

AZURA LOVISA

LONDON FASHION WEEK JUNE 2021

For Immediate Release

Moment, Momentum – Azura Lovisa x Touching Bass

THE FILM

Premiering June 12TH at 11:30 BST on londonfashionweek.com, Azura Lovisa presents *Moment, Momentum* – a shared experience that transcends the limitations of digital presentations by inviting online audiences to participate in ten minutes of music, dance, and beauty, holding space for celebration, joy, movement, energy, optimism, and connection. The digital DiscoveryLab event, directed by Child Studio, is a collaboration with Touching Bass – a musical movement, club night, and record label based in South London, with an emphasis on soulful music and community. With the ethos “movement is freedom,” Touching Bass recognizes the potential of club nights to act as sanctuaries; they have created a space where “nothing comes before the love, respect, and communal exploration of emotive music, free-spirited body movement and good energy.”

Recognizing fashion and music’s common capacity for powerful acts of expression, identity formation, and self-actualization, we encourage the public to share in a moment of collective dreaming. We honor the ceremony of dancing in communion with each other and celebrate widening our circle in digital realms. The curbing of nightlife deprived us of the usual domains where constellations of people from various backgrounds, disciplines, and geographical locations physically gather. But dancefloors, no matter where they exist, are points of convergence and transformation – and any lonely room can be a dancefloor as the viewer joins in music and movement. In situating a dance party within the contemporary mythology imagined by Azura Lovisa, we invite participation in a dance of creation – the creation of alternative futures ripe with energy and spirit, in poetry and power. We are encouraged to rise and align our physical bodies with the latent sensuality that the pandemic has deprived us of. As we watch the models on screen, dressed in Azura Lovisa, we are moved to join them from wherever we watch; together we engage in rituals of affirmation and exuberance, taking up space with gestures of joy.

COLLECTION NOTES

This collection marks Azura Lovisa’s first expansion from made-to-order into ready-to-wear, with a see-now-buy-now range of limited edition garments in a capsule collection that revisits key pieces from the Azura Lovisa archive, reviving them in new colors while staying true to the designer’s love for handwoven silk tussar and ghicha. The designs are rendered in the label’s signature deep blue, complemented by the bright green of leaves bejewelled in dew, the warm sandy grey tones of naked undyed raw silk, as well as shadowy black organic cotton grown on a regenerative farm. The collection features ornamental gold accent hook-and-eye closures throughout.

The label is also launching to market a small run of handmade jewelry inspired by Southeast Asian shamanism with a range of earrings, brooches, and charms 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 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 with an assortment of charms tied with metal wire and thread, cast and electroformed as well as in their raw organic forms. Debuting for the first time is also a series of one-of-a-kind charms and earrings in the shape of peppercorns and garlic cloves.

ABOUT AZURA LOVISA

Azura Lovisa is a London-based slow fashion luxury label rooted in storytelling, exploring hybridity and transcultural flows while crafting a contemporary mythology people can inhabit. Drawing from her mixed Malaysian-Swedish heritage and influenced by her experience growing up in Miami, Azura Lovisa creates an otherworldly wardrobe for international identities. Southeast Asian aesthetic traditions are interpreted via a Scandinavian design approach, with a focus on sensuous materiality, elegant silhouettes, mindful craftsmanship, and holistic harmony with the Earth.

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 and postcolonial theory.

SUSTAINABILITY

Azura Lovisa is committed to sustainability, ethical practice, and supporting traditional craft. Intimacy with Earth, from concept to creation, is a core value. We believe the interconnectivity of communities and culture with the land is integral to regenerative and holistic care for the environment. It is essential to slow the pace of production and consumption, and to consider the human and socio-political aspects of sustainability, approaching it from an anti-colonial perspective. Shifting towards ways of making that respect traditions in tune to specific local environments works from within to decrease reliance on foreign imports, interventions, and toxic systems that deplete natural resources, throw ecologies into imbalance, and dislocate people from their land.

Azura Lovisa's garments are mindfully designed and made with intention in London. We craft limited runs of seasonless, timeless garments and offer archive pieces on a made-to-order basis. All textiles are natural, organic, and sustainable – mostly handwoven, and always of minimum environmental impact. Azura Lovisa features heritage textiles sourced from cottage industries, weaver-owned businesses, and regenerative farms, empowering rural communities in South and Southeast Asia while sustaining legacies of traditional craft. We prioritize the people whose histories are tied to a heritage of weaving, recognizing the symbiosis between the environment and the hands that tend to it and transform its resources into materials.

–

PRESS & SALES INQUIRIES

INFO@AZURALOVISA.COM / PRESS@AZURALOVISA.COM