

WHY?

IT'S ALL ABOUT...

RICH FOLK is a heterogeneous mix of elegant to naïve folklore drawn from: African, Bolivian, Ethiopian, Venetian, Mexican, Peruan, Byzantine, Ottoman & American Native origin.

Colors are a conglomeration, RICH FOLK features a collage of folk print/pattern inspiration from Gypsy to Islamic & African to Bolivian with American Native motif & symbols rounding off the look in graphic, knit, woven & print styles.

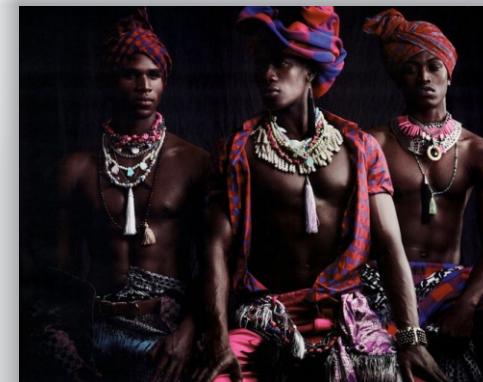
Mix of cultures, beliefs, colours, lines, expressions, makes the trend beautiful and subversive.

A multicultural world is born a trend with identity, colors and strong lines.



THE INFLUENCE

FASHION TRENDS
Daniela Fuhrmann



ethnic lines

colors

rituals

transparent details

luxe rustic

rainforest refined

dense lines

expressive

wood

indian

rich folk

inspiring nature

body painting

flame

tie dye

modern nomad

forest colours

stones drawings

natural textures

deconstruction

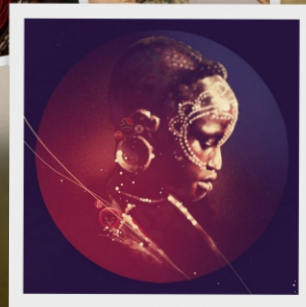
mix cultural

fire

tribal threads

design

Photos:
Vicente Pamparo. Karo Tribe in Ethiopia



PANTONE®
P 19-6 C

Tribal threads

Natural textures

Lines and paintings as inspiration

Dense decoration

Rituals

Nicholas Kirkwood

Givenchy





Inspiring nature

Wood

Fire / Flame

Design

Deconstruction

Stones drawings

Photos:
Mitch Epstein - Biloxi, Mississippi 2005



When it comes to merging fashion with philanthropy, few brands do it as seamlessly as humanitarian footwear maker Twins For Peace. Founded by brothers Alexandre and Maxime Mussard and dedicated to improving the lives of children in need, Twins For Peace donates shoes, medical supplies, schoolbooks and a portion of their sales to charities and foundations around the world.

The twins' ongoing collaboration with the Jean-Félicien Gacha Foundation produces a sneaker perfect for spring's tribal trend (Ricardo Tisci did techno/tribalism for SS14, so yeah it is officially a trend). The Gacha sneaker is hand beaded in Cameroon using traditional techniques. Each pair of Gacha's represents 50 hours of work using a production process that helps to preserve knowledge of the craft while providing work and education for local women. A portion of the proceeds from the sale of each Gacha sneaker helps to support the work of the Jean-Félicien Gacha Foundation in Cameroon. So get your spring look together and do some good all at once.

Shop the entire range of Gacha Sneakers now at twinsforpeace.com (375,00 € each U.S. delivery available) .



Laduma ngxokolo translates traditional xhosa beadwork
into knitwear design

Can luxury knitwear help preserve traditional african cultures?

laduma ngxokolo is a south african knitwear designer who addresses this question by interweaving his own deeply personal traditions and cultural experiences into his creative practice. at the 2014 edition of WHAT DESIGN CAN DO!, he shared the intimate story of his maturity into manhood, a self-discovery which is one of the most important societal aspects of the mpondo clan, in which he was raised. both the history of the tribe's renowned beadwork and delicate color palate and the culturally-rooted initiation rituals have influenced his luxury knitwear collections, with the design in-mind for xhosa members following their transformation into men.

At the age of 16, ngxokolo yearned for a television set for his home. he recalls the story of his brothers, sisters and self, begging their single mother to bring them to the store to purchase their very first TV. when they arrived, his mother spotted a hand-kitting machine, selling for less than half the price of a television, and quickly scooped it up instead. what ngxokolo describes as the 'most disappointing day of his life' easily became one of the most important, as his entrepreneurial spirit led him to help his mother craft knitted clothing to sell in their community, guided him into research and discovery about the complexities of the ancient practice, and eventually brought him to his career as a luxury fashion designer.

Within his community in south africa's eastern cape, boys between the age of eighteen and twenty-three attend circumcision schools in preparation of their manhood initiation ritual. after these initiates return home from the school, the amakrwala –as they are traditionally called — are guided through a six-month procedure, during which their old clothes are given away, signifying the end of their boyhood. their parents are obliged to buy them a range of new wearables, which are meant to include high quality men's knitwear, with brands like pringle and lyle & scott as the standard. uncomfortable in these new 'british-style' clothes that removed the men from the traditional identity, ngxokolo was motivated to craft a line of clothing which would clad the amakrwala in knits that reminded them of their roots and deeply important heritage. his brand has been built into 'maxhosa' by laduma, which comprises both men's and women's wear collections, socks and cushions.

The genesis of ngxokolo's designs is the intricate xhosa beadwork, one of the most popular decoration practices in the culture. by analyzing his own tribe's work, he considered that the geometrically structured beading is closely similar to knitting motifs. he interpreted popular xhosa beadwork patterns such as the arrow, axe, diamond and zig-zag into his knitwear collection, paying close attention to a carefully considered a color palette that is truly representative of the tribe.



T-IDEAS



Dyeing effects /
Strong colours



Tie-Dye



T-shirt reversible



Striped



KNITTED



Colours



Knitted accessory



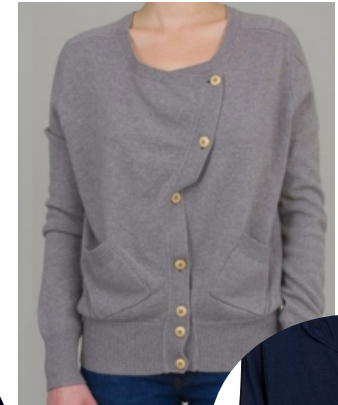
Basic Striped



Pointelle Knitted



Knitted with ethical influences



Different forms of buttoning

KNITTED



Knitted blazer

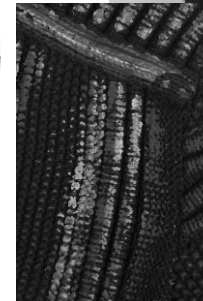
Ideas of the female wardrobe



Assymetrical



Transparent stripe



Knitted with
finishing



ACCESSORIES



Rake



Details and Ideas



Stripes effect



Asymmetric lines and
mix of colours



Bag shape



Leather with finishing



Knitted embroidering

