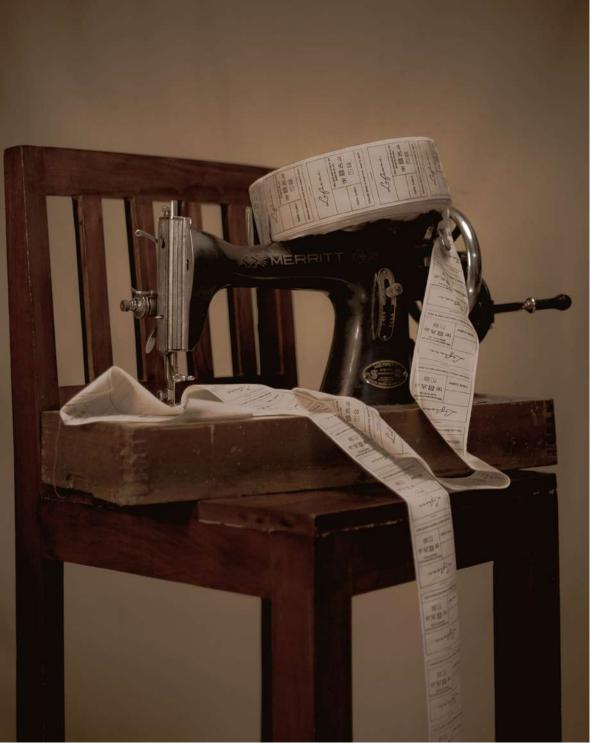


# SONDER

LOOKBOOK seasonless'23



### ABOUT LAFAANI

Lafaani has its roots in Urdu and literally translates to 'Immortality'.

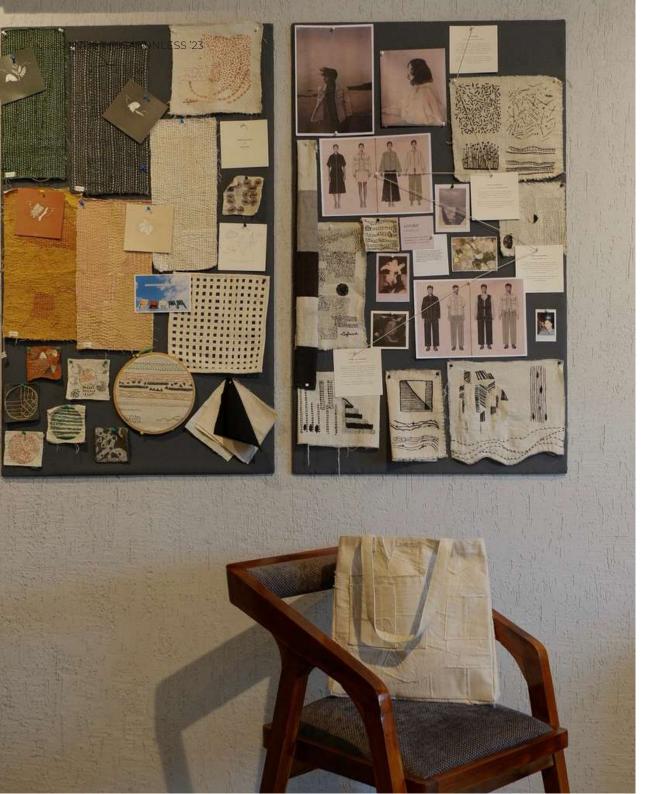
Immortality truly conveys the essence of the brand - to curate merchandise that lives for many moons and isn't ephemeral.

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.



## CONCEPT NOTE

A play of shadows as we pointed the flashlight towards the ceilings and held the light against our hand; doggy ears, flying fishes and kissing rabbits; in the journey to discovering the wilderness in the safety of our rooms to the uncertainties on the outside, what became of us?

What seemed Black or White came to us as Grey. A peek underneath the layers revealed vivid colours, unnamed colours, and complex colours. A work in progress, an unfinished poem, a blank postscript.

Amidst all of this, how can we hold on to ourselves? As we take a dive into the ocean, how can we remember to also look out for the shore?

By taking a step back before taking a leap, by looking into the mirror and appreciating oneself for a brief moment before entering a room full of varied expressions, by acknowledging the fact that self awareness is as important as being aware of the world around us, we can only simplify loving ourselves.

As the Sun and Moon bore witness to the paths we took and the lines on our forehead became our timekeeper, of bittersweet memories and distant dreams, we grew to show a side of ourselves we didn't know. Yet, after all of this, we can never be certain of what tomorrow holds. And for those days, que sera, sera.



### DESIGN NOTE

Self-awareness and simplifying the journey of loving ourselves invigorated our collection, Sonder | Seasonless' 23. The collection encapsulates craft, comfort, and a balance of ardently tailored and fluid silhouettes that are a love letter for seasons to come.

The entire collection is crafted with monochrome ensembles and contrasting outfits for a renewed style.

A play of self-textured, light and heavy-weight fabrics create the perfect trans-seasonal wardrobe staples. Iron and tannin-rich fruits, leaves, and bark of the myrobalans have been used as black dye for black cotton fabrics.

Created by an offset in the warp threads, the Khadi Twill fabric is characterised by its yarn-dyed diagonal lines.

The intuitive & contemporary take on Kantha stitches and French knots allow the embroiderer & wearer to lean into some quiet luxury that modern hand-embroidery has to offer.

Clean stitch lines playing across a blank, black and white canvas give the silhouettes just enough extra detail to be noticeable yet still simple.

#### SONDER | SEASONLESS '23



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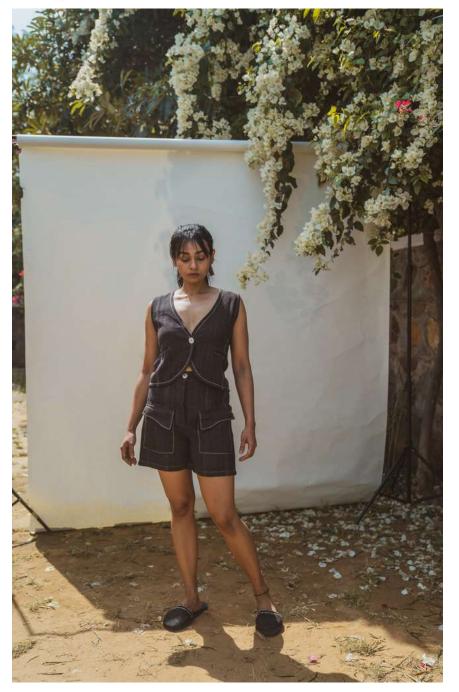
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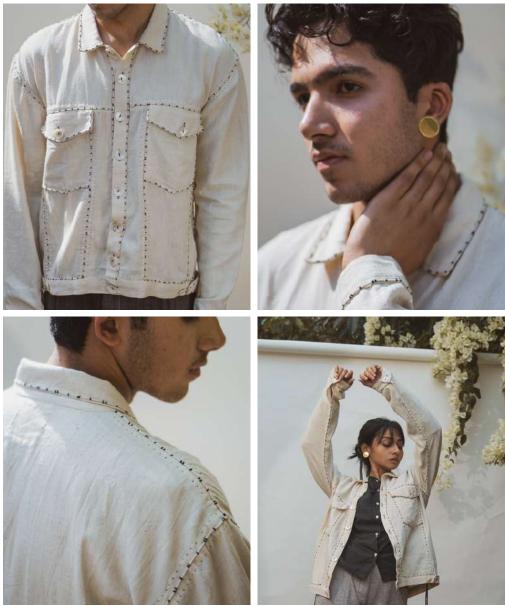




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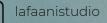




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