



ALMA



## The brand story

The brand ALMA was created organically after the designer Alma Vetlényi won several fashion prizes in 2016. She was chosen "Best Hungarian Designer" at Mercedes-Benz Fashion Week, and "Young Designer of the Year" at Marie Claire Fashion Days.

The designer's commitment to zero-waste tailoring combined with the finest selected, organic and natural materials has always been at the heart of the collections in the name of eco-conscious design.

At ALMA, we believe we need to create harmony between nature and the man-made world and protect the values around us. To live a fulfilling, happy, and conscious life is essential to our identity.

The artistic inspiration in every ALMA collection is rooted in the designer's personal heritage, with a touch of local sentiment/spirit/culture.

The bold gestures in ALMA's designs represent a unique approach to comfortable, feminine ready-to-wear apparel.





## The Designer's heritage

Growing up in an artistic family in Budapest, Alma Vetlényi has been surrounded by aesthetic influences from an early age.

Her father inspired her to start experimenting with hand painting, creating nostalgic patterns evoking childhood memories.

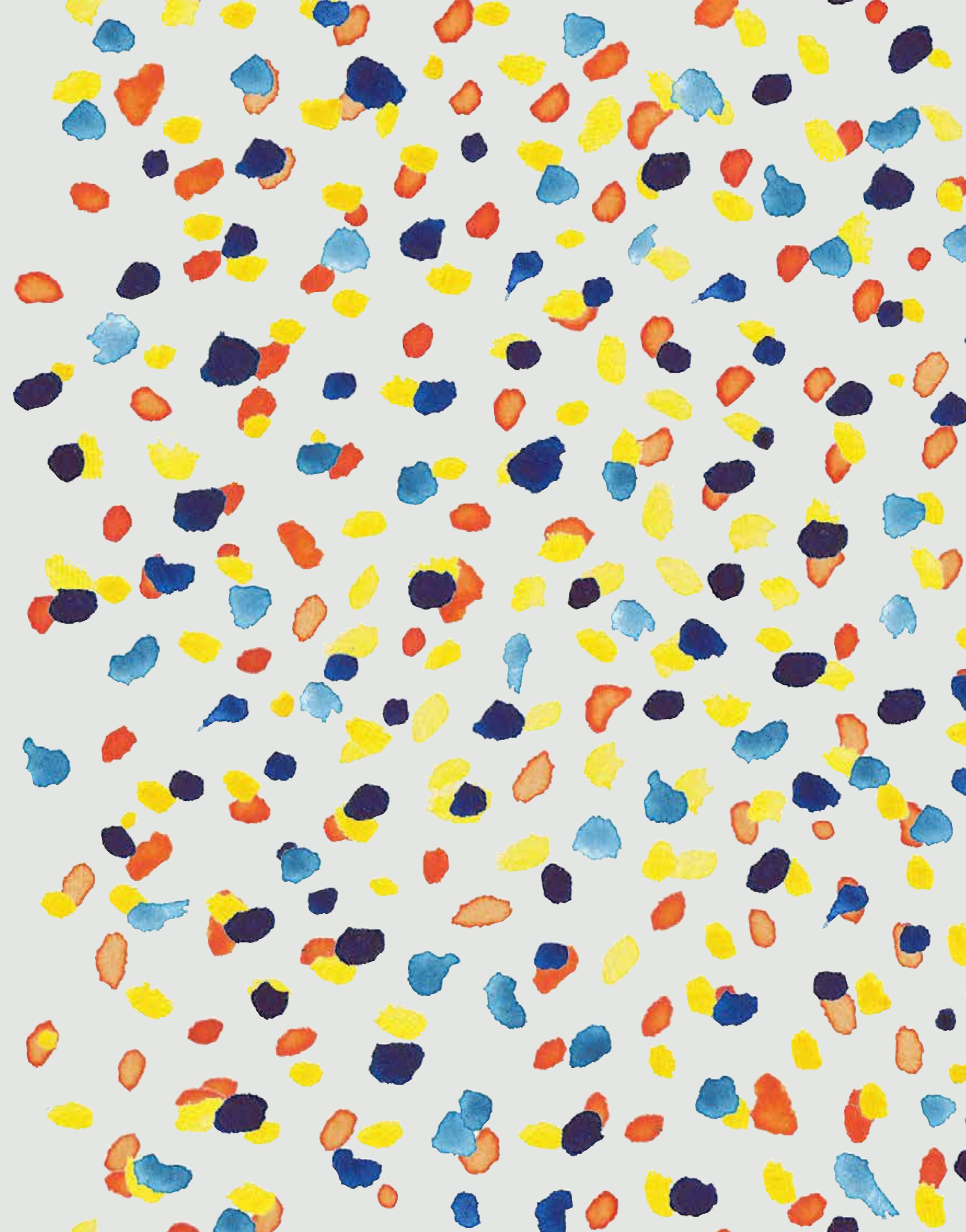
“Art plays an important role in my life. The sensibility of an artist is apparent in all of my designs. For me, a cloth is a work of art, and I am proud when I am able to add an extra layer of style to the person who is wearing my dresses. I feel like I am giving tools to women to showcase their personalities with a sense of bravery to be who they truly are. I want to enable women to be their real selves with timeless and interesting pieces.”





Our heritage is a way  
to connect to our soul on  
the deepest level.  
Art is a way to express  
that connection.”

Alma Vetlényi







# Philosophy

## Preservation

We believe that with every choice we make, we are making a statement. We offer practical, yet elegant womenswear that helps preserve the most important values: our cultural heritage.

## Empowerment

By creating womenswear that is unique in its shapes, forms and patterns, and that represents authentic heritage, we empower women to be themselves by connecting them to genuine, one-of-a-kind pieces.

## Consciousness

By being more ecologically aware, we enable women to feel a sense of pride in owning pieces that are created to last, without harming the environment.



# Brand profile

<b>Brand core</b>	Sustainable, zero-waste ready-to-wear womenswear for timeless elegance rooted in artistic heritage.	<b>Brand positioning</b>	Zero-waste, sustainable womenswear brand ALMA is for the preservation of cultural heritage and natural environment.
<b>Brand persona</b>	Approachable yet elegant Playful yet empowered Sensitive but strong inside Timelessly feminine in a contemporary way Upbeat but sophisticated	<b>Purpose</b>	To empower women to be self-identical through connecting them to cultural heritage with a wardrobe that stands the test of time and allows them to be themselves.
<b>Values</b>	Diversity Timelessness Seasonlessness Uniqueness Consciousness Empowered femininity	<b>Vision</b>	ALMA envisions a world in which, through deliberate choices, women are able to create a timeless wardrobe that is in line with their personalities, while taking care of the environment and saving cultural heritage by wearing it.



## Craftsmanship

ALMA employs different production techniques to adhere to its zero-waste policy - that means there is no fabric waste produced during the design and creation of the clothes, inspiring unique forms and styles.

The design process aims to minimize waste by making use of all of the materials, including any leftovers when it is necessary to cut the fabric a certain way. These remaining materials are used to create accessories or ornaments.

ALMA's pieces are unique in their shapes and forms, resulting in styles that endure time and represent timeless elegance.

The application of hand-sewn details and solutions is what makes each piece a unique piece of genuine craftsmanship.





## The *ALMA* woman

ALMA women share a passion towards life: they are positive, open-minded, brave souls, living their life in constant evolution, in harmony with their surroundings, nature, and community.

Women of ALMA are free spirited with a taste of timeless elegance.







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**Lan Chi**

Filmmaker and animation designer  
from Taiwan, lives and works in  
New York City



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**Rea Milla**

From Somalia, lives and works  
as a top model in Budapest, Hungary



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**Nini Molnár**

Designer of the brand NINI and  
public figure, lives in Budapest, Hungary





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**Csenge Kázmér**  
Celebrity stylist,  
lives and works in Budapest, Hungary



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**Anikó Herbert**  
Contemporary artist, painter, lives and  
works in Budapest, Hungary



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**Veronika Molnár**  
From Budapest Hungary,  
Art History MA student, lives and works  
in New York City



## Materials

All materials are selected with special attention to aesthetics, quality, endurance, and environmental factors.

Most materials adhere to the highest sustainability standards:



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No pesticides  
No insecticides  
No harmful chemicals  
No GMO  
No child labour  
No dyes or inks that have  
been classified as allergenic

Tested for harmful substances  
Strict criteria catalog  
100 test parameters  
Not harmful for human health





# Press highlights



Forbes

OCTOGON  
ARCHITECTURE  
& DESIGN



marie claire



ROADSTER



DESIGNISSO

WE LOVE BUDAPEST



# Press highlights



VETLÉNYI ALMA  
KILÓGTAK  
A TÖBBIEK  
KÖZÜL



VETLÉNYI ALMA  
TERVEZŐ, ALMA VETLÉNYI



Alma Vetlényi



HYPEANDHYPER

The New York Times

RTL  
KLUB

ELLE

BAZAAR

Atlas

GLAMOUR



# ALMA

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