

blue nude

Forá Lookbook



Idra Bodice Maxi Dress

Collaboration with Laurence Watchorn // £252.00



Made in London



Isalos Silk Button-Up Shirt

Collaboration with Laurence Watchorn // £158.00



Made in London



Helios Hand-Painted T-Shirt

Collaboration with Laurence Watchorn // £72.00



Made in London





Blue Nude

Blue Nude is a colour-forward slow fashion brand championing Made in London craftsmanship and environmental responsibility.

Each season, we collaborate with a different visual artist to explore global intersections of culture, nature, and design.

Founded in 2021, we set off to design colourful and art-informed fashion at an accessible price point.

In February 2025, we debuted with an on-calendar event, Art Party, at London Fashion Week.

In March 2025, we completed our participation in the British Fashion Council's Low Carbon Transition Programme, contributing data to a SME carbon policy report at the House of Lords.

Collection: Forá

Drawing inspiration from the Mediterranean island of Hydra, Forá invites wearers into a world of earthly pleasures, sunlight and fluid movement.

If you were asked to draw fun, what would it look like? Exploring a deeper response to the seemingly simple question, Creative Director Katarina Protsack's answer comes not through words, but through sensations and feelings. The Greek island of Hydra became a place where time, Forá in Greek, is an afterthought. Time slows and blurs.

Fun instead becomes freedom, with a touch of bliss.



Artistic Collaboration: Laurence Watchorn

Each season, Blue Nude partners with an emerging artist to further enrich its creative and collaborative world. For Forá, Blue Nude collaborates with London-based painter Laurence Watchorn, whose expressive artworks are featured throughout the collection.

Laurence's work investigates how sound, rhythm, and time can visually permeate a canvas. His brushwork captures the fleeting sensorial joy of summer, where water, shadows, and sunlight contour and dreamlike states manifest.

During five months of visits to Watchorn's Chelsea-based studio, motifs were extracted from his large-scale canvases to pair with the collection's pieces, creating a visual language for hedonism shaped by environmental codes of light, water, and Mediterranean ease.

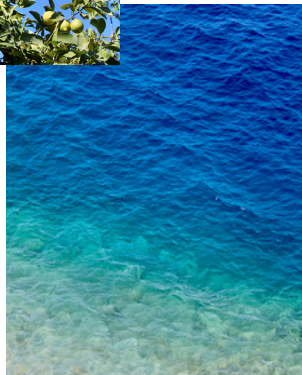
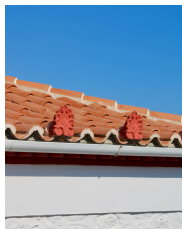


Artistic and Cultural Inspirations

Long associated with artists and writers, Hydra provided fertile creative ground during Protsack's recent visit. From the white and orange lined buildings to the turquoise blue waters outside the DESTE Foundation for Contemporary Art, the island's sensorial atmosphere shaped Forá's take on hedonism. Rooted in the Greek word for pleasure, it's one of presence and light.

A meditation on freedom, movement, and softness, Forá dives towards this unique, creative atmosphere where the physical meets an ancient stillness. Fun becomes embodied: glistening skin, a moment of calm with a glass of something chilled in a stone-filled courtyard. All before dancing the night away.

Protsack explores what it means to be free and joyful in one's body through tactile surfaces and sensory moments. With eyes closed, visions shift focus to wet fabric, sun dapples, lightly perfumed skin. A radiance of joyful refreshment emerges alongside motifs of starfish and vibrant sundrenched colour.







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