

S'ranouir Unveils 'Voie de l'éveil II' Collection with London Pop-Up

Emerging womenswear brand S'ranouir, known for its poetic fusion of art and sensory expression, is pleased to announce their new collection, 'Voie de l'éveil II', and the accompanying London pop-up.

S'ranouir's name takes inspiration from the French values *s'épanouir* - to blossom - and *rafinné* - to refine, an invitation to grow with intention. The brand has captured the imagination of audiences with its serene yet bold aesthetic, every piece stitched with thoughtful purpose. Each garment invites the wearer to slow their pace, embrace the present moment, and rediscover the shifting beauty in everyday life.

The collections draw deeply on personal reflection and the spirit of the times, with the current series inspired by the designer's personal art scrapbook *Voie de l'éveil (The Path of Awakening)*. Quality and longevity remain central to S'ranouir's values, as reflected in this new body of work, which deconstructs and reimagines recycled menswear, preserving original tailoring elements while transforming them into sculptural womenswear.

S'ranouir's designs prioritise comfort, adaptability, and environmental responsibility. Custom magnetic buckles allow pieces to be adjusted and restyled with ease, reflecting the brand's mission statement - to create timeless designs, seeking harmony between form and utility, senses and bodies, with pieces designed to move with the silhouette of the wearer. Materials are chosen with equal care, Cupro and Tencel fabrics sourced from Japan, natural paper-pulp buttons, and accessories replacing traditional brand tags, all underscoring the brand's commitment to sustainability and conscious craftsmanship.

S'ranouir is poised to bring its ethereal vision to a broader audience, arriving in London to host a physical pop-up at 59 Greek Street from the 18th to the 21st of September, with a launch reception taking place on the evening of the opening night. The pop-up, which centres the *Voie de l'éveil* collection, promises to showcase S'ranouir's exploration of the relationship between body, time, and garment.

Use this link to register for the S'ranouir pop-up launch reception on the 18th September:

<https://forms.gle/f6KZ2bPKRqJXHYG69>

For press inquiries, interviews, assets, or LFW show access, please contact:

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