

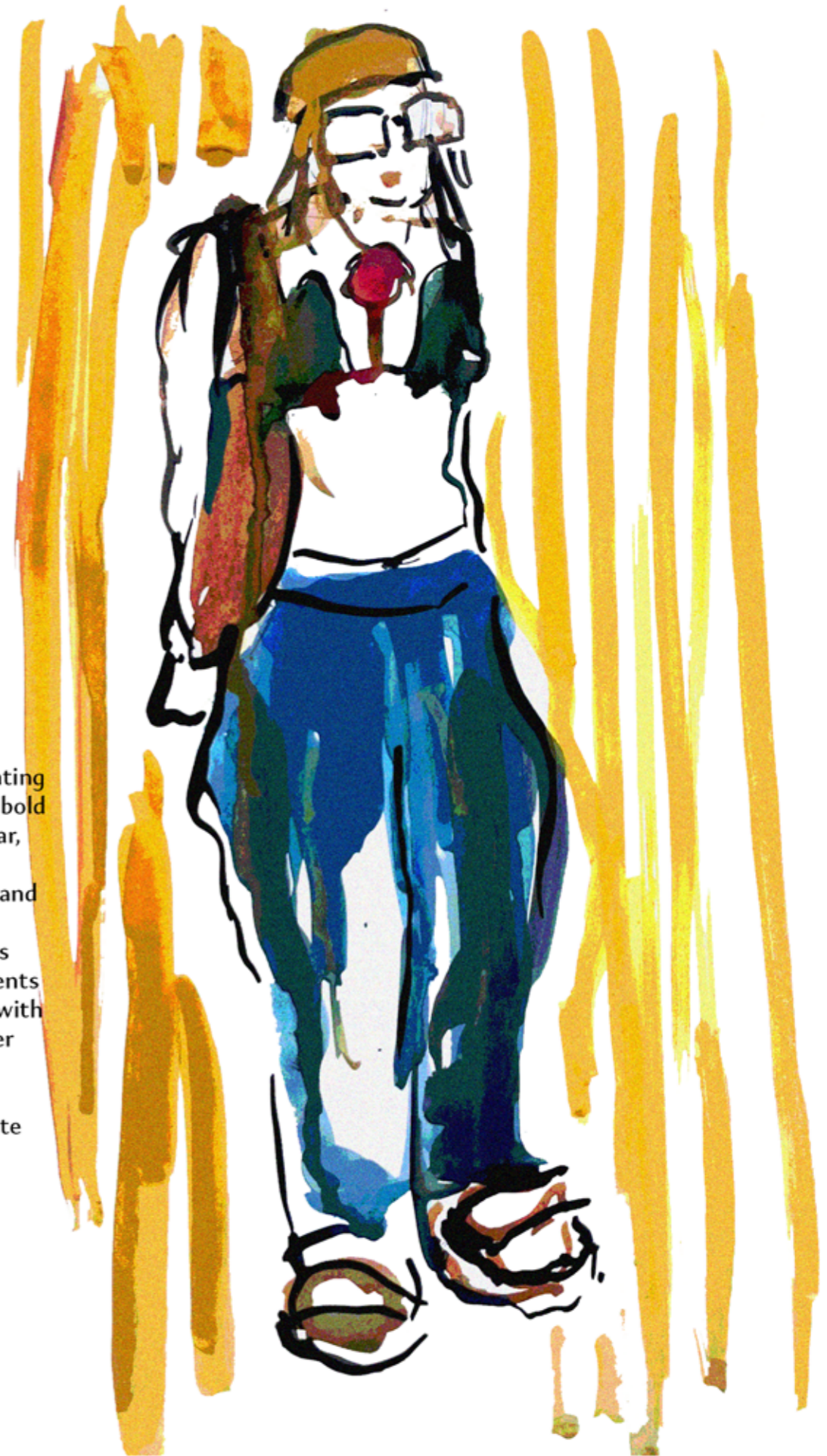
Ethiopian Summer

Emily Rose Fazakarley

Ethiopian Summer by Emily Fazakarley seamlessly marries Ethiopian heritage with her profound love of the beach, creating a vibrant and culturally rich line to both tradition and modernity. Drawing colour inspiration from lush landscapes and bold silhouettes of Ethiopian traditional wear. Fazakarley's love for the beach is evident in the functional yet stylish swimwear, she took colour inspiration from photos of her trips to Africa and the beach as a child and experimented with procion screen printing to develop bold and saturated prints for her swimwear, resulting in vibrant, long lasting colours that stand out in the sunlight; ideal for sun soaked days and cool coastal evenings.

A feature seen throughout her collection is experimental drape, inspired by traditional Ethiopian wear which infuses the silhouette and shape to elevate the culturally rooted aesthetic. This draping technique, seen in Ethiopian garments like the shamma and habesha kemis is reimaged in the collection to create fluid and voluminous lines that move with the body. Fazakarley's upbringing by the coast infuses the collection with a relaxed, breezy vibe that compliments her Ethiopian heritage.

The palette is a celebration of the Ethiopian landscapes natural beauty, with hues of deep ochre, indigo and greens, interspersed with the sandy neutrals of a serene coastline, additionally Fazakarley utilises natural walnut dye to create earthy colours, enriching the collection with organic, warm tones that echo the Ethiopian landscapes.



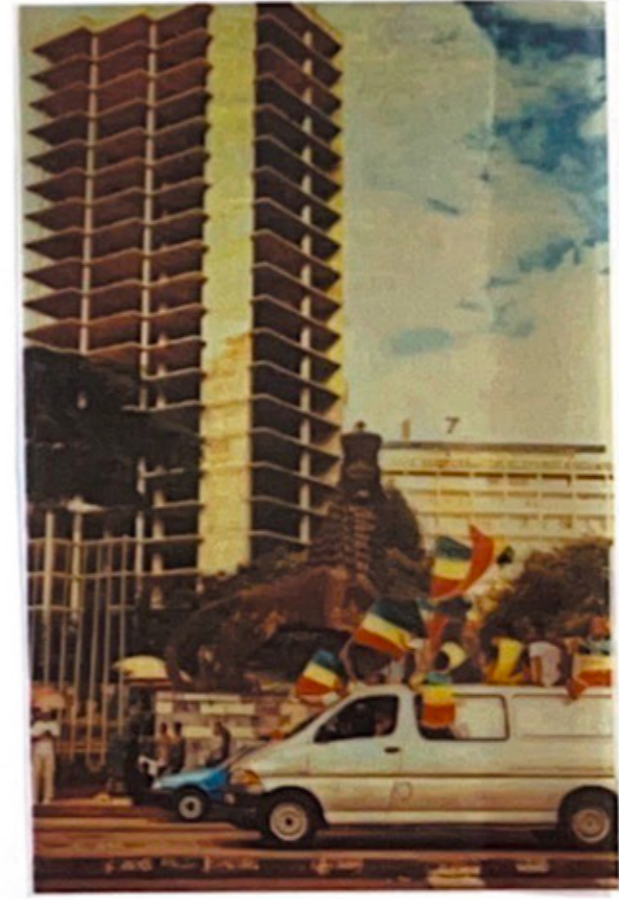
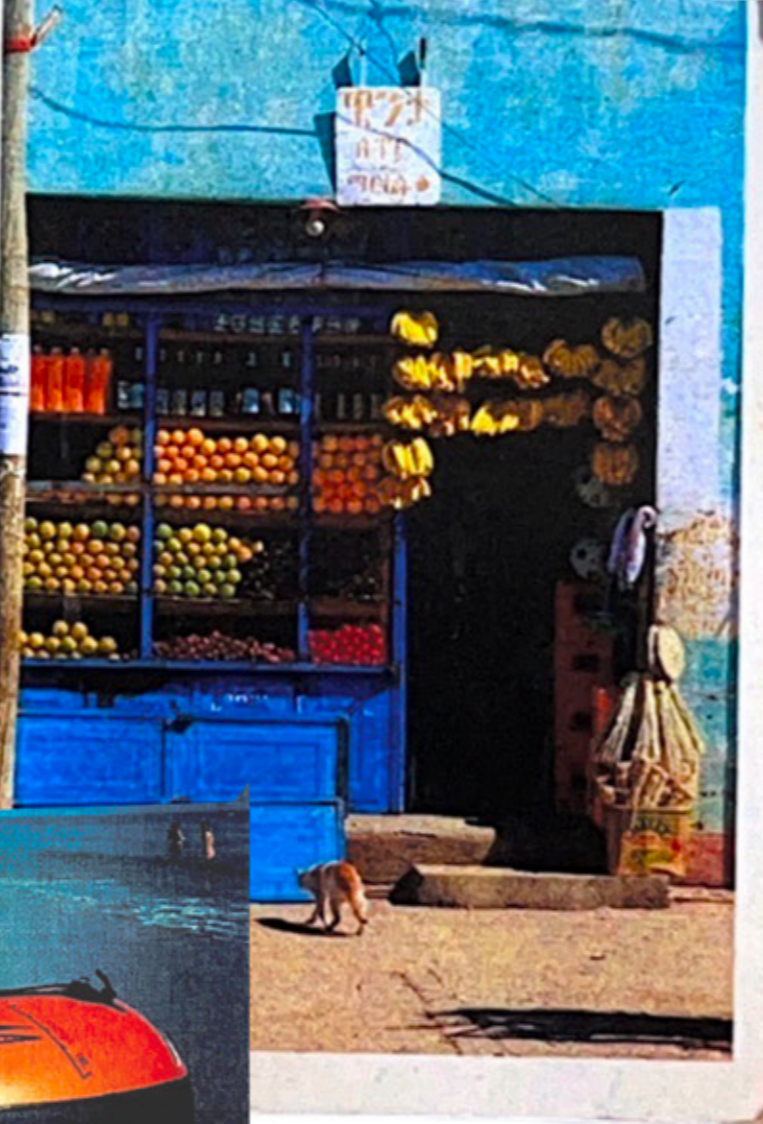
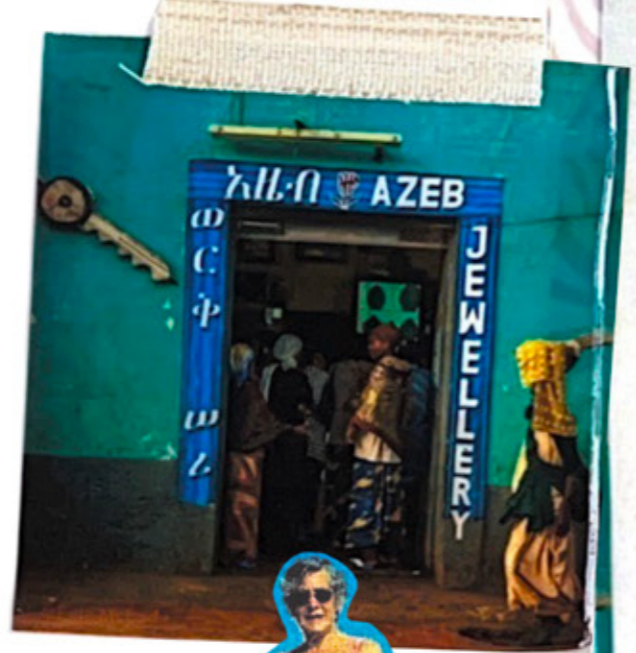
EMILY FAZAKARLEY

PRIMARY RESEARCH



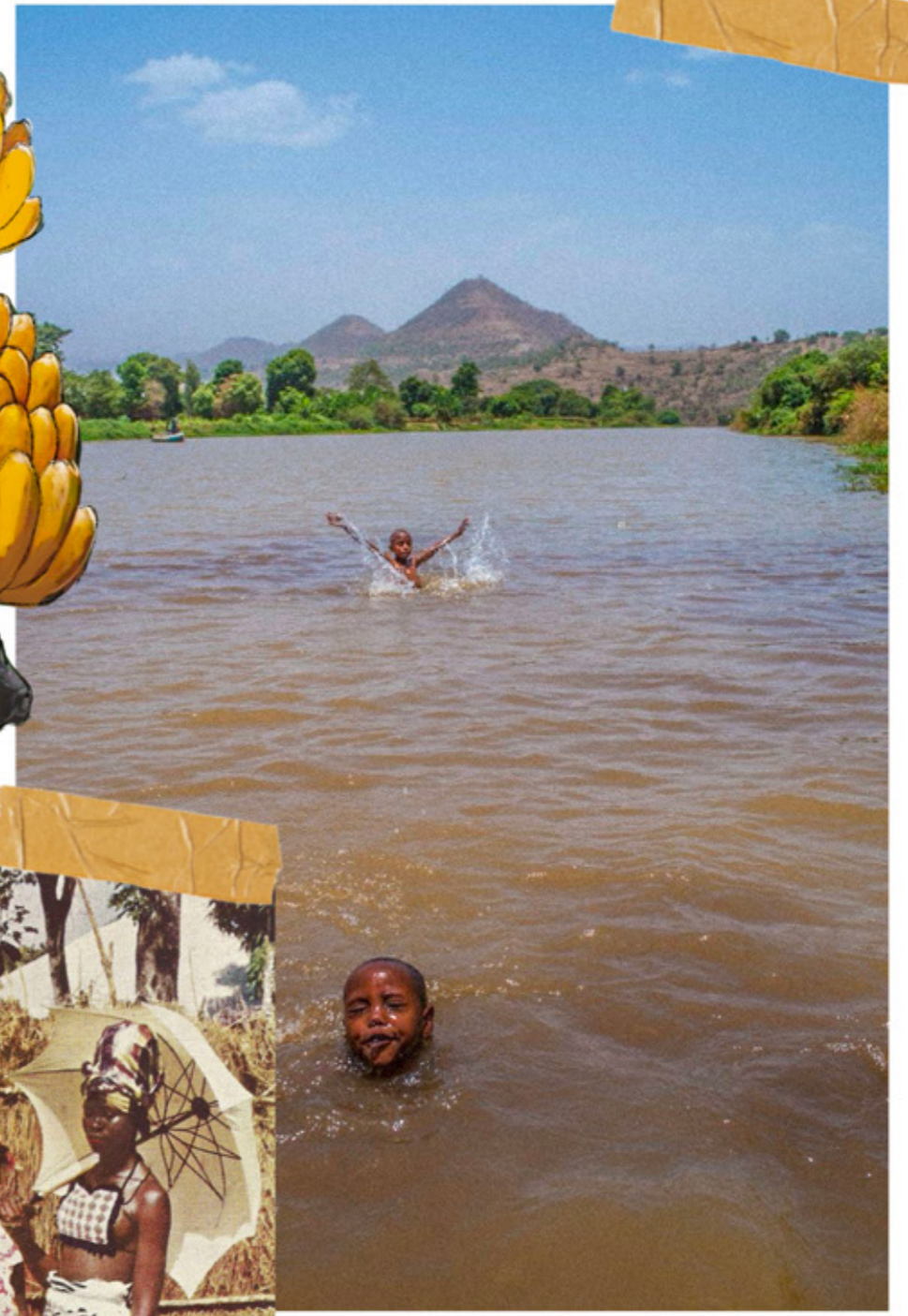
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ETHIOPIAN SUMMER



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ETHIOPIAN RESORT WEAR



ETHIOPIAN SUMMER

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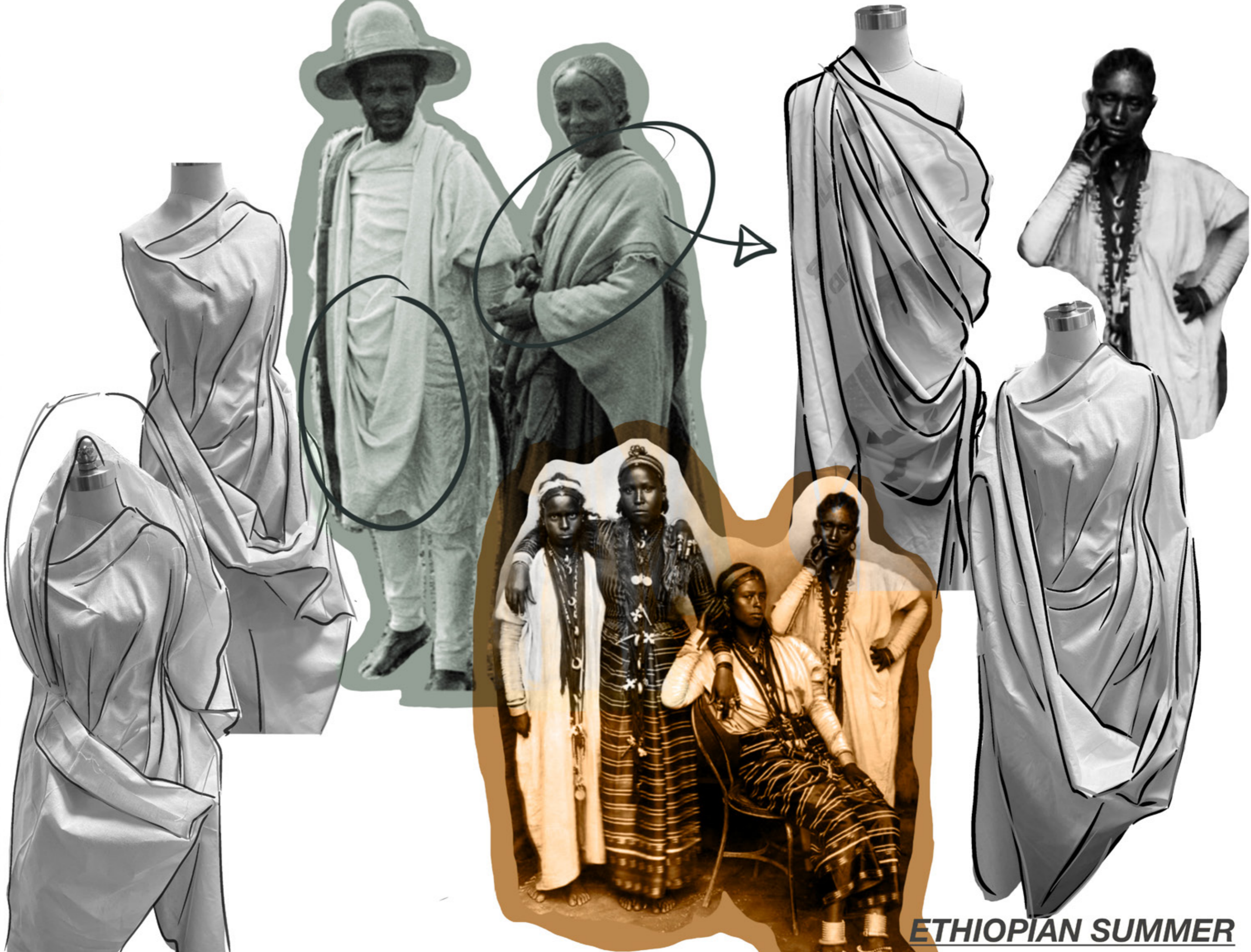
LOOK 1 DEVELOPMENT



ETHIOPIAN SUMMER

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INITIAL DRAPING EXPERIMENTATION

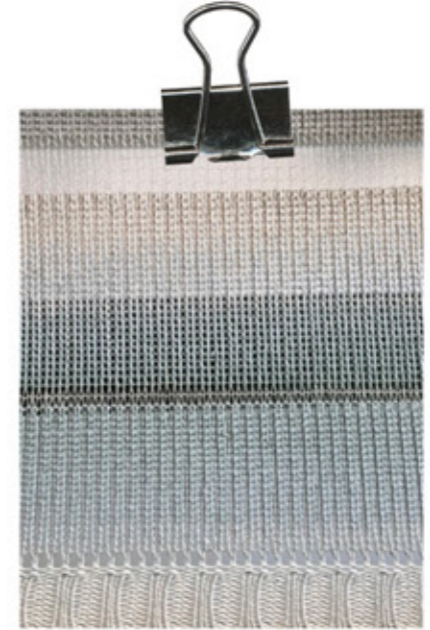


ETHIOPIAN SUMMER

LOOK 2 DEVELOPMENT



traditional ethiopian wear to influence shape + silhouette



Walnut dye for earthy/natural feel



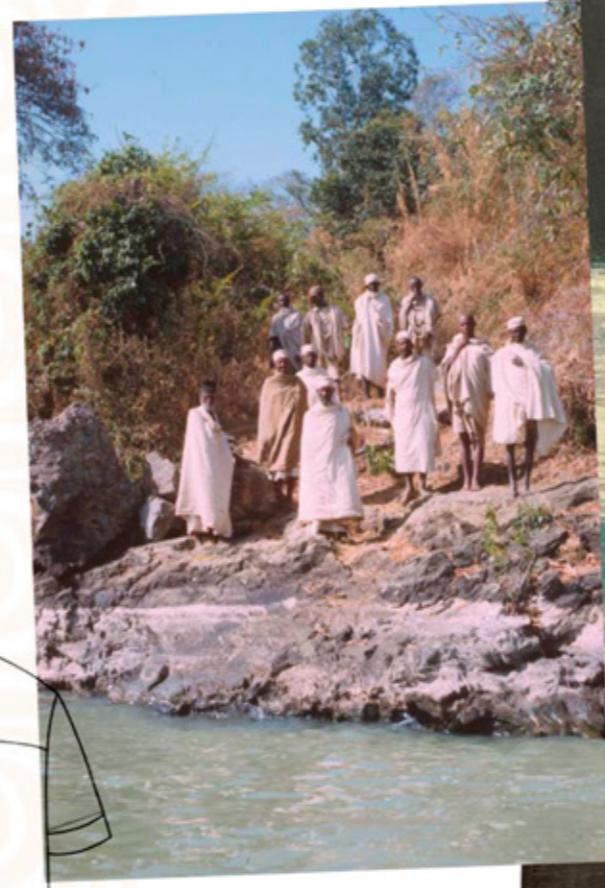
ETHIOPIAN SUMMER

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LOOK 3 MOOD/ INSPO FOR RESORT

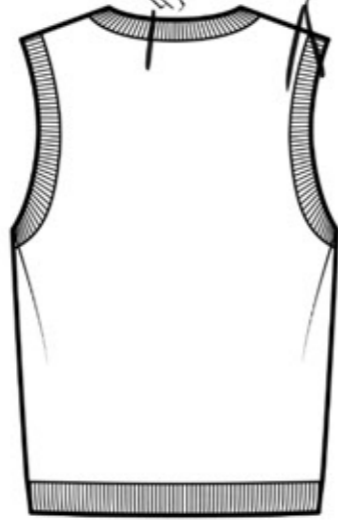


mood visualisation



ETHIOPIAN SUMMER

KNIT VEST MOOD AND DEVELOPMENT



SWIMWEAR PRINT



Procion Screen print samples



PRINT SAMPLES





RANGE PLAN







