

LOOKBOOK

ALICE



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# WHO THE F\* IS ALICE?

Alice is a brand dedicated to the creation and sale of both artworks and a collection of exceptional design pieces. Largely inspired by fascinating mythology, Romanian customs, and traditional aesthetics, our creations blend cultural heritage with a modern spirit. The silk scarves, bags, and jewelry are not merely accessories, but wearable works of art, each one infused with authentically Romanian stories, in Alice's own artistic interpretation.

Every design piece is the result of intensive ethnographic research, reinterpreting genuine symbols and motifs in a sophisticated and contemporary manner.

Alice addresses art and tradition lovers, offering them the opportunity to wear a part of Romanian artistic heritage in a unique and expressive way.



The pieces I create are deeply symbolic. I love infusing them with cultural meaning, with every detail carefully chosen—whether shape, color, or texture. It is my way of honoring our ancestors in a world undergoing increasingly rapid change. The unique perspective on life and spirituality found in the Romanian countryside—a vision that transcends the material world—has a profound influence on my work, both artistically and in terms of design.



Alice is the artist behind the brand. Trained as a designer, she lives and works in Bucharest, creating from her atelier out of a deep love for art, design and Romanian traditional culture—with all its layers: religious, ancient, and profoundly symbolic, rooted in her ancestors' aesthetics. Her aim is to bring this cultural richness into modern design, making it accessible to younger audiences with a passion for fashion.

Alice is wearing the Wings Scarf

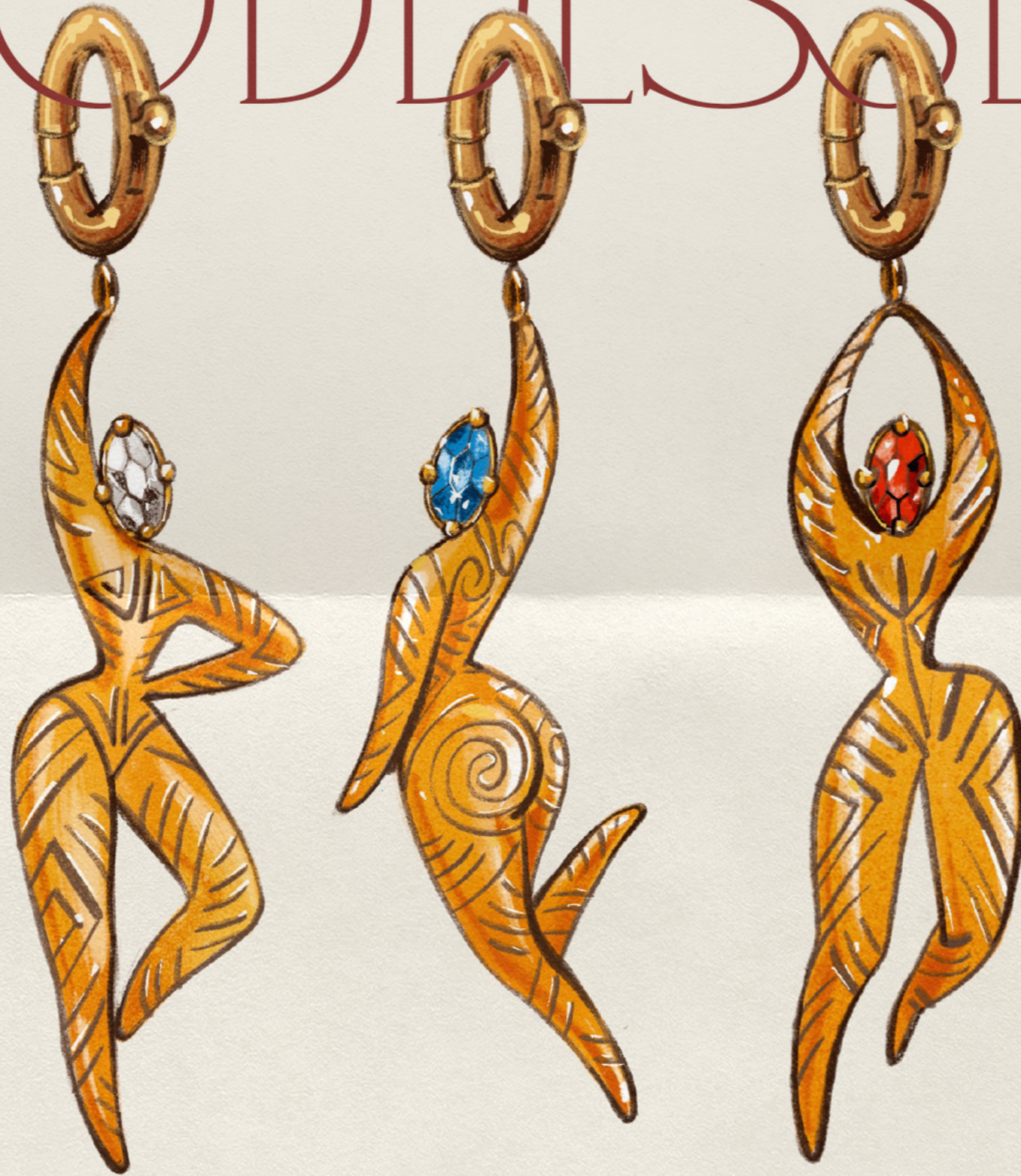
# OUR MISSION

We aim to place Romanian heritage and ancestral aesthetics where they truly belong—in the realm of luxury. Brâncuși was one of the few Romanians who succeeded in visually capturing the very essence of the Romanian soul—the spirit passed down through generations in the countryside. Inspired by such greatness, we aspire to bring that same spirit to the world, but through our own vision.

Each piece we create is a story—authentic, wearable, and timeless.

# GODDESSES

Fine jewelry with  
Cucuteni high energy.



3 unique shapes, each in solid sterling silver and gold-plated in 24k gold, earrings and necklaces

PENDANT SIZE: 4cm  
CHAIN LENGTH: 80cm

Earrings and long pendants.  
Sterling silver and gold-plated. Fire, water, air.  
All combinations and elements dancing and igniting a lust for life.



The GODDESS collection is inspired by the ancient goddess statues of the Cucuteni culture – one of the oldest European civilizations, where nature, life, and cosmic balance formed an inseparable unity. Each of the three characters in the GODDESS collection personifies one of the Cucuteni culture archetypal forces:



## Aetherera

- the expression of active force, vitality, and the fertilizing sky.

## Ondra

- symbol of the waters of life, of creative flow and birth.

## Vesta

- creative passion, fertility, and inner fire



## The Heirloom Bag

Inspired by the enduring silhouette of the traditional Romanian peasant heirloom chest, the Heirloom Bag is meticulously handcrafted by artisans in Sibiu, Romania. At its core are two engraved sun symbols — ancient motifs seen on the oldest dowry chests — evoking continuity, protection, and the life-giving force of tradition. The wrap-around zipper and polished gold-tone hardware complete the design with quiet sophistication. The bag opens to reveal a rich crimson suede lining, offering a bold contrast and a generous, soft interior for your daily essentials. Its adjustable strap can be worn short over one shoulder or extended for a comfortable crossbody fit.



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ALICEARTWORLD.RO  
BUCHAREST, ROMANIA

DESIGN ANCHORED IN ART AND ROMANIAN TRADITION

# MODERN

# HERLOOM



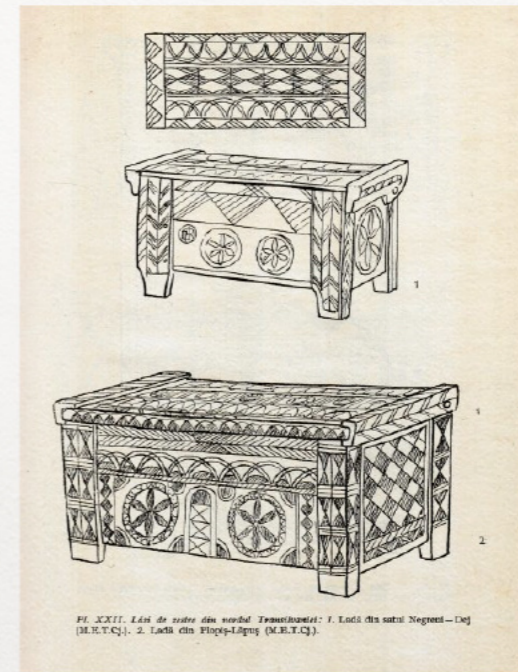
COLOR: IVORY



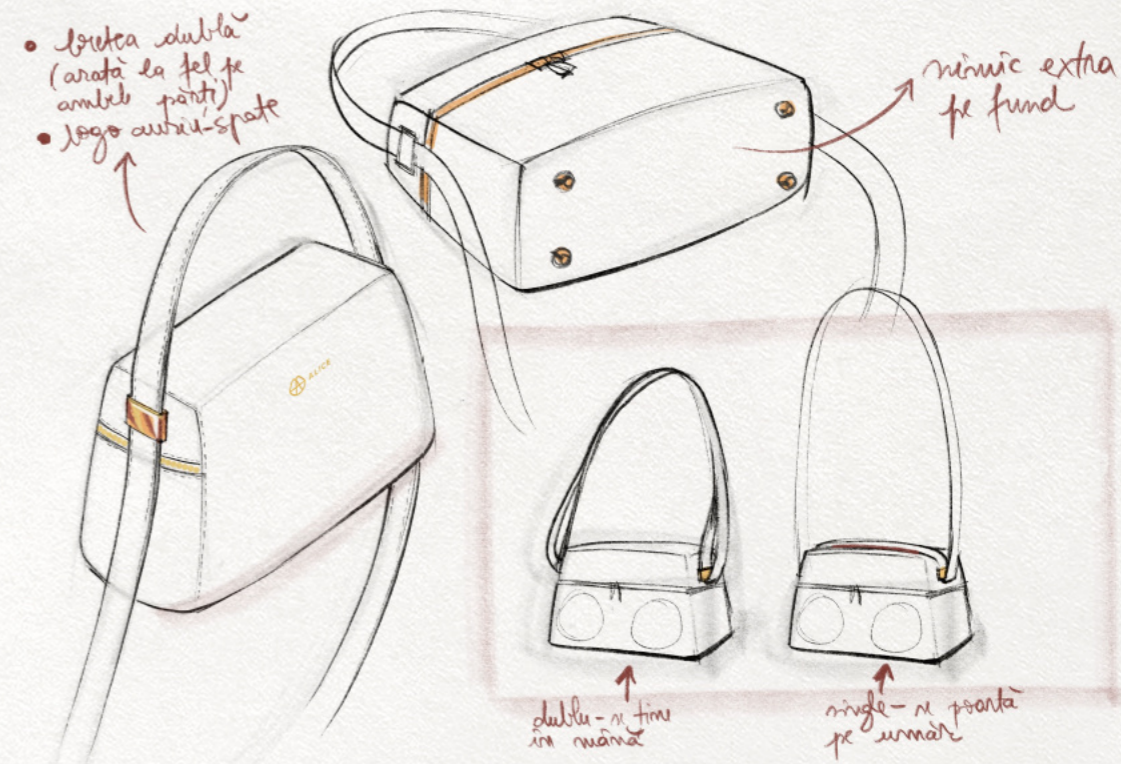
COLOR: SUEDE



Red is for life —  
the old hasn't  
died; it has simply  
metamorphosed.



Pl. XXII. Lăzi de cedee din nordul Transilvaniei: 1. Ladă din satul Negreni—Dej (M.H.T.C.). 2. Ladă din Flocș-Lăgus (M.H.T.C.).





COLOR: IVORY



A mark of light, protection, and continuity. Designed to echo the emblem on the Heirloom bag, this refined accessory adds a subtle note of heritage luxury to any piece you carry. Elegant, symbolic, and made to last.

# SILK SCARVES, WITH LOVE

On Easter Sunday, a peaceful village morning is gently stirred by the sound of church bells at 10 a.m. Villagers gather at the cemetery to bring to their family graves a symbolic Easter feast, in a heartfelt tribute to their ancestors. A special tradition, "The Offering of Vessels" honors newlyweds—couples married since the last Easter—who, accompanied by their godparents, return to the cemetery to share the same menu from their wedding with their former guests, who in return bring practical gifts to support the couple's new life together.



Created from a detail of Alice's artwork Lovers, a piece inspired by a beautiful Easter tradition at the countryside.



The Lovers Scarf,  
silk twill, 90x90 cm



The Lovers Painting, 100x160 cm, acrylics on canvas, Alice



A sheperd's heart  
was carved in  
every symbol on a  
distaff while  
away from his  
loved one.

The winged spinning distaff transcends romantic symbolism, representing an ancient narrative of creation and cosmic balance. As described by Ion Drăgușanul, it embodies a "primordial cosmogony," where the cosmic tree, guarded by Mars and served by Venus, shelters the Universal Spirit, imagined as the Sun.

The Wings scarf celebrates enduring love, cultural heritage, and the artistry of a bygone era, weaving together history and beauty in a wearable masterpiece.



Wings Scarf,  
silk twill, 90x90 cm

# HERITAGE + FASHION

In tradition, shepherds would carve these intricate distaffs while spending months in the mountains, from the Feast of Saints Constantine and Helen to Saint Demetrius' Day. Their purpose? To create heartfelt gifts for their sweethearts or fiancées.

These tokens of love were more than mere objects—they were powerful symbols of devotion. Young women played a pivotal role in this love ritual. Accepting a distaff signified mutual affection, while breaking it was a symbolic rejection, a gesture heavy with emotional significance. Shepherds who could write often personalized their distaffs with engravings, including the year, their beloved's name, and sometimes verses of love.

These creations were often presented during "șezători," traditional social gatherings filled with symbolism, where romantic gestures intertwined with the rhythms of rural life.

# CONTACT

ALICE

ALICEARTWORLD.RO  
BUCHAREST, ROMANIA

iam@aliceartworld.ro

@alice.art.world

+40741168400

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