

QASIMI

PRESS RELEASE

Autum Winter 2023 **THE BIGGER PICTURE**

For Autumn/Winter 2023, QASIMI continues exploring the narrative of a nomadic wanderer travelling through myriad cultural encounters. As is customary for the brand, the new collection focuses on craftsmanship and an artist collaboration. This season, creative director Hoor Al-Qasimi, twin to the late founder Khalid Al-Qasimi, joins forces with Dubai-based textile artist Hadeyeh Badri for a digital presentation to uncover the beauty in repetition, as well as within the banalities of life.

Badri – whose works take influenced from the pre-Islamic poetic trope known as wuquf ‘ala al-atlal, or ‘standing in the ruins of it all’ – created five original tapestries that serve as the underpinning for the collection’s hero pieces, ranging from an all-over digitised print that’s placed onto poplin shirts, to an impeccably-cut statement coat adorned with loose threads and yarn. The artwork also features a graphic and embroidery of the Bougainvillea flower, as well as printed words from Egyptian novelist Radwa Ashour’s seminal piece *Atyaf*, seen throughout.

A jacquard twill that has an all-over mosaic pattern is seen throughout the collection – further bridging the notions of the east and west – which is used to craft floor-length tunic dresses, sweater vests and collared shirts. Additionally, outerwear is integral, from cropped pea coats with a belted accent at the waist, to double-breasted wool overcoats in an array of lengths. A celebration of tailoring is present, too, in the form of a lightweight Prince of Wales check wool, for both men and women.

Crisp poplin shirts with an embroidered taping detail, print-adorned roll neck sweaters with QASIMI embroidered on the neck and tailored Harrington jackets with double chest pockets are all featured in the menswear. Meanwhile, there are womenswear pieces that emphasise fluidity, such as viscose silk tops, jersey skirts and A-line dresses with gathered necklines.

This season also contains a first-ever assortment of timeless wardrobe essentials. Whether it’s a woven button-up shirt with the brand’s signature stand-collar, or a variety of cosy jersey separates including T-shirts, hoodies, and sweatpants, there are a variety of items that are ideal for an elegant spin on everyday dressing.

Perhaps there’s bountiful wealth of enchantment in undiscovered territories? Through adventures that interconnect the visceral realms of fashion and art, the QASIMI nomad explores a range of silhouettes that advance the brand’s dynamic vision.