless yet alive.

Our collections honor this spirit. **Every piece is crafted with intention and care, blending traditional hand techniques like embroidery, crochet, and macramé with a fresh, contemporary touch.** From sculptural silhouettes to tactile textures, every detail is designed to stir something within – to invite a personal, emotional connection.

We create for women who see fashion as an extension of their inner world – those who appreciate artistry, individuality, and the beauty of craftsmanship. Our designs don't just dress the body; they tell a story, spark emotion, and leave a lasting impression.

For us, elegance isn't about perfection. It's about feeling, memory, and connection. Through **Malva Florea**, we **aim to inspire** – not just through what we create, but through the emotions and stories our pieces evoke.

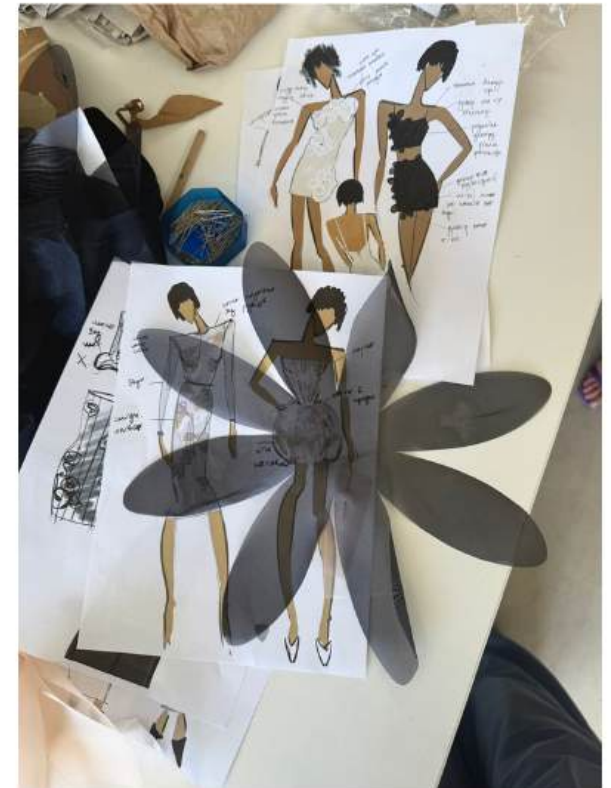
INSPIRATION

PRE-SPRING 2026 "Ode to Harmony"

"Ode to Harmony" invites you to pause, breathe, and reconnect with your inner stillness. This collection celebrates mindfulness, balance, and the quiet joy that simplicity brings. Our signature floral motifs are beautifully reimagined through 3D laser-cut details and hand-crocheted designs that mimic petals floating on water. Soft silhouettes flow gracefully with corset-inspired tailoring, transforming comfort into elegance.

Utilizing lightweight linens, sheer mesh, cottons, and shimmering sequins, the collection plays with transparency and light. It embodies both romance and wearability, showcasing relaxed pieces alongside our iconic sculptural dresses. Tailored suits are equipped with removable brooches for seamless day-to-night transitions.

A serene palette of milk white, peach beige, sunny yellow, and cool neutrals heightens the sensory experience. Each piece is a thoughtful expression of femininity and modern craftsmanship. This is fashion that feels as beautiful as it looks—inside and out.



INSPIRATION

FALL–WINTER 2025 “Interaction”

“Interaction” embodies the powerful dialogue between timeless femininity and contemporary craftsmanship. Each piece reflects a woman’s connection to clothing that amplifies her presence, strength, and individuality. Inspired by raw nature and emotional authenticity, the collection beautifully merges sensuality with structure and intention with comfort.

Our materials—pure silk, wool, cashmere, satin, and Tencel—offer rich textures and graceful movement. We celebrate handcrafted traditions such as embroidery and macramé while embracing modern silhouettes and precise tailoring. The color palette, featuring pearl, blush, deep black, soft plum, and gray-blue, evokes grace and quiet boldness.

“Interaction” is for women who wear fashion as a powerful form of self-expression. It is thoughtful, layered, and designed to be lived in. Each garment reflects our commitment to craftsmanship, storytelling, and enduring beauty.



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INSPIRATION

SPRING-SUMMER 2025 “Special Summer”

“Special Summer” captures warmth, nostalgia, and the beauty of everyday femininity. This collection highlights romantic elements like removable knitted collars reminiscent of heirloom lace and delicately hand-crocheted florals. With a palette of blush tones, ivory, milk, and deep black, each color evokes cherished memories.

Lightweight linen, silk organza, sheer mesh, satin, and sequins create garments that flow effortlessly between city strolls and special moments. Silhouettes combine corset-inspired tailoring with fluid, expressive lines, celebrating both strength and softness. Handcrafted textures—gathers, ruffles, and embroidery—introduce whimsy alongside sophistication.

Each look embodies the intimacy of a handwritten letter and the elegance of a gallery piece. This collection inspires self-love, inner confidence, and joy, expressed through timeless style—a summer story beautifully woven with flowers and stitches.



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INSPIRATION

FALL-WINTER 2024 “Creating Emotions”

“Creating Emotions” is a poetic collection that merges color, craftsmanship, and energy, designed for the modern woman. It aims to spark joy and elevate everyday moments, celebrating individuality through unexpected textures and silhouettes. Featuring tactile suedes, soft wools, airy mesh, and shimmering silk, every fabric choice enhances emotional resonance.

With signature dresses in both maxi and mini lengths, adorned with sparkling accents and delicate floral appliqués, these pieces radiate beauty in both daylight and moonlight. Long-sleeved tops, structured corsets, and tailored coats transition effortlessly from casual to occasion wear.

The color palette—terracotta, champagne, pearl, and deep black—brings vibrancy to the colder seasons. Each design showcases our signature flower motif, symbolizing romance and reinvention. “Creating Emotions” embodies our connection with women who appreciate beauty in detail and draw strength from softness. This collection is profoundly personal and unmistakably Malva Florea.



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INSPIRATION

SPRING-SUMMER 2025 “Whispers of Bloom”

“Whispers of Bloom” is a heartfelt tribute to romance, mystery, and the beauty of self-expression. This collection invites a sensory journey, celebrating lightness, movement, and the dynamic relationship between body and fabric.

From exquisite floral corsets to airy blouses and high-waisted trousers, each piece radiates playful elegance. The color palette—powder, pearl, Navajo, tuffy pink, and deep black—captures the enchanting hues of dawn and the allure of moonlit silhouettes. Crafted from organza, chiffon, linen, and sequins, the garments flow with grace and offer inspiring layering possibilities. Whether it's a delicate floral sleeve or a dress sculpted like a blooming flower, the collection empowers women to unveil their inner worlds.

With relaxed cuts and vacation-ready designs, these pieces are perfect for both city escapades and wanderlust adventures. Every garment embodies a joyful celebration of femininity. “Whispers of Bloom” is a beautiful manifestation of dreams, intricately crafted.



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