

# N O O N   B Y   N O O R

## FALL WINTER 2023

“Creating a collection starts with an inspiration. Sometimes, this might take the form of a single image or thought; but more often, it is a dialogue and the quiet moments in between.”

“A dialogue of ideas and inspirations as fabrics and silhouettes are worked on and we create the collection. Conversations between ourselves, our creative teams and between fabrics and colour, form and function.”

“For Fall Winter 2023, we began our dialogue with images from the french Illustrator Francois Berthoud and his book titled ‘Facsimile.’ First commissioned by Anna Piaggi for Conde Nast’s Vanity Fair, his work soon appeared in all leading magazines, including Vogue, Numero and interview.”

“Beautiful high–impact imagery that blends art, fashion and communication created in tones of black, grey, and browns – this was a starting point.”

“Sometimes we are so busy looking outward that we forget to look inward and this season, we also looked at the things surrounding us growing up. Art, culture and the beauty of our home.”

*Quoted from a dialogue between Shaikha Noor Al Khalifa and Shaikha Haya Al Khalifa.*

*Cusp: a moment of transition between two states.*

Inspired by an original artwork by HE Shaikh Rashid bin Khalifa Al Khalifa titled ‘CUSP’ (2020) depicting the moment of transition between the sun and the moon, the point where two curves meet. Our love of East meets West. Masculine and feminine, light and shade.  
The sun and the moon.