

PORTFOLIO



ALAINA ALVAREZ

DESIGNER & ARTIST

ALAINA ALVAREZ

With 16 years of fashion industry experience, Alaina Alvarez pulls from a deep well of knowledge and inspiration to produce beautiful, coveted product. Straddling the worlds of business and art, Alaina excels at managing teams while also bringing forth a strong creative vision. Her approach to fashion design aims to evoke an emotional response, allowing the viewer the opportunity to cast themselves in a new, inspired light.





MARC
JACOBS

Handbag Design

2013–present

THE SNAPSHOT



Marc Jacobs' bestselling bag, launched in 2017



THE DUET

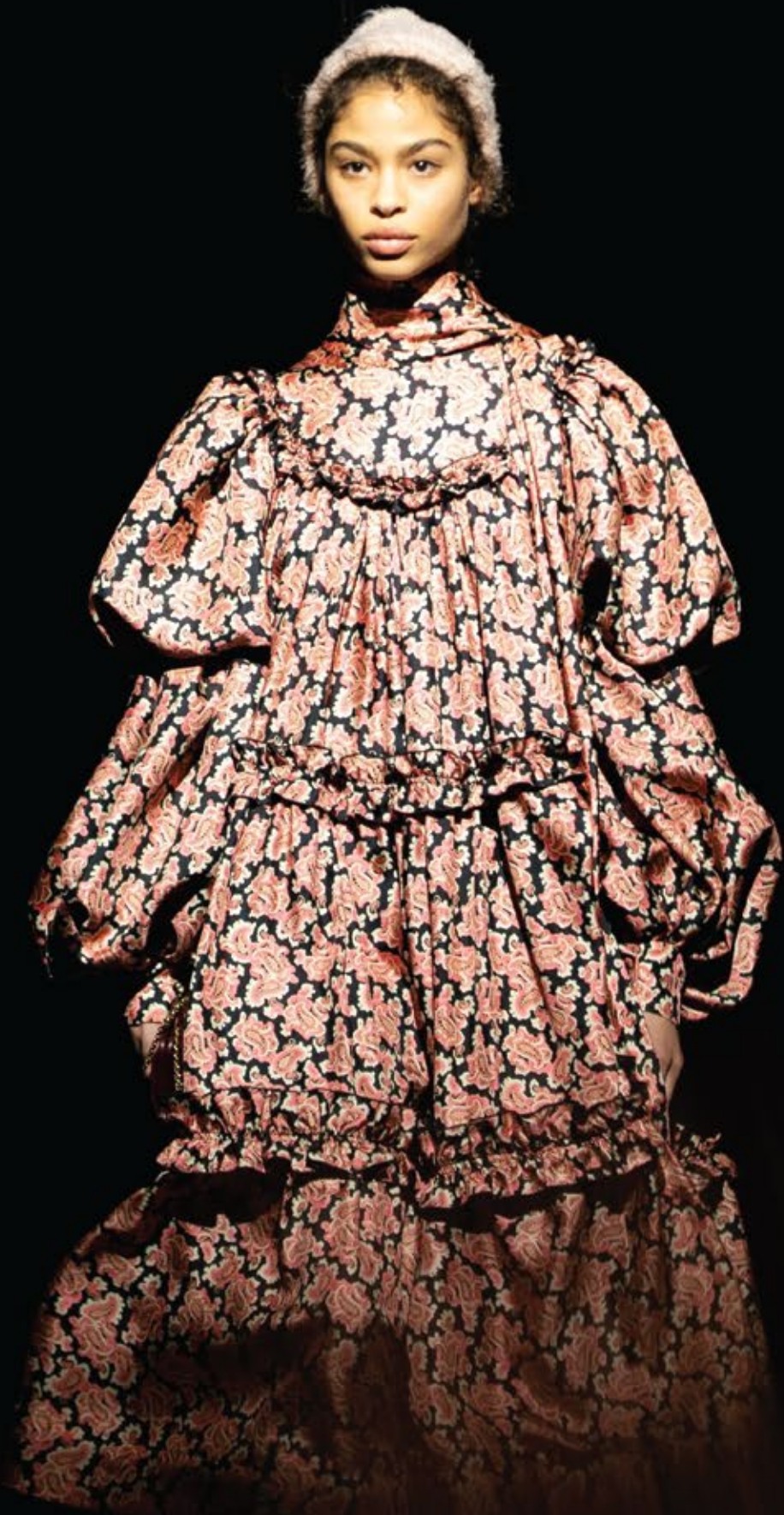


MARC JACOBS

two bags, worn together or separately



FALL 2019







SPRING 2019







THE KISS LOCK TOTE







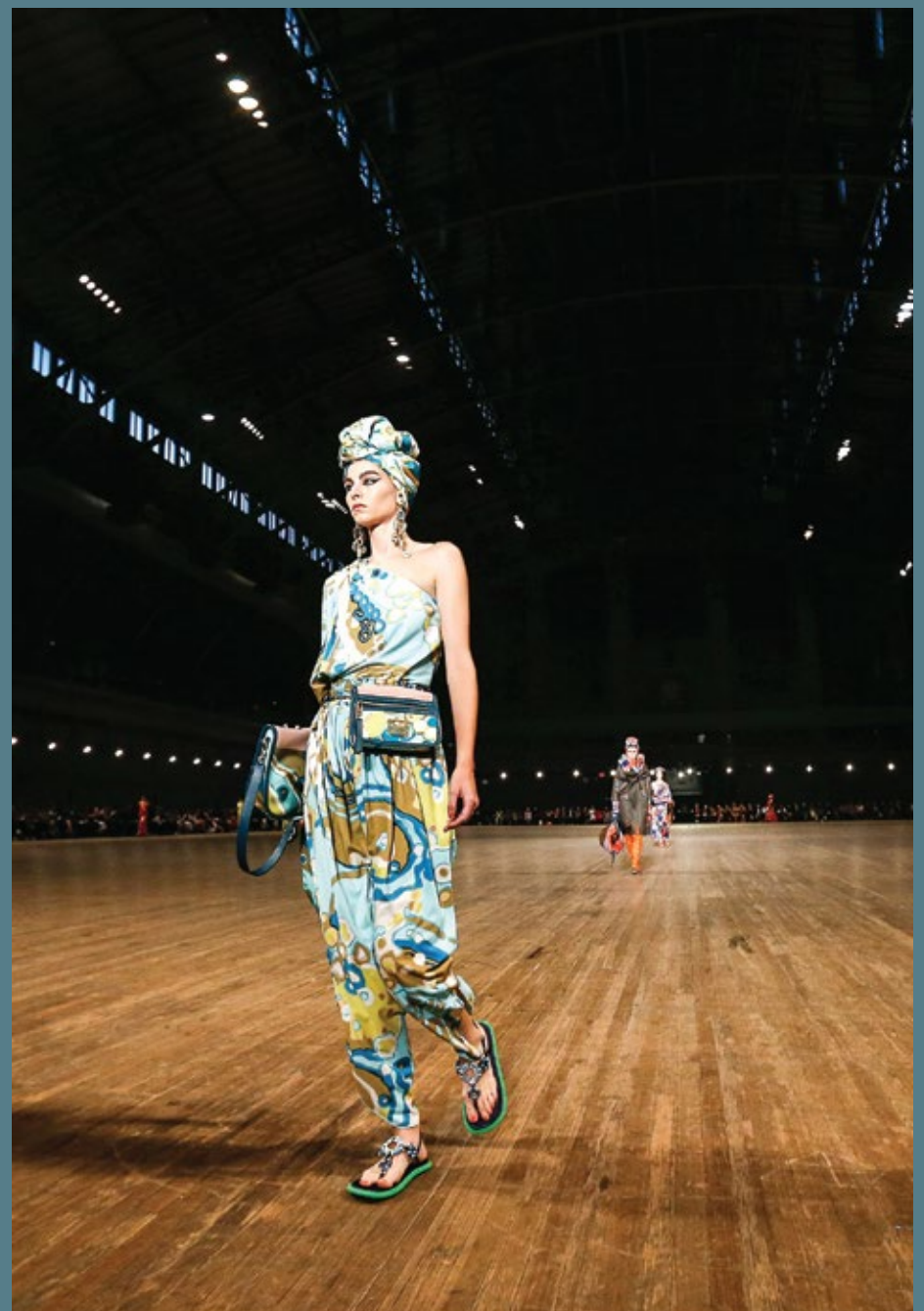
THE EDITOR



SPRING 2018









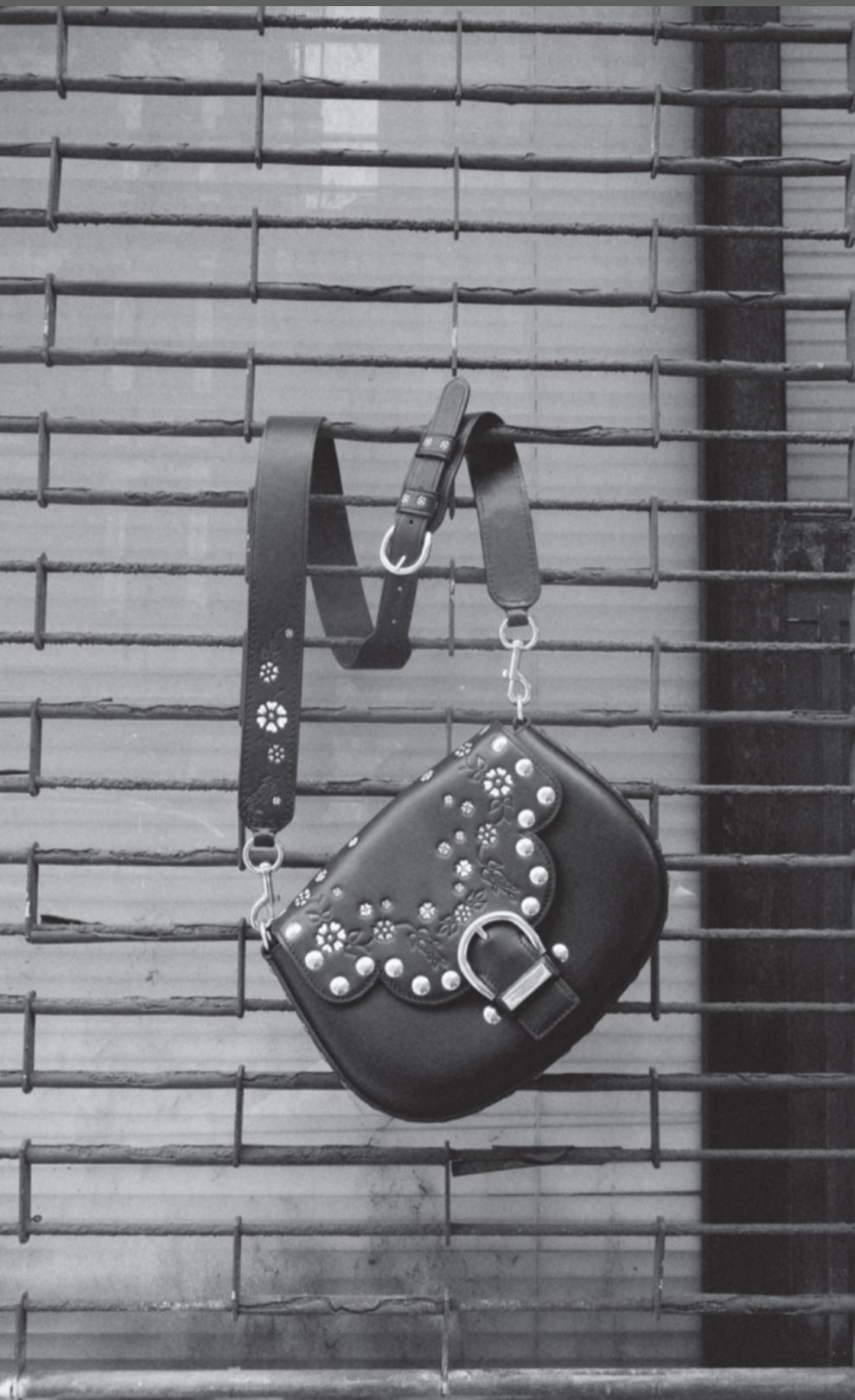


THE SLING



a slouchy, modern 3-in-1 bag that can be a crossbody, a shoulder bag, or a backpack

THE NAVIGATOR



*a structured, 70's-inspired studded saddle bag
with embossed, painted flower artwork*

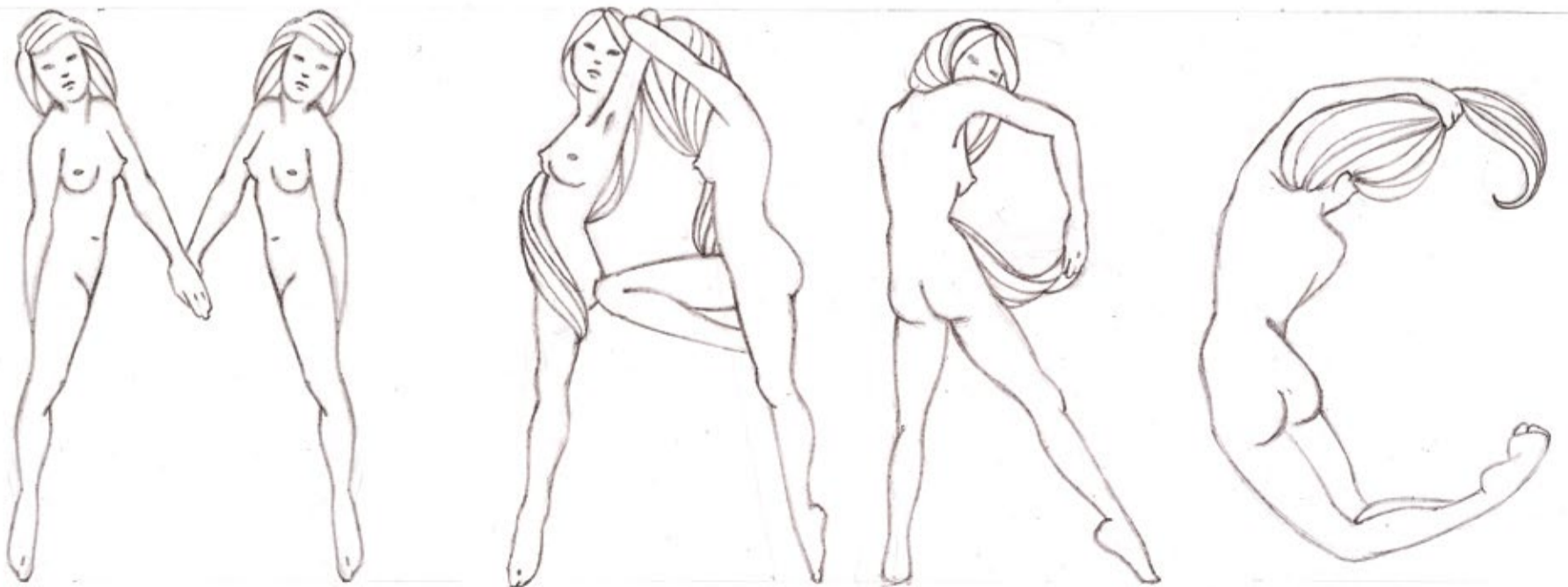




THE SWAY



THE SNAPSHOT PEOPLE



sketch for branded hardware on Snapshot

SPRING 2016





printed canvas and leather bags hand-embellished with patches, pins, Swarovski stones, glitter, and embroidery





THE J, MARC









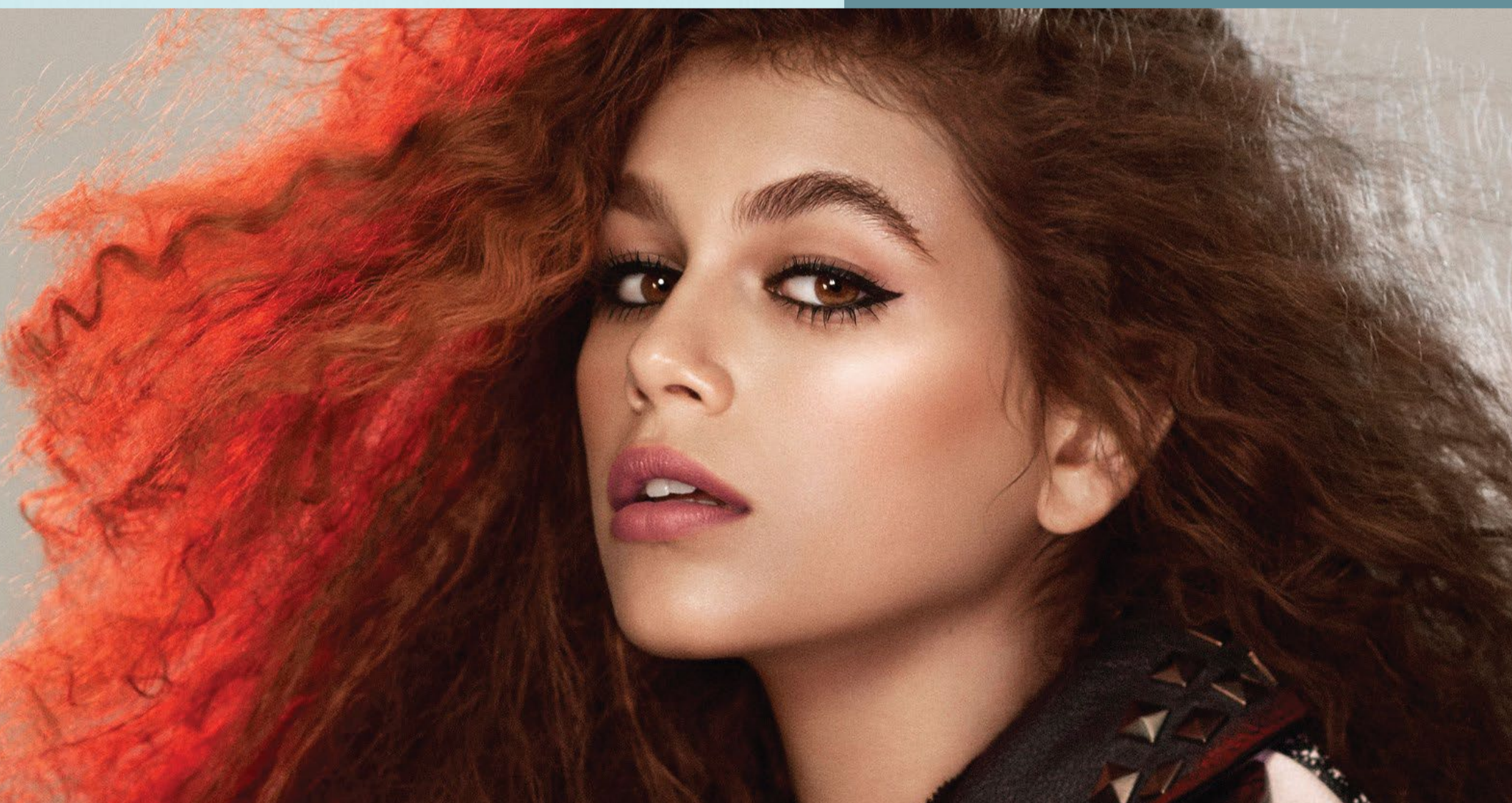
Sofia Coppola
Collaboration







*Kaia Gerber
Collaboration*





OTHER
PROJECTS

Concept Development MARC JACOBS FRAGRANCE



THE NEW EAU DE PARFUM

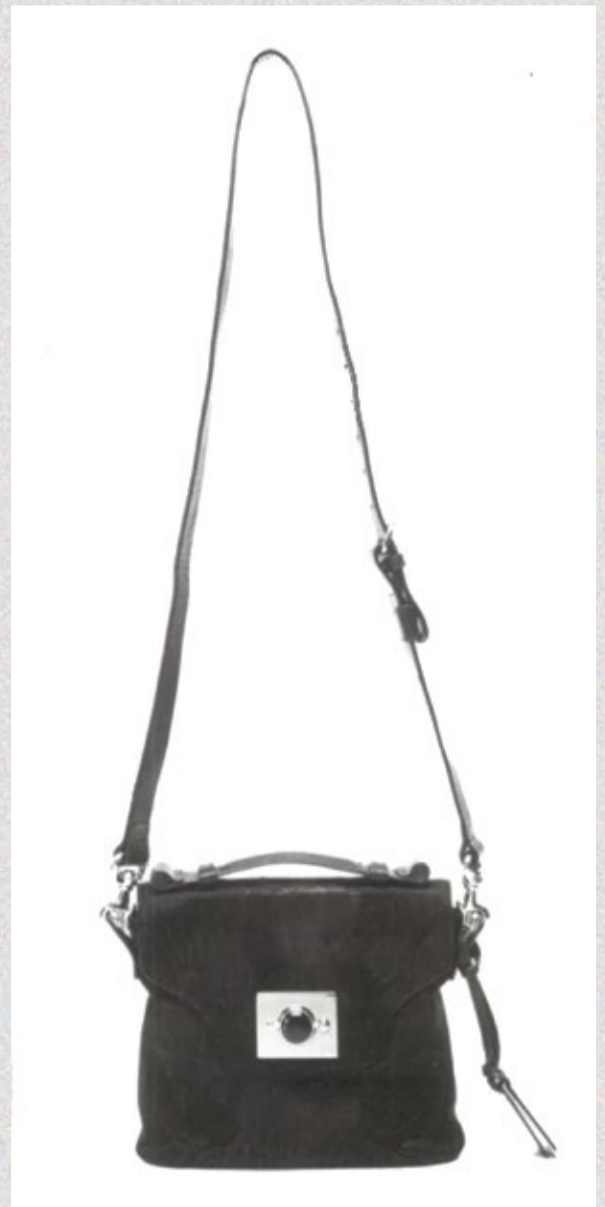
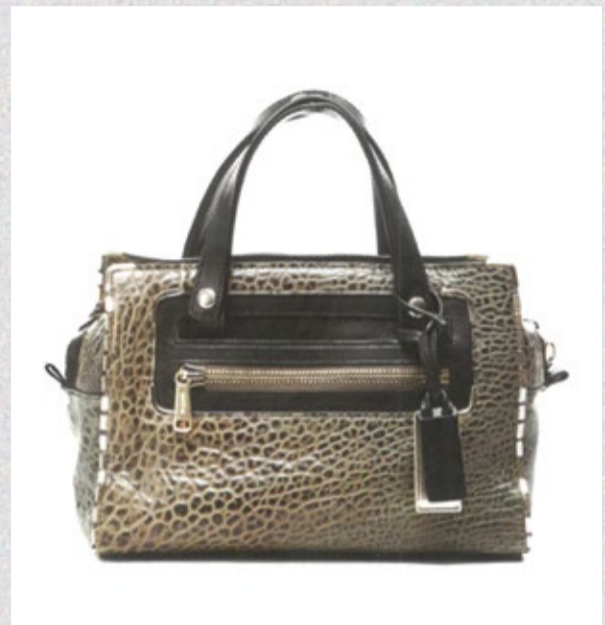
**PERFECT
MARC JACOBS**

PERFECT AS I AM

“Coty’s biggest fragrance launch in 15 years.” –WWD



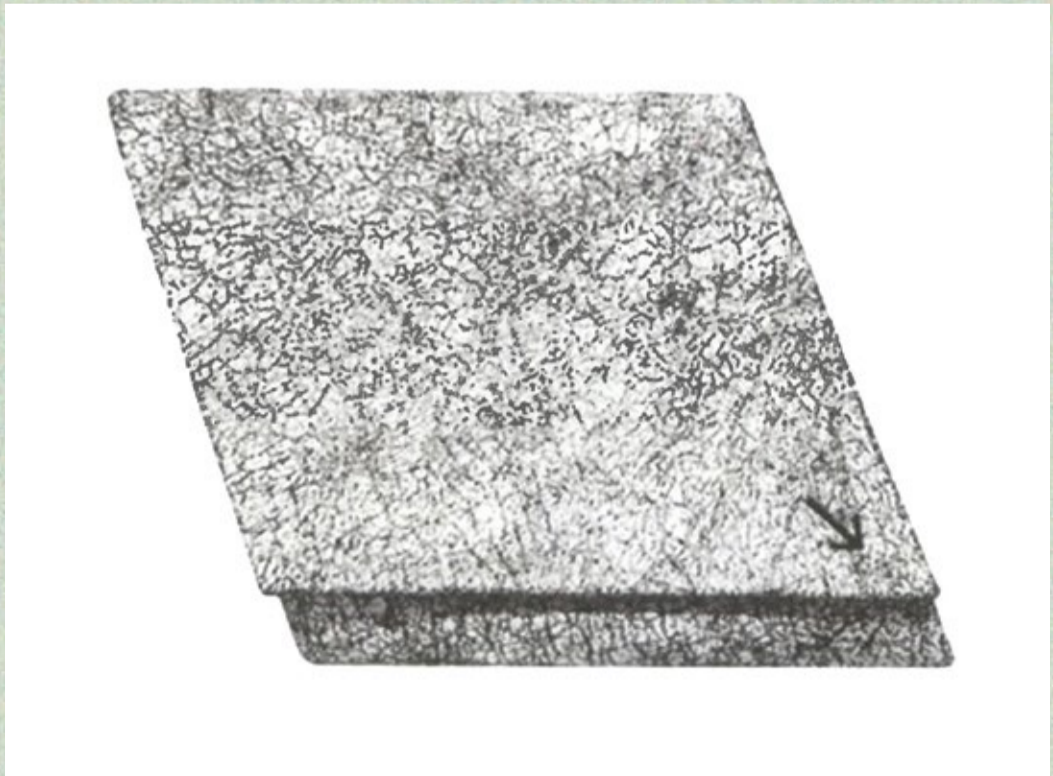
Handbag Design GRYSON *2011-2012*



Handbag Design

SANG A

2011



RTW Design
REBECCA MINKOFF
2010-2011



LOOK 1



LOOK 2



LOOK 3



LOOK 4



LOOK 5

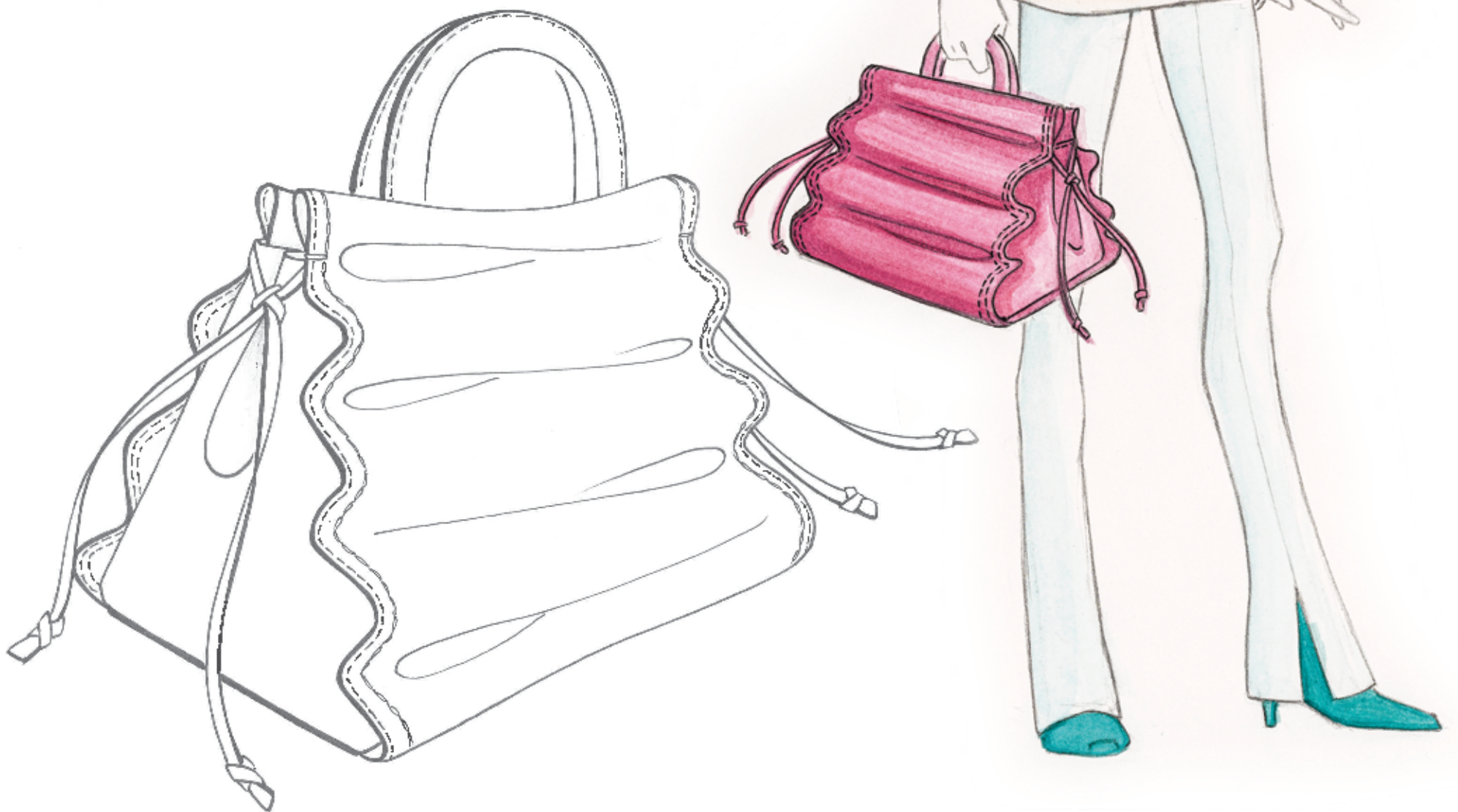


PERSONAL
WORK

Mood board SERPENTINE

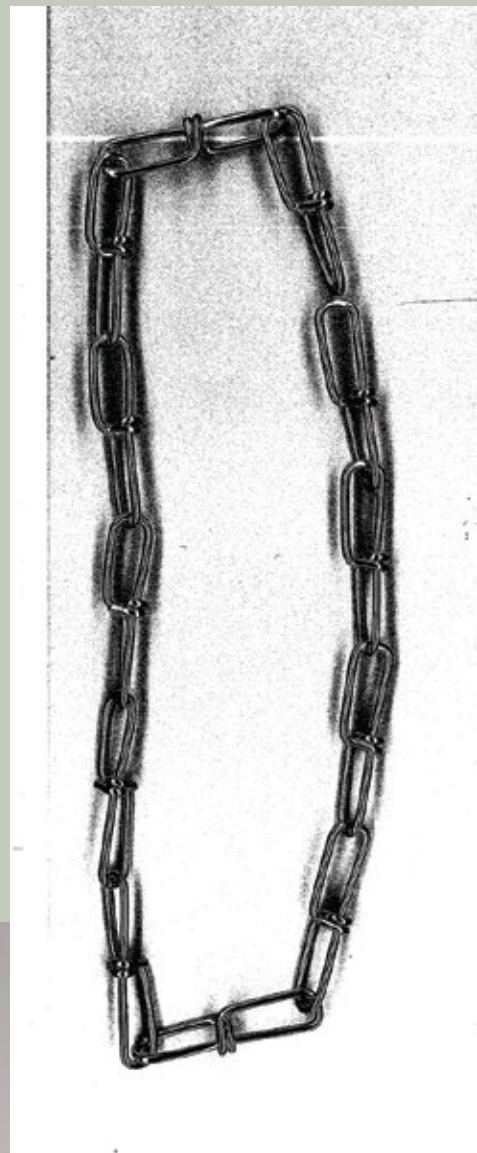


The *Serpentine* satchel: undulating smooth calfskin leather with *soft, curved lines* playing against a structured top handle. Ties at the side to cinch the gusset, or release for a *relaxed, open tote shape*.



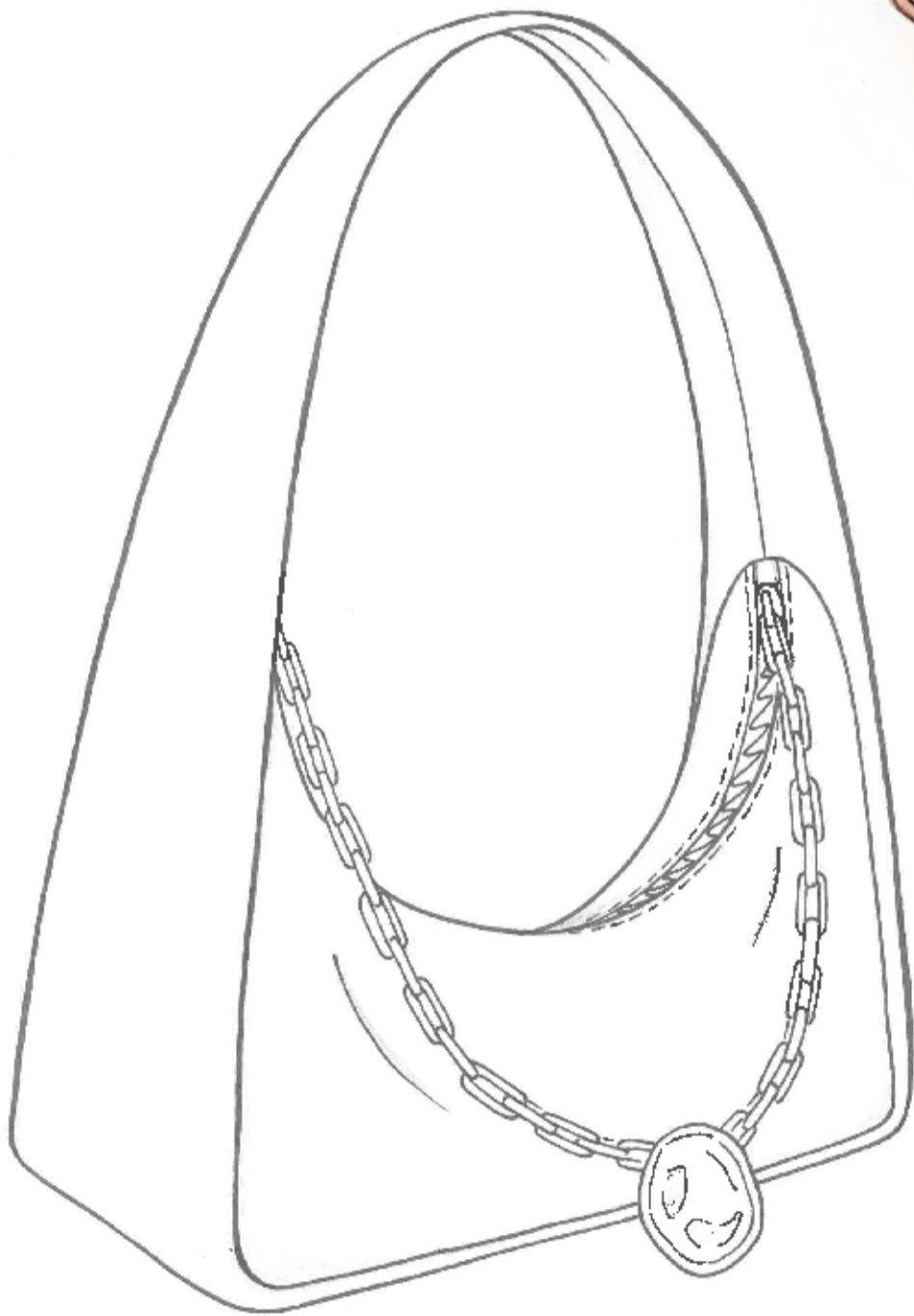
AnOther

Magazine



Mood board NYMPHA

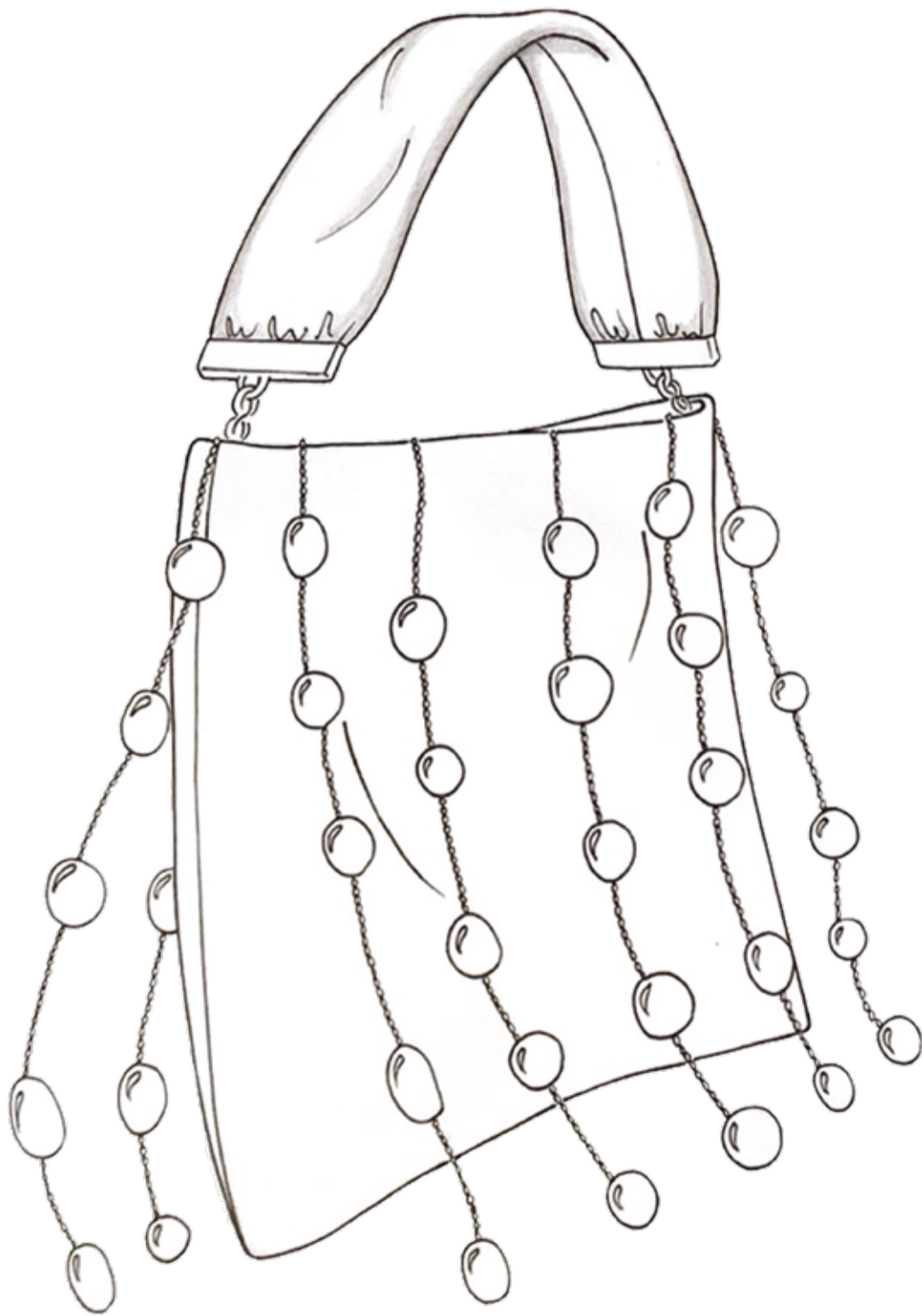
The *Nympha* shoulder bag: a soft, slouchy bag with a “necklace” zipper detail and hammered silver pendant—a sculpture that both molds to and adorns the body.



Mood board
ARIES



The *Aries* bag: *elegance* found in the *unusual* — a flat satin bag with a padded lambskin handle, embellished with *baroque freshwater pearls* dangling from beaded strings.





Fin