

COLLECTION 1.4

London

September 2022

SABIRAH is a LUXURY, SUSTAINABLY CONSCIOUS, MODEST WEAR BRAND that believes in the elevation of ALL womxn regardless of size, race or religion.

SABIRAH is a continuous capsule and this, Collection 1.4 is a mix of vibrant colour and metallic moments, and fabulous tailored jackets teamed with pencil skirts or the wide leg pant we have all grown to love. Kaftans flow and shimmer while the stunning fuchsia Bloom Coat in a heavy silk satin offers a real statement piece for your wardrobe.

Although we are currently moving into what seems like austere times, Collection 1.4 is a celebration of life and love. This is clearly depicted through the collection imagery shot by photographer Asia Werbel, a light and fun shoot where she captures glimpses of the model in-between moments.

There is an introduction of print into the world of SABIRAH, in the form of exploding floral scarves and a multi-colored princess blouse.

"I am continuously inspired by nature and in particular flowers through colour, shape and form, so it was wonderful to express this through painting and creating our first prints". DL

SABIRAH believes in enhancing the existing collections by refining styles, adding new colour-ways, sourcing alternative fabrics as a gradual evolution of the brand's foundations.

SABIRAH is known for exquisite tailoring in luxurious repurposed fabrics often from the mills of Italy, tailored and manufactured in London as limited editions, giving an exclusive service to each client. This enables SABIRAH's ethos of a luxurious contemporary collection with the ethics of sustainability.

"SABIRAH grew from a desire to fulfill the needs of the modern modest dresser without having to compromise due to the limitations of fast fashion." Deborah Latouche explains, "SABIRAH addresses the need for a market that can sometimes feel neglected - a capsule collection that talks directly to the modest woman, using luxury fabrics and contemporary yet timeless styling, it encompasses all the elements for a ready-to-wear wardrobe." The SABIRAH womxn looks and feels beautiful and empowered without the need to reveal.

NOTES TO EDITORS

Deborah Latouche is an established stylist, journalist and designer who has been working in the fashion industry since graduating from London College of Fashion. Following a residency at the Benetton thinktank Fabbrica, Deborah honed her creative skills in Milan, working and collaborating on a range of projects before returning to her home in London. Since then, she has gained recognition as a successful, innovative stylist for titles including The Sunday Times, Vision China and Schön!, and working with a wealth of talent including Naomie Harris, Sophie Turner and Eric Underwood. Deborah is also the UK Corresponding Editor for Elle Italia.

SHOOT CREDITS

Creative Direction and Stylist: Deborah Latouche

Photographer: Asia Werbel

Model: Shola @ PRM

Hair Stylist: Efi Davies @ Toni & Guy using Labelm

Make up Artist: Keti Nikolova

Styling assistant and behind the scenes
photographer: Janine Gomes

Hair assistant Yui Tateno @ Toni & Guy.

Photography Assistant: Charlie Palmer

All Shoes : PIFERI

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