

## onsēm Press Kit

December 2023

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### > onsēm story:

onsēm was born in **2021** as a result of a friendship of as a result of a friendship of 2 French women meeting in New York and their love of vibrant African fabrics and fashion.

It all started when Frédérique came across some beautiful african prints in a **Market in London** and decided to make some pillowcases for her 3 boys. African prints are only available in 6 or 12 yards so with plenty of fabrics left that Frédérique used to make a skirt. A few weeks later wearing her gorgeous skirt in the streets of Manhattan, Frédérique received many compliments from many different people.... the idea of making a few more with the help of 2 friends became a reality.

The next step on this inspiring journey was to acquire the art of sewing. Guided by a talented friend, the trio began honing their sewing skills. As the saying goes, "practice makes perfect." Just two months later, after receiving an invitation to participate in a local French American fair, they experienced a resounding success, selling 30 skirts in a single day. It was on that momentous day that onsēm was officially born.

**The love for African prints was deeply ingrained in the founders' hearts long before onsēm came into existence.** Charlotte's upbringing in **Abidjan, Ivory Coast**, where wax fabric was an integral part of the cultural tapestry, and Frédérique's early encounters with African prints in the lively streets of **Barbes, Paris**, during her student days, further enriched the brand's connection to the vibrant world of African fashion. Frédérique's connection to Africa was also solidified through her marriage to Alan, who spent his childhood years in **Nigeria**.

The onsēm journey is a testament to the **fusion of cultures, creativity**, and the **shared love for African prints**. It is a celebration of diverse backgrounds, unique inspirations, and the boundless potential of a simple idea that flourished into a remarkable fashion brand.

## > Photos





## > onsēm product descriptions

Onsēm has a range of **5 primary products**, including:

- Elastic Waist Midi Skirt - Retail price: \$129
- Mini Elastic Waist Skirt - Retail price: \$59
- Wrap Midi Skirt - Retail Price: \$149
- Long Wrap Skirt - Retail Price: \$159
- Big Bag (available in African Print or in Denim) - Retail Price: Between \$95 and \$110

Our skirts are all made with African Print 100% cotton. They can fit several sizes due to the elastic waist and the wrap format.

A size XS-S can fit women size 0-6 while a size M-L can fit size 8-14. The size XL will suit women size 16+ We also produce on demand for smaller and bigger sizes.

### **Elastic Waist Midi Skirt**

The vibrant African print combined with the elegant and comfortable fit makes the onsēm elasticated waist skirt perfect for the office, an evening out or a trip to the beach and it has pockets!. It will become an essential piece in your Wardrobe.

Length: about 31 inches

Composition: 100% Coton

Designed and Handmade in New York

Retail price: \$129

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### **Elastic Waist Mini Skirt**

Kids and adults love our Elastic Waist Mini Skirt - and it's easy to see why!

Discover ultimate comfort and style with our shorter version of the popular Elastic Waist Midi Skirt. With vibrant prints that everyone adores, now both moms and daughters can match in style.

Each skirt is unique and the length varies according to the width of the fabric.

Length: from 15"5 to 18"5

Composition: 100% Coton

Designed and Handmade in New York

Retail price: \$59

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## Wrap Long Skirt

With its two elongated ties, the modern cut of the onsēm A line wrap skirt allows you to adjust the fit to your waist, creating a defined and flattering silhouette.

The vibrant African print and chic design of this handmade skirt make it a standout piece that can easily transition from day to night. Its uniqueness and elegance will earn you compliments every time you wear it.

Length of skirt: 33 inches

Length of each ties: 41 inches

Composition: 100% Coton

Designed and Handmade in New York

Retail Price: \$159

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## Midi Wrap Skirt

Like its big sister, the vintage inspired Midi Wrap Skirt is very versatile and can be worn on many occasions.

With a flared cut and wrap closure, its design allows you to adjust the fit of the skirt to your waist, creating a more defined and flattering silhouette. And because everyone loves a pocket, we added one at the front.

Length of skirt: 27,5 inches

Length of each ties: 27 inches

Composition: 100% Coton

Designed and Handmade in New York

Retail Price: \$149

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## > Designers Bio

Charlotte and Frédérique take pride in forging a new path for themselves in a completely unfamiliar field after leaving England. They drew upon the skills we had honed over the



years. Charlotte's craftiness, including her knitting talents, proved invaluable (she sells her knits to freezing New Yorkers), and her teaching experience added to her versatility. Frédérique's 20 years in event marketing provided a solid business and marketing foundation. They blended these skills with their creativity and deep interest for fashion. Most importantly, they trusted their instincts, which, so far, have served them well on their journey. "As French women, we are always looking for timeless pieces that seamlessly blend elegance with practicality and onsēm offers just that."

"Their process is a fusion of instinct, inspiration and a healthy dose of trial and error. We follow our vision and dedicate time to exploring and getting inspiration from diverse sources. Then, we meticulously craft the design and search the Bronx and Manhattan, for beautiful African prints. It's in those moments when everything aligns—when we know we've got it just right—that our confidence gets a boost and we dive into the creative process, firing up our trusty sewing machines".

As onsēm expands, Charlotte and Frédérique can no longer handcraft all the skirts and bags themselves and therefore reach out for manufacturing partners who align with their core values of ethics, respect, and a commitment to quality which they recently found right in the heart of New York in the Garment district. "As we continue to champion slow fashion, our focus remains on producing only a very limited number of models per fabric so the skirts are truly special".

They're also venturing into new sales channels, including wholesale opportunities both within and beyond New York.

## > Contact Information:

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## > Social Media and Website Links:

[www.on-sem.com](http://www.on-sem.com)

Instagram: onsem\_ny

Facebook: onsem

## > Testimonials:

*"My two wrap skirts haven't left me all summer: during the day with a tank top and some Tropezienne sandals, or for evening outings with a blouse and high-heeled sandals! I can't wait to wear them with opaque tights, a turtleneck, and boots this winter!*

*As for my large tote bag, it's my best companion during my plane travels: so light and spacious, I can fit everything I need for my trip in it!*

*Kudos to the creators of onsēm."* Marion, actress and teacher, Rye, NY.

*"Gorgeous, versatile and comfortable skirts! Can be worn all year round with sandals and tights. I love mine and the bright colors and patterns add a special touch to my simple outfit choices."* Sato, Research Scientist of Fine Art and Fashion-savvy,

Larchmont, NY

*"One of my favorite bags of all time!! It is a constant companion [...] It's so unique! Just beautiful"* Clea, Pilates, Dance, Barre teacher, Tarrytown, NY

## > Downloads and Resources:



onsēm



> **Forthcoming Event:**

**Arts & Fleas at Chelsea Week** - Monday June 10 - Sunday June 16 - Chelsea Market, New York City