



# ANA'S PRISON

S / S 2 0 2 5

C L A U D I A J U R A D O  
V A N H E M E L R I J C K



# ANA'S PRISON

S / S 2025

S T A T E M E N T

**Ana's Prison S/S 2025 presents an innovative, luxury eveningwear collection for young women. Representing my journey with anorexia, "my body, my prison", through slashed fabric manipulation techniques inspired by self-harm in transparent PVC. Creating heavy cages that trap the body Inspired by mathematical sculptures symbolizing the weight of the illness and its invisibility to others. 1990's minimalism and Tom Ford's time at Gucci, inspire sleek dresses and jumpsuits in satin and Punto Roma in various lengths. The colour palette is composed by charcoal and ivory, representing the battle between the self and the illness; contrasted by a dusky nude inspired by the ill body with silver hardware.**

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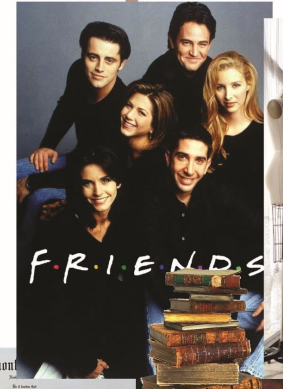
S / S 2025  
CONSUMER

Self Care

Harrods  
MAYBELLINE  
NEW YORK

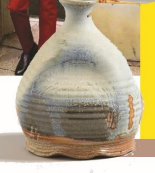
RMP

BIBA



SELFRIDGES

THE MARIAS  
RADIO



TESCO

HELLO FRESH

Age	Focusing on the older Gen Z 21-26 (Zillennials). Ideal age 24
Gender	Female
Profession	Art, Designer, Musician; management position or business owner (in the creative industry). Ideal customer: Working at a creative fashion brand.
Education level	BA and MA. Higher education. Ideal consumer: BA in an art related course.
Household income	£100000
Marital status	In a long-term relationship, stable and happy. But they have no children, planning to get married.
Geographical location	London

Opinions	e.g. sustainability factors (wellbeing, environmental, etc.), newfeminism, slower living,
Lifestyle, Interests and activities (music [bands], TV, leisure)	Reading, creating (fashion, painting, sculpture). Travelling. Self-love, recovered from an ED. Concerts. Galleries and cocktails with her friends. Shopping in charities and vintage shops, local markets and attending workshops with friends (such as pottery). She orders hello Fresh as she is a busy woman, gets the rest from Tesco and goes to the market on the weekends. She also shops designer garments in places like Selfridges and Harrods. Loves walking around the city with her Starbucks oat match latte daydreaming. Uses her vintage bicycle to go to work when the weather is good.  Listens to Indie music (e.g. The Marias, Lana Del Rey), also loves different genres like Miley Cyrus, Kanye West, Jorja Smith, Ari Lennox, S.I.R. in between others. environmentally conscious.
Personality	Mysterious, adventurous, passionate, ambitious. Very art led, has strong opinions. Has a good sense of humor and is kind. Strong woman and very independent.
Culture	Agnostic but very spiritual, Caucasian (mixed). Environmentalist.

Style Description	Original, creative. Mixing vintage with new creations, eclectic and sexy. Grunge. Loves prints and colorful clothes that have something special. Dresses depending on her mood and is focused on sustainability.
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Clothing Brands	Cosmetic Brands	Food (supermarkets and restaurants)	Entertainment
All saints	Urban Decay	Farmers Market	Shopping
Puppets & Puppets	E.L.F. Cosmetics	Local coffee shops and Starbucks	Clubs
Vintage shops	Half Magic	Trendy cocktail bars	Festivals
Robert Wu	Maybelline	Sushi	Reading
Kathryn Bowen	Youthoria	Tesco	Designing
Consumer Snapshot (summary)	Woman, 24-year-old fashion-designer living in London. She loves art and culture, going to festivals, nights out with their friends, anything artsy, local coffee shops. Her style is eclectic and grungy, aiming for a unique look. She considers herself to have neo-romantic views on life, sentimental and dramatic, uses these emotions to design.		

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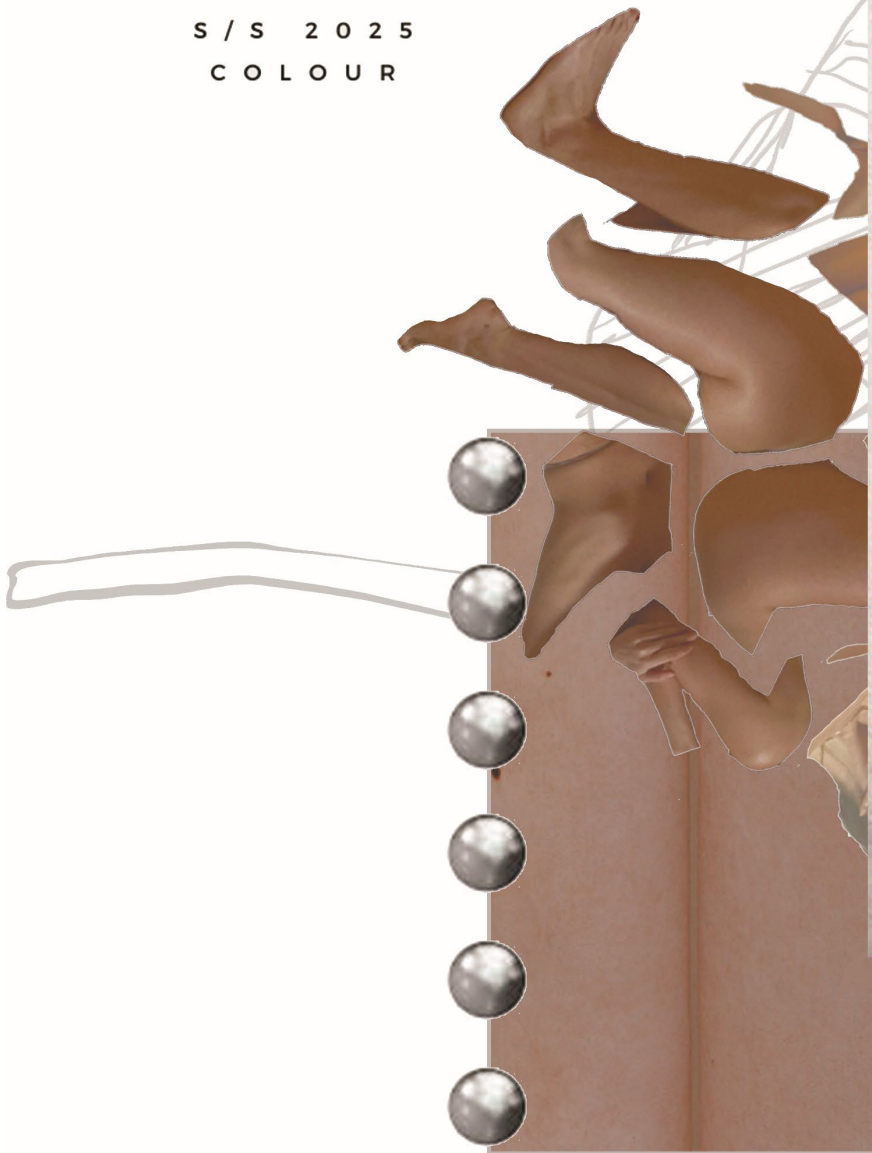
S / S 2025  
SHAPE & LINE



# ANA'S PRISON

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COLOUR



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TEXTURE



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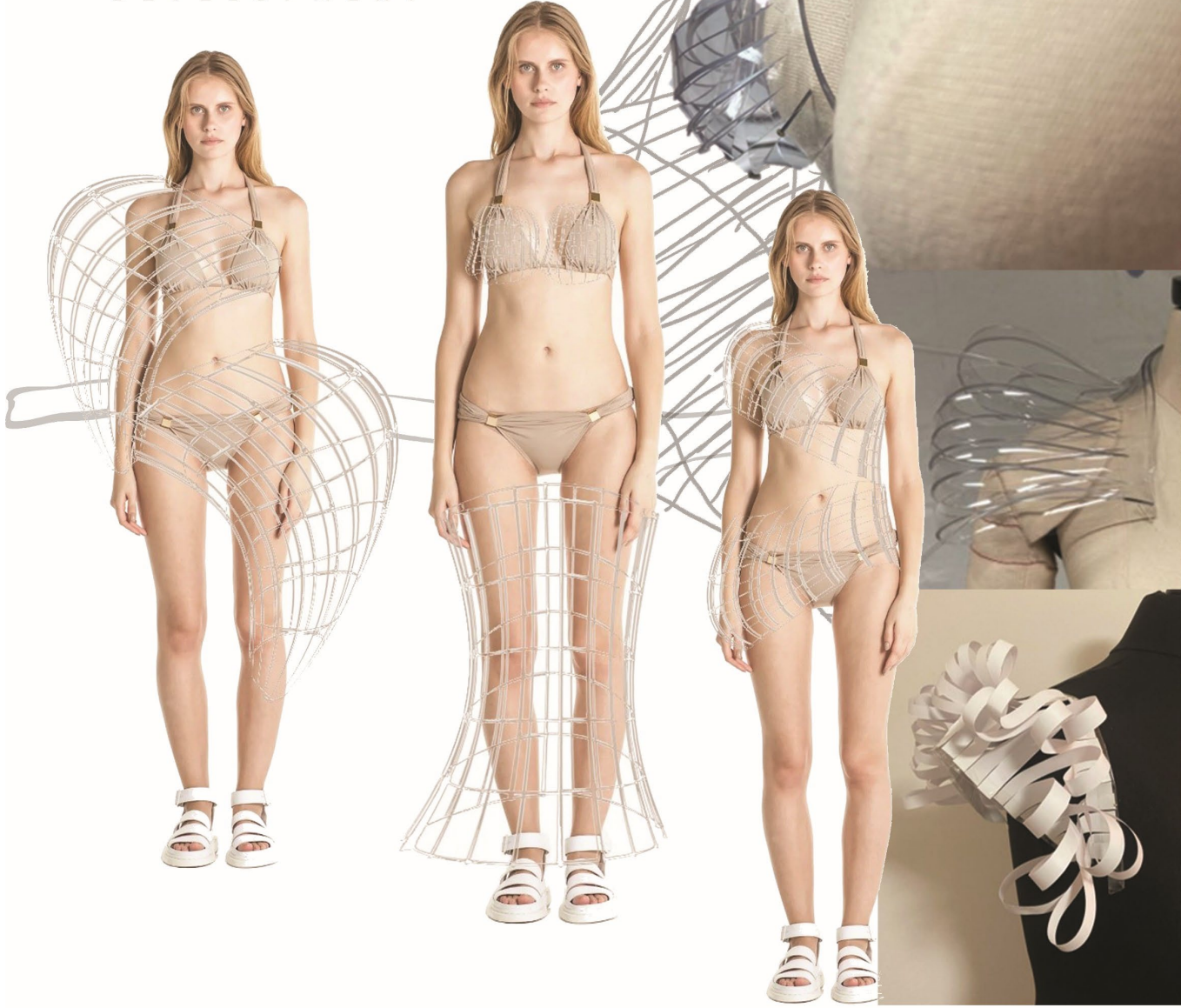
FABRIC  
MANIPULATION  
TECHNIQUE



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DESIGN  
DEVELOPMENT

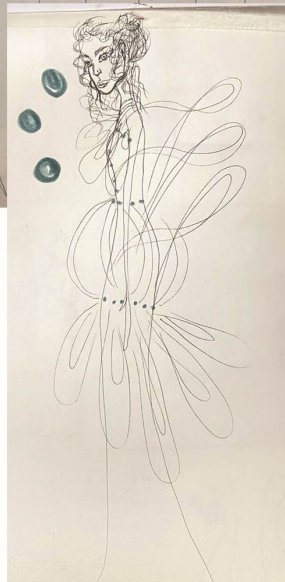




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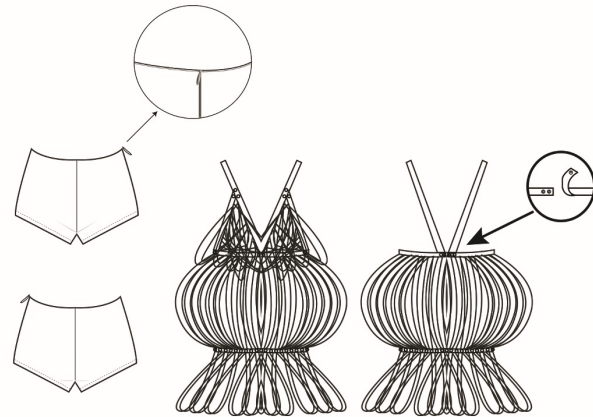
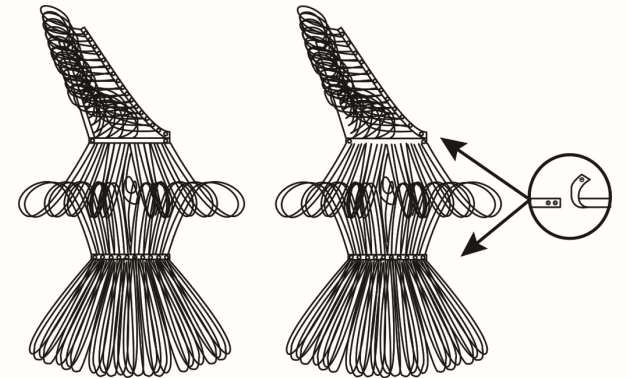
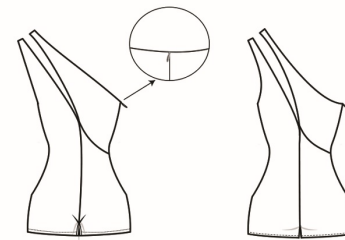
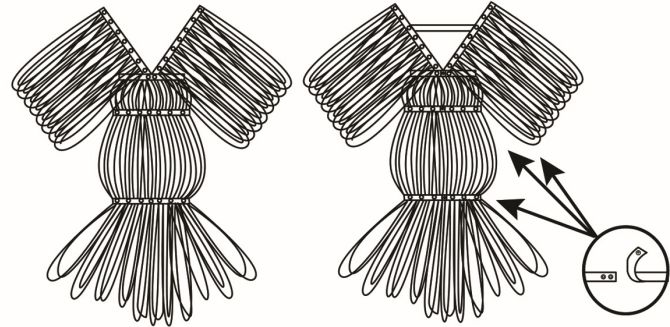
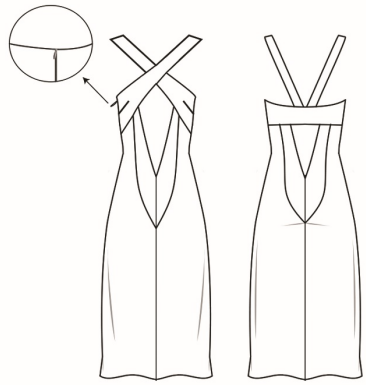
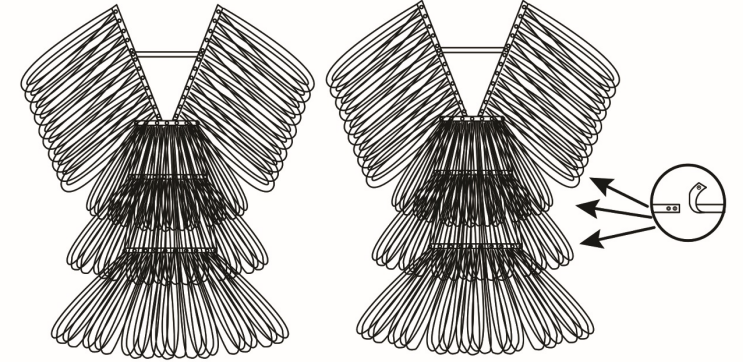
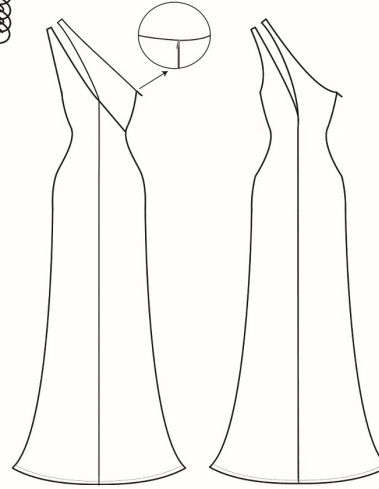
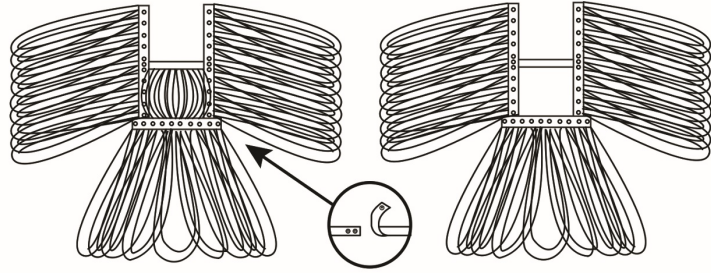
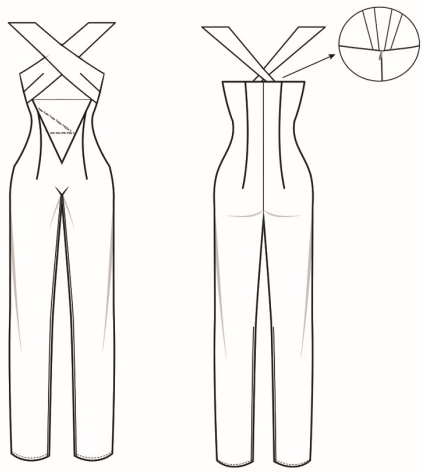
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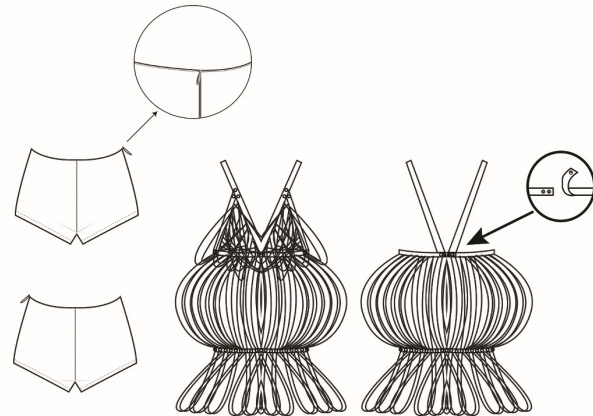
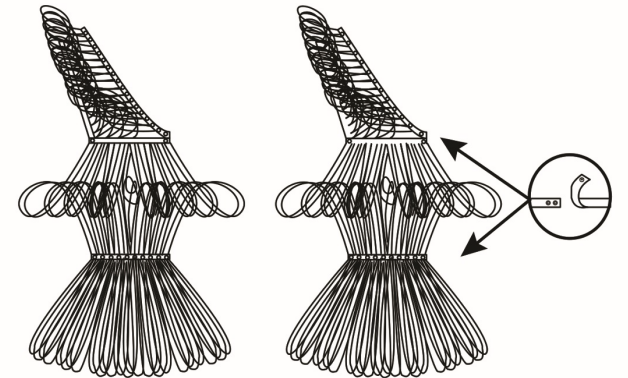
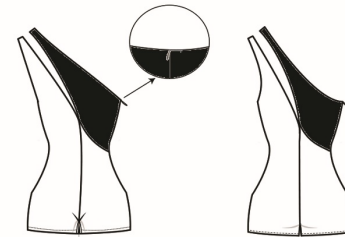
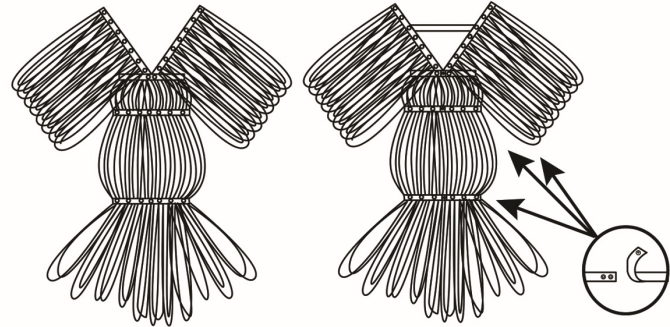
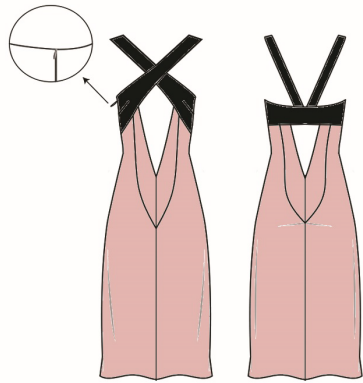
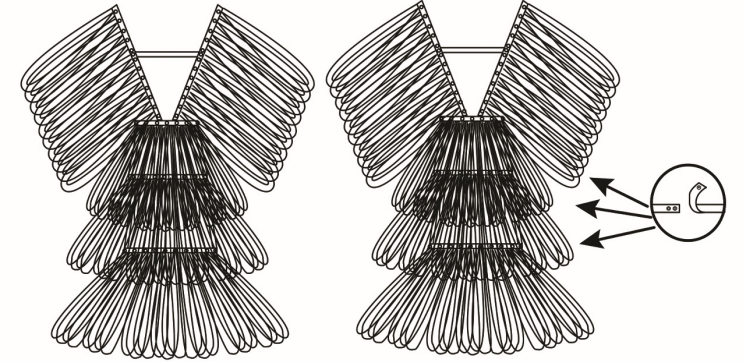
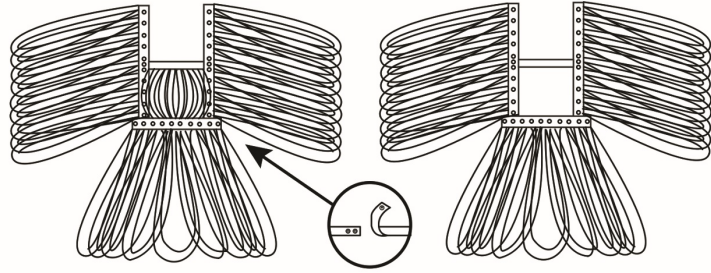
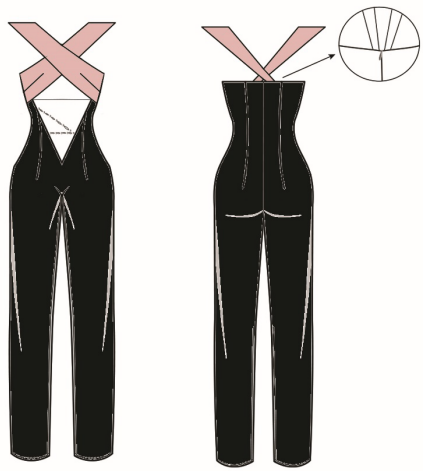
DESIGN  
DEVELOPMENT



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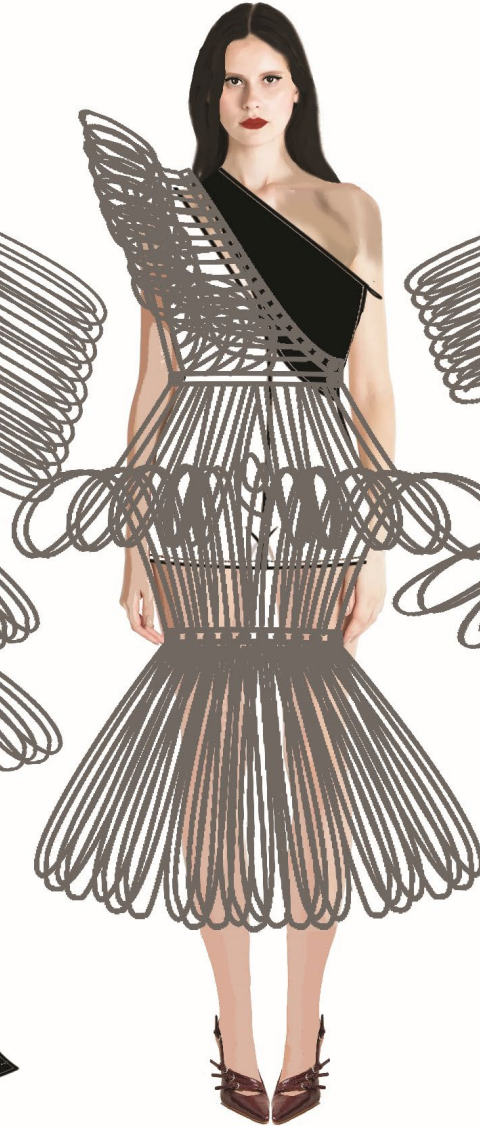
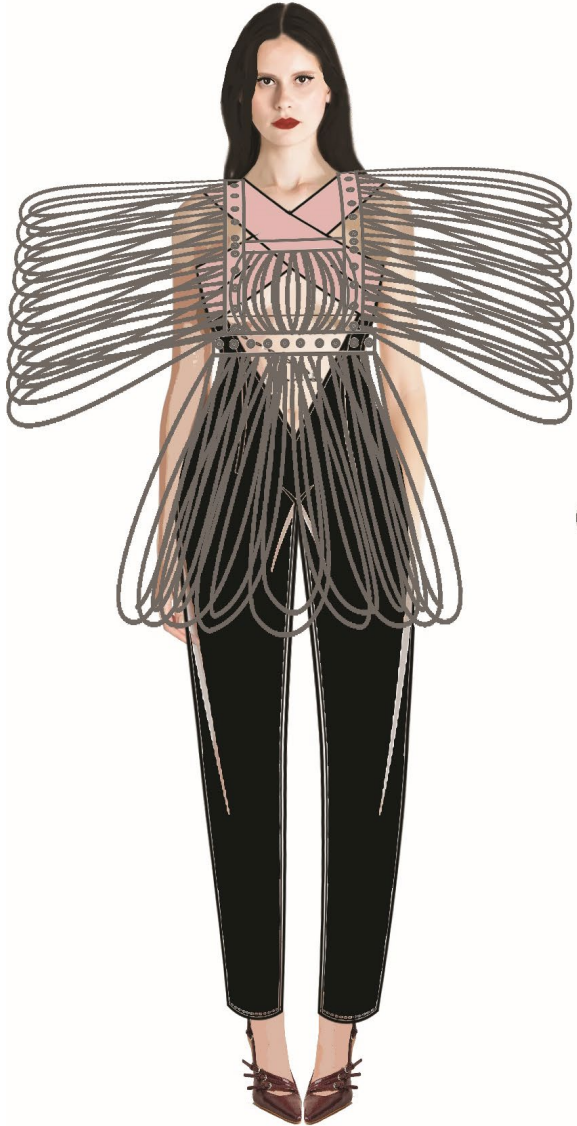




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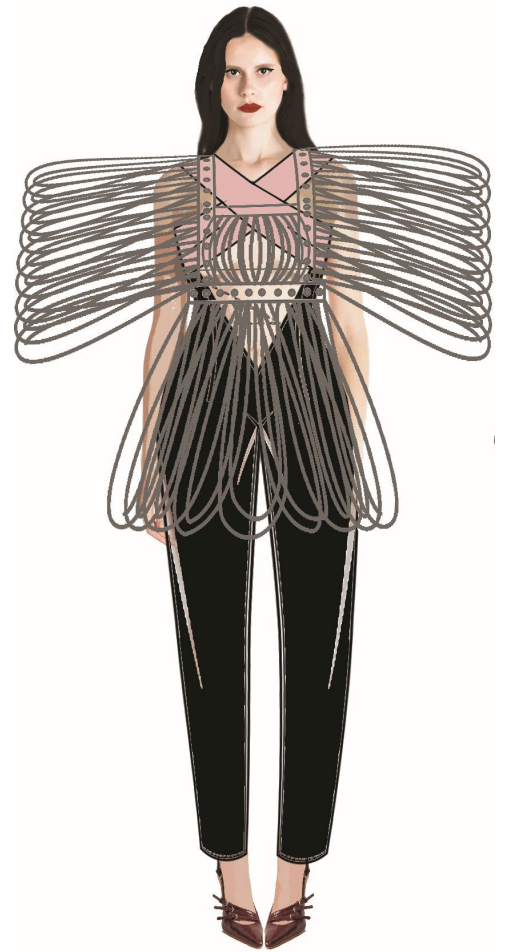
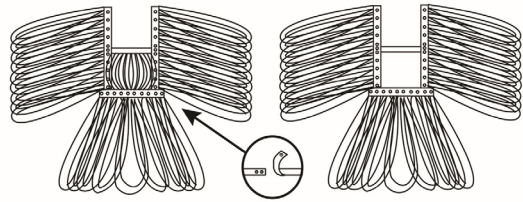
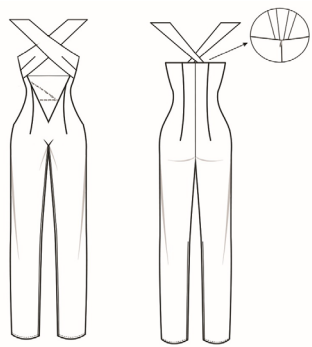
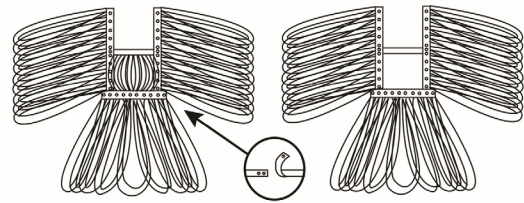
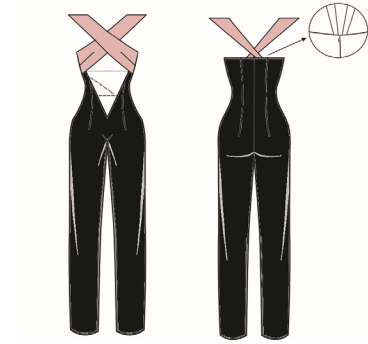
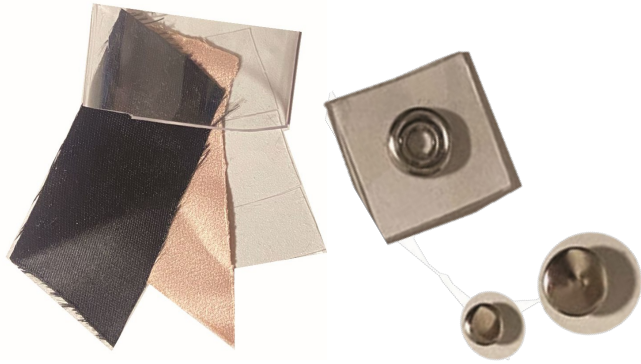
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ILLUSTRATION



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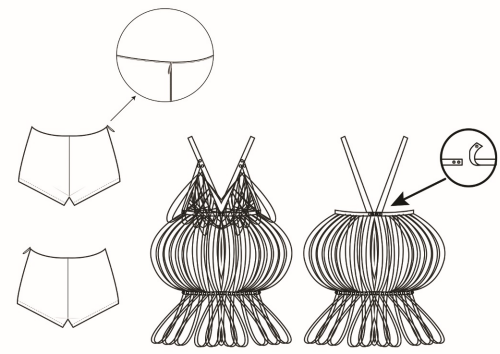
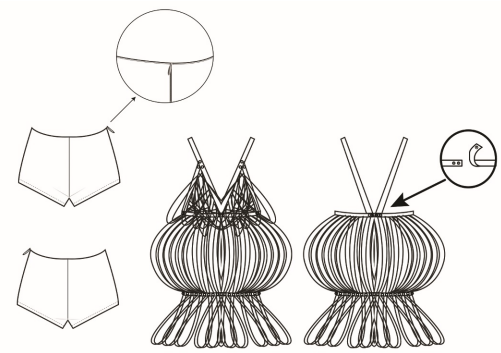
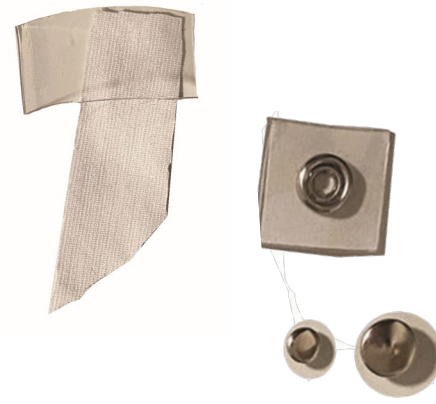


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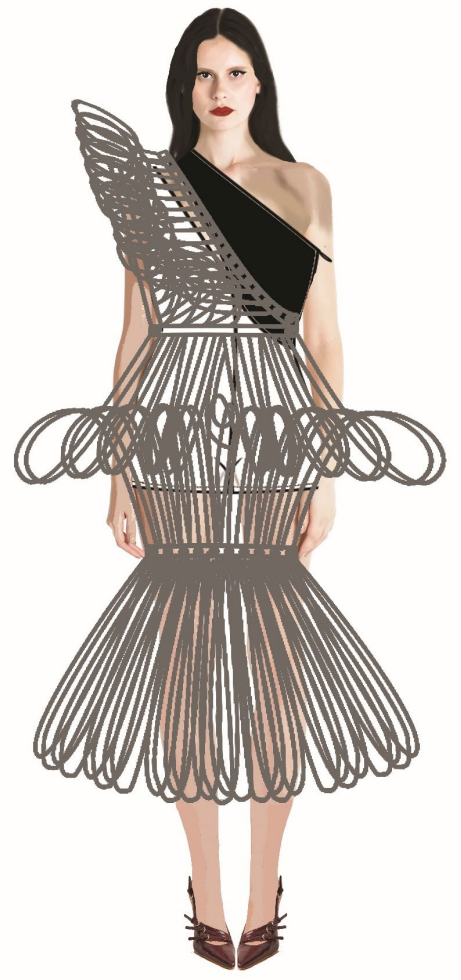
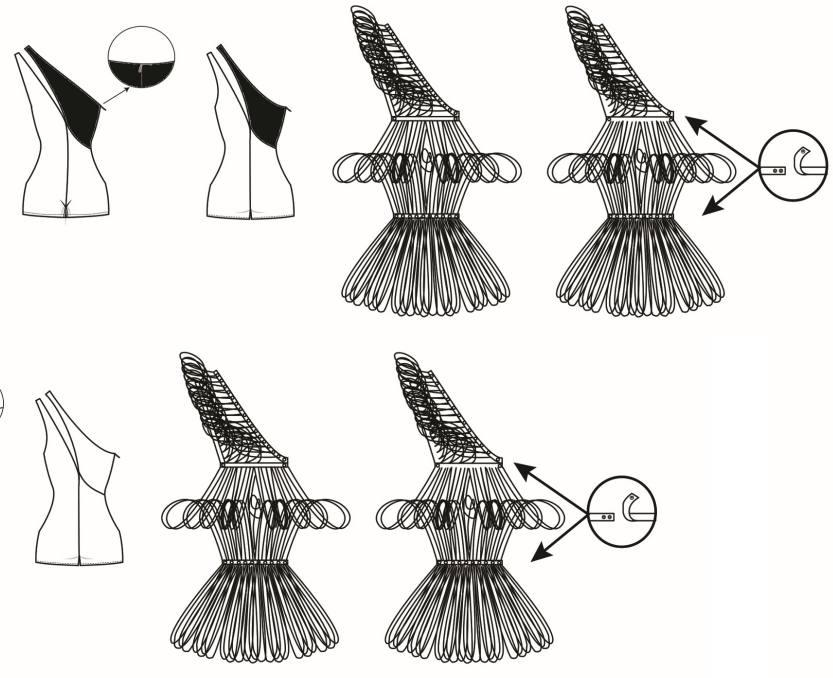




  
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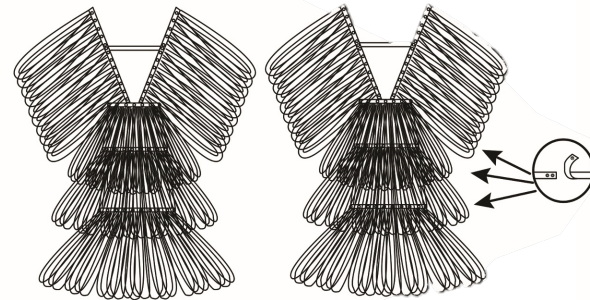
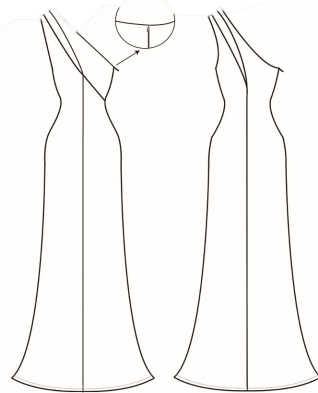
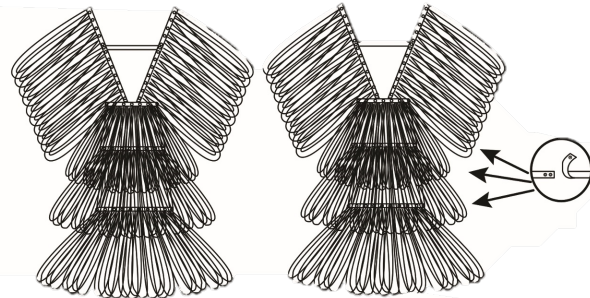
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