

MAFT FASHION, 23
JANUARY 2018



We are proud to announce the designer of the month, a brilliant designer with an impressive background: [Anissa Aida](#). We have been following [Anissa](#)'s works since she has started exposing her collections in Tunisia. Also, we read a lot about her but it wasn't enough for us. We needed to know more.

We had an interview with Anissa, who has recently won the OpenMyMed prize 2018. She launched her eponymous brand in 2016. It is a womenswear fashion design and accessory label that produces 'collections which aim to illustrate the interaction between clothes and cultures'.

Let's know more about her.

Background and Inspiration:

Could you speak a little bit about you? Tell us about your background and what led you to launch your own brand?

I was born in Paris and grew up in Tunisia. I later returned to Paris. In parallel to my high school education, I was taking classes at [L'École du Carrousel du Louvre](#) for three years. There, I learned about art and design history, color theory and drawing.

I then moved to New York to follow my dreams and pursued a fashion design BFA at [Parsons School of Design](#). I interned for Marc Jacobs accessories, and studied abroad for a year, at the prestigious Saint Martins School. After I graduated, I worked at Three Asfour studio, an Avant-garde design collective. Then, one day, as was on vacation in Tunisia and went to visit Musk and Amber gallery. I had the chance to meet with Madame Lamia Benayed who offered me to design a capsule collection in exclusivity for her store. We presented that collaboration *Interfaces: a visual dialogue* on March 31st, 2016. That day represents the beginning of the adventure. I had enjoyed so much working on my own concepts and designs that I realized I wanted to dedicate my time entirely to developing my line.

A few months later I was awarded the "ones to watch" award by Fashion Scout London who sponsored my debut runway shows during London Fashion Week.

What inspires you the most?

I always find inspiration from traditional garment from different countries, but particularly North Africa and Japan. I like to go back to my heritage and dig in the know-how and techniques used in the making of Katfans, Djellabas and Sarouel pants. And then I like to mix and match those pieces with Western sartorial inspirations to create something new, peaceful and unexpected.

MORE ABOUT ANISSA'S BRAND:

How do you conceive your collections?

It always starts with a lot of research, I like going to libraries and bookstores and collecting images from newspapers and magazines. I start collaging them and doodling on top of them. Once I have the research aspect done, I start making shapes, cutting fabric, and sewing pieces together. Sometimes during the process of making shapes, my whole vision of the end design changes and I learn to go with the flow and do what feels right.

What do you want to communicate to the fashion world? What are you trying to transmit through your collections?

I'm really interested in volume, so my work is a reflection of that. I try to bring something very modern and pure into the designs. My idea is that you can always create something new, fresh and inspiring from fusing different cultures. Politically there are constant problems because of people not understanding other cultures. So, I want to carry a peaceful message. My idea is that all the cultures can fuse together to create something new that everyone can learn to accept.