

Velure

portfolio



Ola velure

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CURRICULUM-VITAE

PERSONALIA:

OLA VELURE

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COMPETENCE

Sewing
Construction
Knitwear
Apexfiz
Photoshop
Illustrator
InDesign

LANGUAGE

Norwegian
English
Danish
Swedish

I am a Norwegian fashion and knitwear designer with a degree in men's tailoring. Focusing on innovative menswear, my aim is to balance the idea of femininity and masculinity in clothing. With inspiration from historical dress, I translate my romantic aesthetic into modern menswear that's rooted in flamboyance and high quality craftsmanship. This is achieved through classic tailoring techniques and experimental knitwear, with the latter exploring structures.

EDUCATION:

2024 – **Present:** Master's in Clothing, Textile & Fashion Design, Aalto University, Helsinki, Finland
– 06.06.2025: Advanced Knits & Knitwear Workshop
04.11.2024 – 04.12.2024: Knits & Knitwear Studio

2020 – **2023** : Bachelor's in Fashion & Business, Via UC, Herning, Denmark

– 03.09.2023: Advanced Knitwear Design (Elective)
– 29.04.2022: Machine Knitting with STOLL ADF

2019– **2020** : Art & Design History, Universitetet of Bergen

2014 - **2019** : Classic Men's Tailoring, Årstad High School, Bergen,

EXPERIENCE:

03.11.2025 – 04.12.2026 : Student Teaching Assistant in Knitwear for 1st year MA, Aalto University, Helsinki, Finland

09.05.25 – 13.05.2025 : Winner of the Aalto University & Shima Seiki Knitwear Competition

10.11.24 – 01.07.2025 : SoMe assistant for Aalto-Fashion Instagram, Helsinki, Finland

17.04.23 – 30.06.2023 : Clo3D Intern at Via University, Herning, Denmark

09.08.21 – 08.10.2021 : Design Intern in Knits & Woven for Pardon-Clothing, Ikast, Denmark

19.08.19 – 01.06.2020 : Tailor at the National Stage (DNS) of Bergen, Norway

Graduate

Collection



A menswear collection inspired by Oscar Wilde, Aestheticism, Dandies and decadence of the late 19th century. The qualities came to represent a queer aesthetic that still affects us today. The universe is romantic and conspicuous.





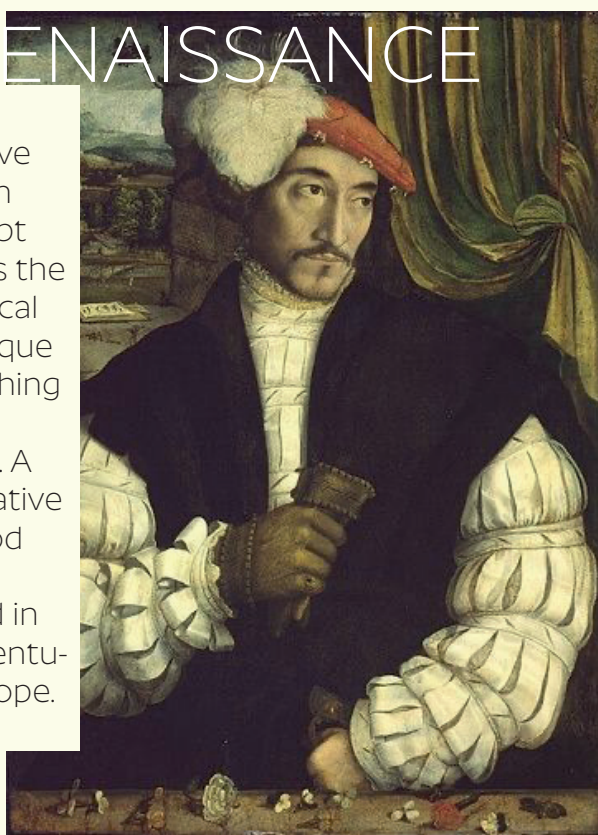


Shoes made by
Hailey Robinson



SLASHED RENAISSANCE

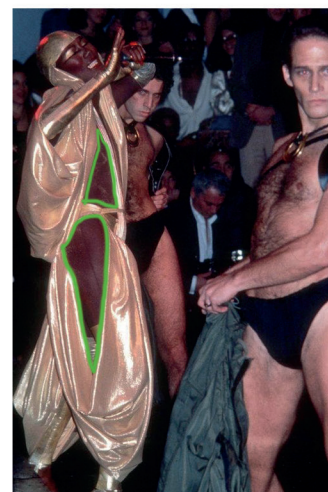
My innovative fashion concept revisits the historical technique of slashing in garments. A decorative method widespread in 16th century Europe.







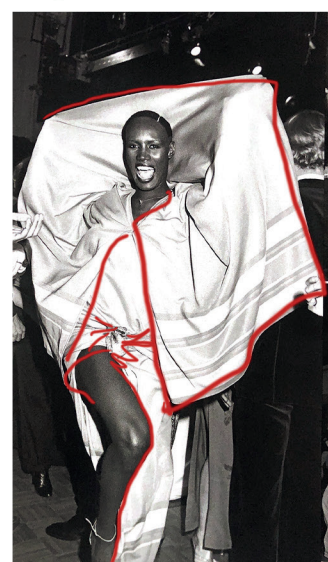
Wrapped.



Skin



Bare Shoulder



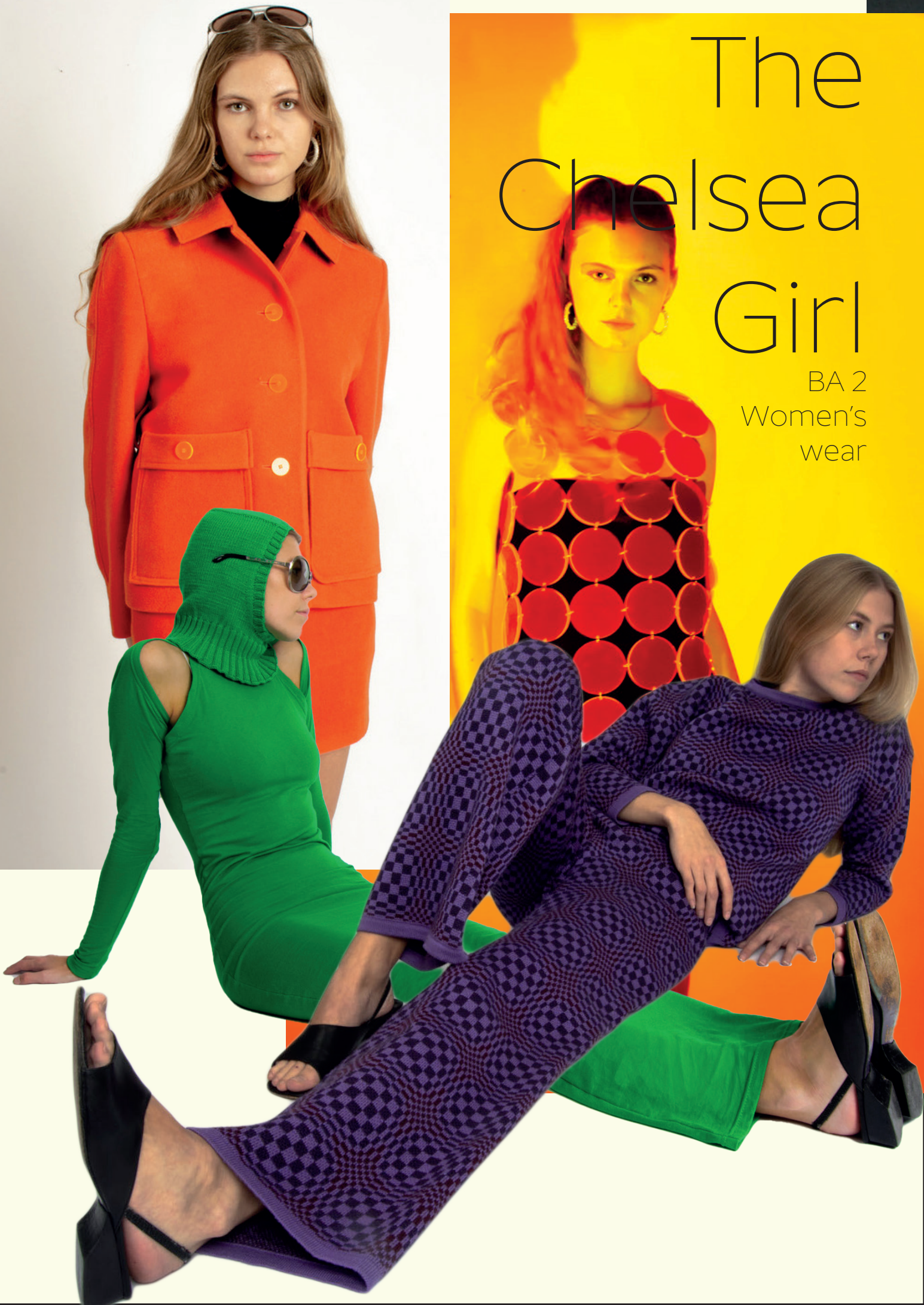
Take Me Home

My BA project is inspired by hedonism at Studio 54. It celebrates diversity and the glamour of disco. The collection should represent joy and operate as an escapism in a modern world. During this project I focused a lot on draping and high-quality finishing. A lot of silk screen-printing went into the project, directly inspired by the images from the legendary club.

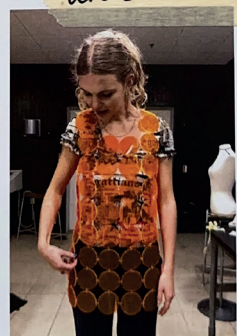
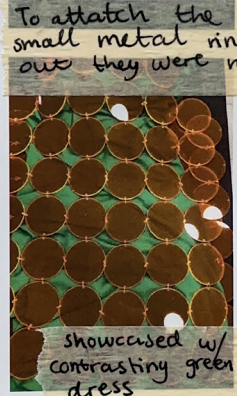
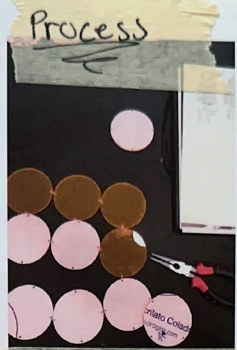


The Chelsea Girl

BA 2
Women's
wear



Carnaby Street, Kings road and Swinging London sets the mood for the Chelsea Girl universe. Set in the mid 60s and moving towards the end of the decade, this universe is full of colour, Psychedelic Rock, models with bangs and optical art. In a more colorful version of femme fatale.



Laser cutting the shape

To attach the circles i used small metal rings. It turned out they were not so strong

showcased w/ contrasting green dress



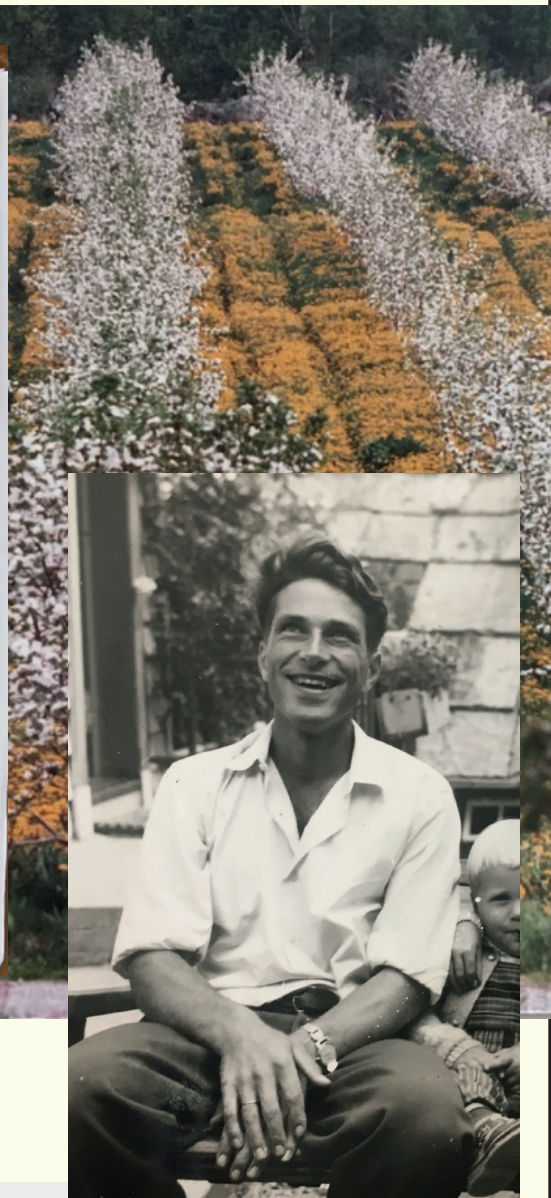
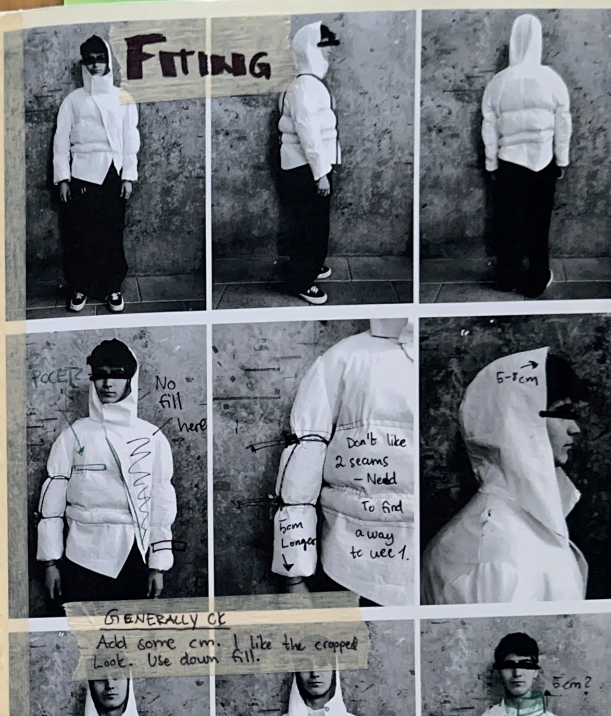
Panda eyes
Right: Remon's T-shirt
model Panda's T-shirt
monochrome make up artist
Paul Remon's inner look
multi-coloured panda eyes
1st November, 1969



Velure

This menswear project was personal and reflective of past summers. I wanted this collection to be really nostalgic and draw upon memories and summer romance. This is why I found the inspiration in my grandmother's farm, which embodies the perfect essence of a romantic Norwegian summer. Combined with inspiration from hiking and mountain climbing, it creates a balance between tailored and active. In addition to referencing past summer activities.





is associated with holiday and summer in warm nature.

made me think of where have spent a lot of summers. Velure in Hardanger where my father is from. an old farm dating back the 13th century.

danger is also one of places in Norway the tourist (foreign) came to. y explored the nature hiking or climbing the untains. Back in the 'century people used to explore the nature in ts...



IDEA
So... I want to reinterpret the Hawaii skirt to a Norwegian version (flowers/print etc)

The inspiration of colours, textures and materials should come from my Grandmothers house.

Together with this I want to make it modern by mixing tailoring with the functional hiking gear. Maintain climbing is an inspiration.

CONCEPT:
Tailored functionality
Natural fibers

