



FLORA

The Fabric



THE NATURAL FLOW BETWEEN BODY AND PLANET

Natural beauty is best expressed through fauna and flora. The patterns in our Flora fabric bring a fresh perspective to the idea of body and planet and their interconnection. Flora shows a bouquet of abstract drawings of different leaves and flowers, strung together in a wavy and elegant pattern. Dots and stripes in the background emphasize the organic flow between them.



Although Flora is a pattern never seen before, we were inspired by fabrics with flower motifs throughout history. Unlike Flora, which keeps nature at its core, not all of these fabrics rooted their meaning in the natural world. The hibiscus flower, which is clearly recognizable in the Flora pattern, carries cultural stories in its graceful appearance. Overt flower imagery can be seen in the Hibiscus or Topizo fabric from Guinea and Ivory Coast. Historically, twelve yards of this fabric were an essential part of a bride's dowry. The "Mgbolodi" or "Fleurs de Mariage" (Wedding Flowers) pattern symbolizes the beauty of happiness in a marriage.



Other fabric patterns featuring plants and flowers with a deeper meaning include the Grotto fabric from Ghana and Côte d'Ivoire, a status symbol of wealthy women. The 1960s' Helmet motif, otherwise known as "Bunch of Bananas" or "Shell" is another example. With its hypnotically symmetrical natural shapes, and Village Molokai, the fabric is inextricably linked to the struggle for independence in DR Congo.

THE INTERTWINING RELATIONSHIP THAT BINDS US

For us, the power of this print is the blurring of lines between ourselves and the environment we inhabit. We believe that we are not separate entities, but part of a greater whole. Our floral symmetry and natural symbolism evoke a sense of continual movement and the ease and grace to this dynamism.

We wanted to make the connection between different kinds of plants and the transgression from that to the lines of our body clear, but ultimately it is the hibiscus that becomes the centerpiece in a floral backdrop. Despite the hibiscus being the hero image, each floral tribute, whether tangible or abstract, represents the flow and energy that animates everything around us, and to which we irrepressibly belong.



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