

AZURA LOVISA

LONDON FASHION WEEK – SEPTEMBER 2020

Azura Lovisa creates slow fashion rooted in storytelling. Her most recent collection continues to draw on her mixed Malaysian-Swedish heritage, reflecting references to folk dress, the exploration of traditional mythology and shamanism, as well as investigations of and adaptations to contemporary modes of itinerant living. The designs attempt to strike a balance between ritualism, ease, intuitiveness, emotion, sensuality, and magic. The collection marks a shift for Azura Lovisa towards more modular, adaptable, gender fluid design, focusing on small runs of garments in unique limited-stock fabrics and one-off editions, while also making the entire archive of previous collections available on a made-to-order basis.

As an exercise in minimizing waste, the collection samples have been made with leftover fabrics from previous collections as well as an assortment of unique textiles collected over the years, rather than sourcing all new materials. Garments are rendered in a rich and sumptuously textured mix of distinctive raw Thai silks, diaphanous sheer checked silk, Malay silk *songket* in traditional checked patterns interwoven with gold thread motifs, airy ramie, deadstock silks and cottons, and characteristic horsehair cloth, in neutral colors punctuated by bright jewel tones.

The utilitarian designs, some of which can be tied and worn in various ways and feature modular detachable bags and pockets, are adorned with a range of statement brooches created in collaboration with jewelry designers Tanaporn Wongsa and Birgit Frietman. The jewelry references the Malay folk magic practice of *susuk*, the ancient art of embedding charmed gold needles and diamond shards under the skin as talismans, as well as other traditional practices which often enact the use of plant-based ingredients like roots, flowers, and spices. The gold brooches, some in a crescent shape and others cast from roots, are adorned by an assortment of charms tied on with metal wire or thread, cast or electroformed in metal as well as in their raw organic forms.

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Azura Lovisa is a London-based slow fashion luxury label rooted in storytelling. Exploring points of intercultural exchange and creating a wardrobe for hybrid identities, Azura Lovisa crafts a mythology people can inhabit. Southeast Asian aesthetic traditions are interpreted via a Scandinavian eye for design, examining identity and cultural convergence through refined silhouettes, considered cutting, sensuous materiality, and intelligent solutions. Garments are made with intention, featuring handwoven natural fabrics where marks of the maker are evident. Committed to sustainability, ethical practice, and supporting traditional crafts and culture, Azura Lovisa designs collections that are small, seasonless, and gender fluid. Narratives unfold in interconnected cycles, building a distinctive visual universe that accumulates density with time, returning to signature elements and themes.

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Azura Lovisa is a Swedish–Malaysian designer, artist, and writer based between London and Miami. She graduated from Central Saint Martins with a BA in Womenswear, and earned experience at Balenciaga and Peter Pilotto before launching her label. Her work and research spans across archives and hidden histories, folklore and mythology, ecology, and critical theory.

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