



LOOKBOOK  
seasonless'23

## MEMOIRS OF MATERIALITY



2023

Vol.05



01.

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## ABOUT LAFANI

Lafaani has its roots in Urdu and literally translates to "Immortality". Immortality truly conveys the essence of the brand - to curate merchandise that lives for many moons and isn't ephemeral. By means of creating and using this handcrafted product, we are immortalizing the labour and toil of all the artisans who breathed life into it. We reckon that sustainability is not a lifestyle choice and hence incorporate sustainability in our production, consumption, and even post consumption processes in an earnest sense.

Our fashion choices reflect our times, what we buy and wear communicates our thoughts, values and beliefs. At Lafaani, we aspire to accentuate your convictions through our creations. Our curation is an ode to those on the pursuit of sustainability and finding that delicate balance between saving the world and savouring it.





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## CONCEPT NOTE

A piece of cloth laid in front of your hands. A cloth that on the surface may not look like much, a cloth that wasn't necessarily new, yet what came to you naturally is the instinct of brushing your fingers against the material, assessing the textures, circling around the bumps, knots and spotting every other irregularities. Every touch has a memory. An inherent view of understanding that the meaning of something is its connections to the past, present, and future experiences, actual or possible. And that that piece of cloth in itself that has its own experiences and personal stories.

Yours were not the first hands to touch this cloth. Look closer and you will see the fingerprints of many, look back and you will see a legacy of our memories past; unknown faces that breathed life into this piece of cloth. And yet it's journey does not end here. In fact, its only a starting point to create an embodied interaction with the permanence of thread which cannot be erased, demanding a rethinking of the forms, structures and their purpose we encounter.



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## DESIGN NOTE

Meticulously designed with a nostalgic nod to the styles of yesteryears, the collection beautifully captures personal aesthetics, expressive tokens, and timeless silhouettes, all rejuvenated with a fresh perspective. This entire ensemble embodies the essence of craftsmanship, comfort, and a delicate equilibrium between meticulous tailoring and functional design, serving as a heartfelt tribute to the seasons that lie ahead.

A delightful interplay of self-textured, lightweight, and heavyweight fabrics gives birth to a trans-seasonal wardrobe that's truly exceptional. Within this wardrobe, the indigenous imprints of Kala cotton in Kora and Blue, naturally dyed using Indigo and Turmeric, as well as the naturally almond-hued Brown cotton, symbolize our profound connection to both the land and our culture.

The reinterpretation of Kantha stitches in an ombre effect, as well as a subtle tone-on-tone approach, invites both the embroiderer and the wearer to embrace a sense of understated luxury that contemporary hand-embroidery brings forth. The meticulous hand-hemming finishes the garments, with electricity solely utilized during the stitching phase to maintain a commitment to sustainability.

Incorporating elements of multi-functionality, the collection actively engages the wearer in the process of choice and interchangeability, ensuring a deeply personalized experience. Notably, the incorporation of zero-waste designs in select pieces addresses the pressing concern of production-related waste.

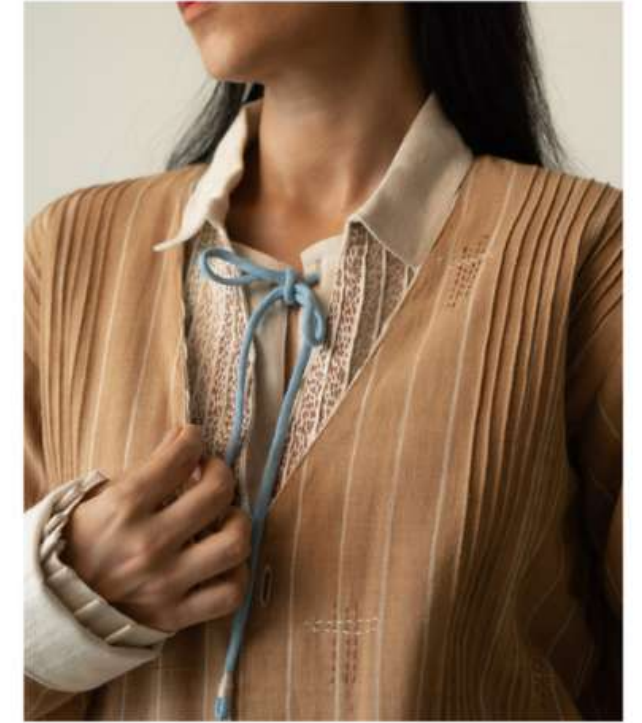
At the heart of the brand's philosophy lies the practice of upcycling pre-consumer textile waste, reflecting a steadfast commitment to a circular approach that revolves around utilizing natural materials and minimizing waste generation.







SEASONLESS'23



| Materiality Unisex Reversible Jacket |  
L/UJ/J16

Materiality Yoke Detail Shirt |  
L/UJ/J16 |

Materiality Tapered Pants |  
L/WP/P08 |

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SEASONLESS'23



| Materiality Unisex Deconstructed Trench  
| L/UJ/J17

Materiality Extra Flap Shirt |  
L/MS/S23 |

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SEASONLESS'23



| Materiality Pleated Straight Pants  
| L/MP/P10

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SEASONLESS'23



| Materiality Unisex Cropped Half Sleeve Jacket  
| L/UJ/J20

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SEASONLESS'23



| Materiality Reversible Ruched Blouse  
| L/WS/S04

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SEASONLESS'23



| Materiality Long Vest  
| L/WJ/J11

Materiality Sleeveless Cropped Jacket |  
L/WJ/J10 |

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SEASONLESS'23



| Materiality Wrap Around Skirt  
| L/WSK/SK07

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SEASONLESS'23



| Materiality Cuff Detail Shirt  
| L/MS/S24

Materiality Unisex Double-Breasted Jacket |  
L/UJ/J16 |

| Materiality Asymmetric Unisex Waistcoat  
| L/UJ/J19

Materiality Zero Waste Pants |  
L/MP/P11 |

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SEASONLESS'23



| Materiality Upcycled Drawstring Bag  
| L/AC/B05

Materiality Upcycled Envelope Clutch |  
L/AC/B06 |

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SEASONLESS'23



| Materiality Upcycled Reversible Belt  
| L/AC/BT03

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# CONTACT US



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[www.lafaani.com](http://www.lafaani.com)

