



DANEL



we create the
timeless in the
present moment.

*and we create it in Bosnia
and Herzegovina.*

EST. 2020

INFINITE

2020



Fashion designer: Ljubica Mulaosmanović
Silk painter: Ljubica Mulaosmanović
Seamstress: Zehrina Spahić
Executive creative director: Maja Savić
Photographer: Mario Ilić
Videographer: Vedran Haračić
MUA: Adalgisa Hurić
Models: Andrea Tešanović, Neira Ahmetbegović, Nejra Hadžigrahić, Ivana Perkunić Mešalić

SPRING COLLECTION '20

Four dresses, four women, four generations and four elements of life: fire, water, earth and air.

The dress is designed to fit different female figures. The belt, which can be put on or taken off the dress as desired, is a small work of art with hand-painted motives on silk. Because of this, each dress is unique and no two painted silks are identical.

Dress colors: red, blue, beige, grey

Dress material: benetton

Belt material: silk









INOCENTE

2021



Fashion designer: Ljubica Mulaosmanović

Seamstress: Zehrina Spahić

Executive creative director: Maja Savić

Photographer: Said Smajlović

Model: Berina Hasanbegović

INOCENTE

2021

WINTER COLLECTION '21

Classic pieces of clothing with asymmetrical cuts and natural materials, have been transformed into timeless ones.

Parisian look, created on the streets of Bosnia and Herzegovina.

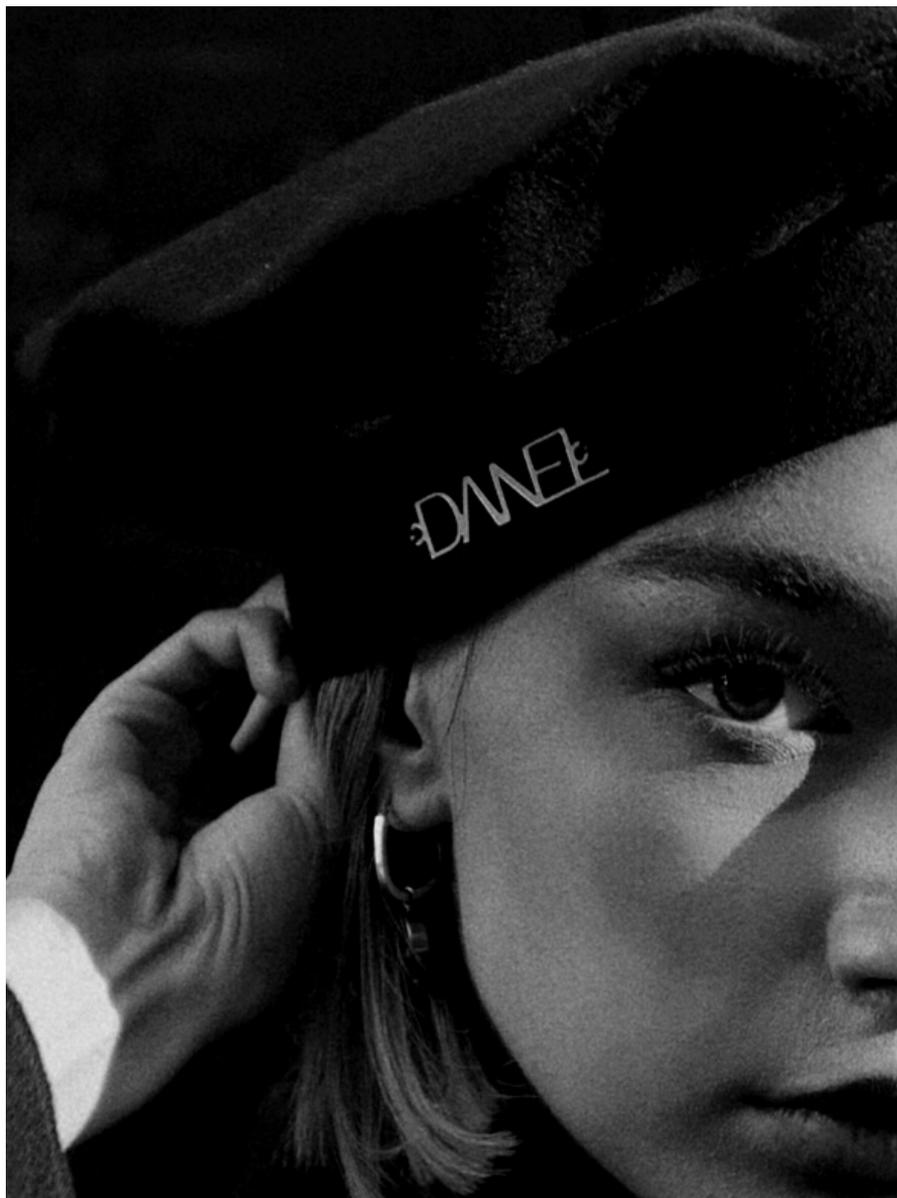
Colors: black and white

Material: wool









MONO

2022



Fashion designer: Ljubica Mulaosmanović

Seamstress: Senka Suljić

Executive creative director: Maja Savić

Photographer: Adnan Huremović

Videographer: Vedran Haračić

MUA: Adalgisa Hurić

Model: Marija Hudolin

MONO

2022

WINTER COLLECTION '22

The biggest of all - MONO collection represents a big step forward for our team.

Inspired by our mother's closet and unique sets, made of solid material and with beautiful cuts - it is created for those who choose restraint and elegance fashion.

Colors: black and grey

Material: silk, cashmere and tweed











SILK ON SKIN

2023

Fashion designer: Ljubica Mulaosmanović
Seamstress: Senka Suljić
Executive creative director: Maja Savić
Photographer: Amna Geljo
Model: Emela Burdžović

SILK ON SKIN

2023

SPRING COLLECTION '23

Elegant, luxurious, comfortably.

Simple description of SILK ON SKIN collection. A timeless classics in which the big “yes” is easier to say. Because silk on the skin is still something more than ordinary.

Colors: brown, olive and white

Material: silk











2020-2023

MORE THAN FASHION

The DANEL story began in March 2020. The first products out there were hand-painted silk scarves, which became an integral part of other collections that followed them.

In the next three years, all the steps of the DANEL studio were aimed at enriching the Bosnian fashion scene, stepping outside the framework of the standard and providing an opportunity for young BiH talents to create big stories, together with our small team.

The following pages are a small part of the projects, inspired by the brave women of Bosnia and Herzegovina, which we created together with these talented and motivated people.



spring collection '20

material: silk & benetton

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Mario Ilić



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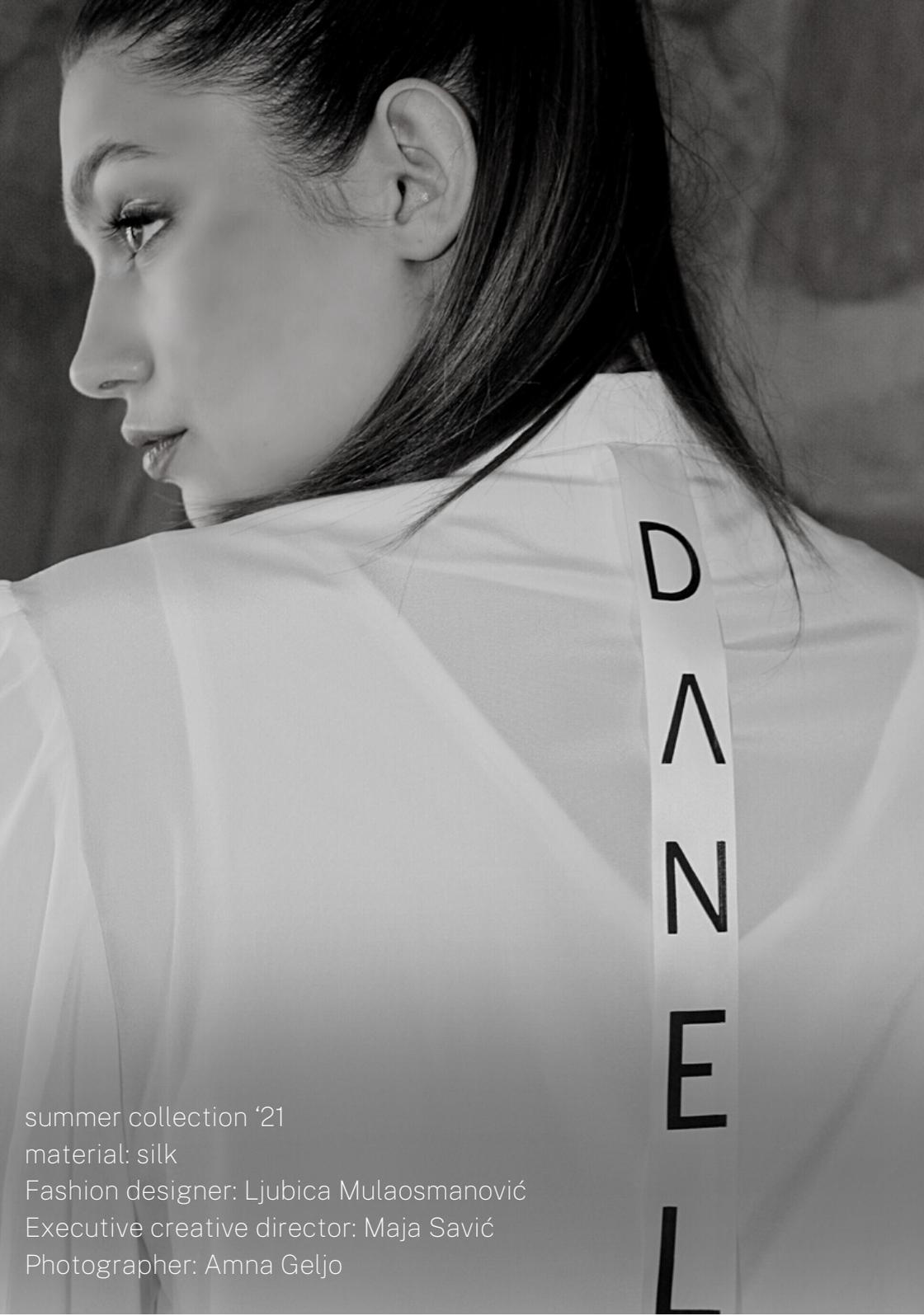
summer collection '21

material: silk

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Amna Geljo



summer collection '21

material: silk

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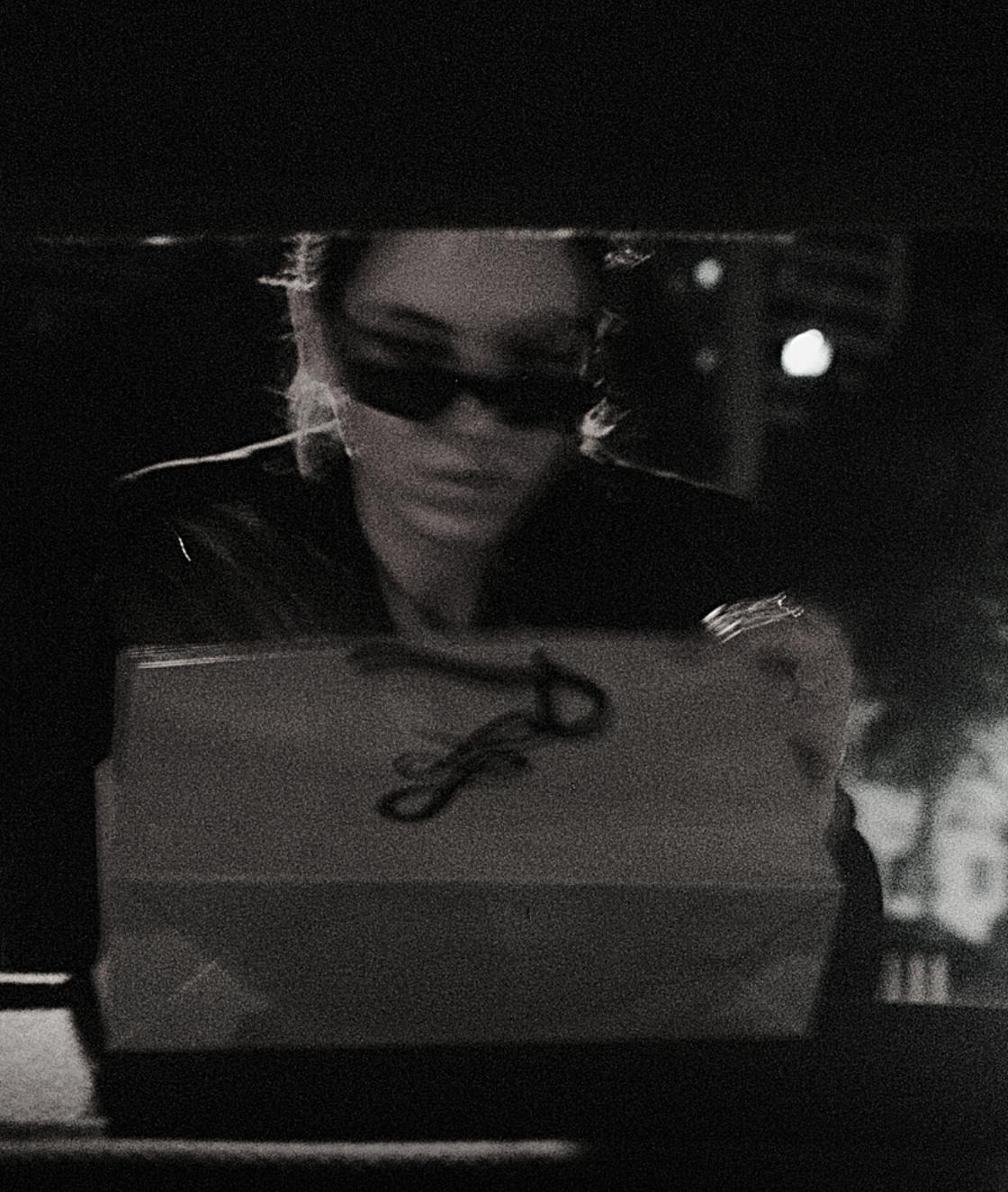
supporting local artists (mini project)

material: silk

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Damir Grebović



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supporting local artists (mini project)

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Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Damir Grebović



winter collection '21

material: wool

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Said Smajlović



mid-collection '22

material: viscose

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Amna Geljo



mid-collection '22

material: viscose

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Amna Geljo



winter collection '22

material: silk & chasmere

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Adnan Huremović



winter collection '22

material: silk & chasmere

Fashion designer: Ljubica Mulaosmanović

Executive creative director: Maja Savić

Photographer: Adnan Huremović



DANELI

winter collection '22
material: silk & chasmere
Fashion designer: Ljubica Mulaosmanović
Executive creative director: Maja Savić
Photographer: Adnan Huremović