

# PRESS RELEASE

## **LORENZA BAS presents *Desvelada* at London Fashion Week**

*A collection of memory, migration, and transformation*

Chilean designer Lorenza Bas presents *Desvelada* during London Fashion Week, through the official British Fashion Council Digital Schedule, after being selected to participate in this edition. *Desvelada* is an intimate collection inspired by the emotional process of Latin American migration.

Told through a short film and a showroom installation, *Desvelada* reflects on what we leave behind, what we carry with us, and what we rebuild along the way. The story unfolds around the bond between two sisters on the eve of a separation, portraying migration not as sacrifice but as a process of reconstruction and self-discovery. At the same time, it emphasizes the importance of family heritage and traditions, which remain an essential part of us no matter what, and never fade. Self-knowledge, therefore, is deeply linked to the understanding of one's roots and the coherence with which we choose to live them.

The collection is crafted entirely from leftover fabrics and textile remnants accumulated over four years in Santiago, before the closure of Bas's studio. Each garment is a gesture of memory, sustainability, and renewal: a transformation of the past into unique pieces of contemporary luxury.

"Working with remnants allowed me to look at the past with new eyes and give it new meaning and value. This project is both a farewell and a reunion — a way of saying that to migrate is also to find oneself," explains Bas.

Deeply personal elements — such as her grandfather's matchbox collection, vintage postcards, and poems by Gabriela Mistral — are interwoven into the narrative, connecting the garments with traditions, objects, and memories that anchor identity across distance.

### **Pop-Up / Activation Details**

Venue: Chilean Embassy – 37-41 Old Queen St, London SW1H 9BP

Date: 22 September 2025

Time: 12:00 – 19:00

Format: Showroom installation + short film screening

### **Press Contact**

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### **About LORENZA BAS**

LORENZA BAS is a contemporary fashion brand that redefines luxury through sustainability and artistic collaboration. With collections presented in Chile and London, the brand explores fashion as wearable art and cultural storytelling, where each garment is both a critical reflection and a poetic gesture.