



HANNAH

Fall 22

*The Feminine Utility*

























































## *The Feminine Utility - Fall 22*

*Imbued with the principles of craftsmanship, revealing the inherent beauty of material, the simplicity of silhouette, and the eternal resonance of the natural world.*

*The proposition for the season is the notion of feminine utility and the collection emerges as an homage to the work of William Morris and the Arts and Crafts movement.*

*The Hannah woman is drawn into this compelling connection with the past while firmly rooted in the modernity of the moment.*

*Timeless eclecticism and layered meaning offer context to ornamental prints and intricate motifs. To be feminine is to allow form to follow function.*

*Creative Director: Hannah Grossberg*

*Designer: Ora Golby*

*Art Direction & Production: Dana Goldstein*

*Photographer: Jeremy Choh*

*Model: Ava from Kult*

*Hair and Makeup: Chloe Langford*

*Look Book: Bianca Medalie*