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Fall/Winter 2015 Collection Press Release

“Look deep into nature, and then you will understand everything better.” - Albert Einstein

Moving our lens from the hustle and bustle of urban life and landscape, for FW15 we focus on the wonders of nature- flora, fauna and natural mineral formations. Day after day, nature paints for us pictures of untamed beauty, and these have taken center stage on our mood board for the season.

Earthy tones combined with deeply saturated rich hues form our color palette for FW15. Warm and cool greys, Moss Stone Green, Garnet Red, Agate Green and Graphite Blue work together in color block combinations and in prints. An explosion of vivid colors like Amethyst Purple, Blue Topaz and a hint of Coral are reminiscent of semi-precious stones in their uncut, unpolished natural form.

For Fall Winter, the prints are bold and oversized. The opulence of our prints is inspired by the magnificent patterns and rich colors found in the wild. We were fascinated by the diversity nature had on offer and we reflected more on its graphic sensibility through our prints. Drawing inspiration from the texture of tree bark, the Organic Stripe print is a homage to one of nature's most under-valued creations. An intricate pattern of nature's artwork, the linear formation of bark translates into bold irregular vertical lines that are softened by neutral hues. Beautiful brights were brought to life in our Camouflage and Organic Flower prints while the in-orderly spatial arrangement and rich graduated colors of an Amethyst rock inspired our Mineral print.

All superfluous embellishment has been abandoned in pursuit of a simplified construction and a relaxed silhouette. A closer look at nature leads us to picture a forest densely populated with trees, twigs and branches extending in various directions, intertwining one another to create overlapping patterns. An asymmetric panelled skirt is combined with a timeless tie blouse worn under a quilted fur trimmed Mineral Jacquard zip up jacket, while a Birdseye Intarsia knitted coat is worn over a wide leg cropped pant in Organic Stripe Jacquard.

Rich Plush knits, Boucles and Tweed textures call to mind a rocky terrain, a high shine lurex infused jacquard reflects the dazzling cross section of an Amethyst, while a grey felt with a brightly colored needle punch treatment of the Camouflage print reminds us that there is perplex beauty to be found even in the most desolate of landscapes.

Renowned Greek philosopher Aristotle once said, 'In all things of nature there is something of the marvellous'- we couldn't agree more.

Key Prints

Mineral, Ombré, Camouflage, Brushed stripes, Organic stripes, Organic flowers

Key Fabrics

Silk twill, Twill Mikado, Lace, Leather, Crepe, Triacetate, Jacquard, Tweed, Wool Felt, Rabbit fur, Pony hair, Double face wool crepe

Colors

Amethyst, Blue topaz, Blue graphite, Tourmaline, Garnet, Moss Stone green, Agate green, Tiger eye grey, Halogen, Onyx, Quartz

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