



Rooted in Nature: Unpeel the layers of farm to fashion

UNPEE ED



Our world is akin to a fibrous, multi-layered fruit — just like a banana. As we peel each layer, we uncover new truths and realities; some ripe with promise, others ripe with challenges. It is with this spirit that we present our collection, “Unpeeled”.

Unpeeled is a fashion parable of this very world. Each of the pieces in the collection unveils a layer of our existence, telling the story our relationships — with nature, with each other, with the cycles of growth and decay, with beauty, and with change.

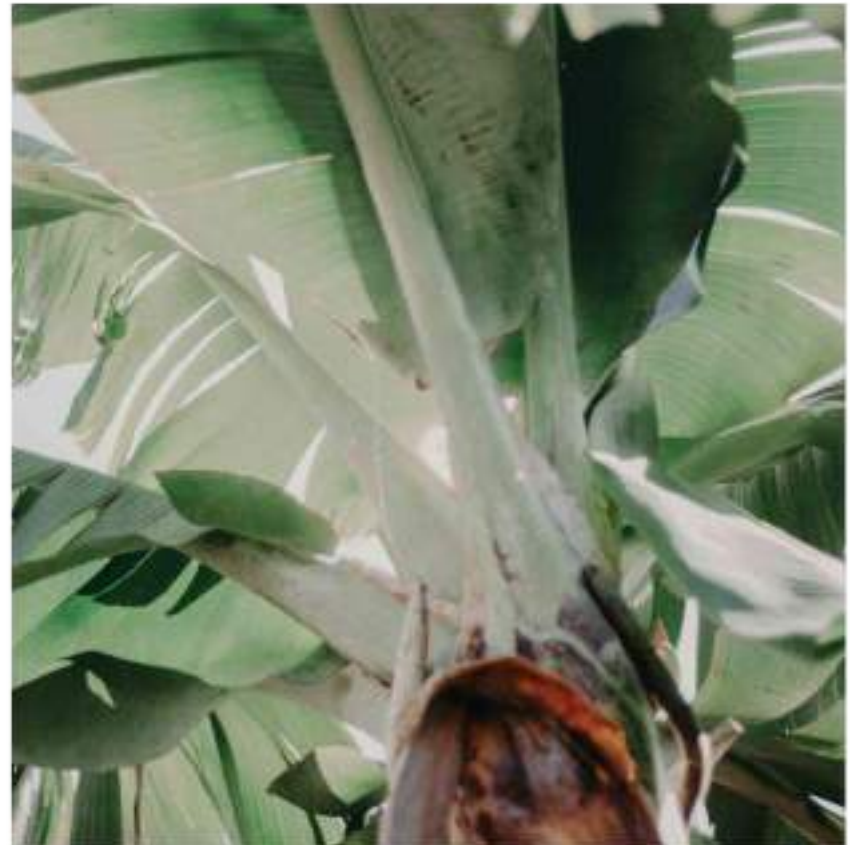
With each layer unpeeled, we seek to create a new discourse in fashion — one that is rooted in sustainability and innovation, one that recognises the beauty of our natural world, one that honours the hands that help us turn visions into reality. After all, what is fashion, if not a reflection of the world we live in?



ROOTED IN NATURE

The first layer we uncover is that of our intrinsic bond with the environment. The pieces are crafted from Loomshake™, a harmonious blend of cotton and banana fibre, reinforcing our commitment to leveraging waste as a resource, and celebrating the regenerative capacities of our planet.

Our planet is not just a home, but a partner and inspiration in design, offering its bounty and asking for respect in return.





BANANA FARMERS

The second layer peels back to reveal the unsung heroes of our story – the farmers. These diligent cultivators, working in harmony with the earth, grow and regenerate our resources.

Each piece in “Unpeeled” pays homage to their work, echoing the shape of the fields, the curve of the banana fruits, and the rhythm of the seasons.

FROM FARM TO FASHION

The third layer exposes the importance of traceability, and the accountability it engenders.



We employ Looptrace, Interloop's proprietary traceability platform, to ensure that each piece of our collection can be traced back to its source. This layer of our collection illustrates that the fashion industry can and should move forward without veiling its processes. It asserts that the true value of fashion is not just in the piece itself, but also in the story of its creation. From farm to fashion.





THE FUTURE OF FASHION

In the final layer, we explore the future. Fashion is an eternal cycle of birth, growth, death and rebirth. As we peel away the layers of the “Unpeeled” collection, we acknowledge our past, present, and future – and the role each of us play in this continuous cycle. From 3D digital sampling to innovative spinning techniques, the future of fashion is unpeeling before our eyes.















Unpeeled is an invitation to peel back the layers, and discover the true essence of what it means to be a part of the fashion world.

Are you ready to go Unpeeled?







Authenticity Transparency Connection





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