

O S M a n _

Y O U S E F Z A D A

'HERE TO STAY' SS21

The Background

'Here to Stay' is the title of the SS21 Film and Capsule Collection from Osman Yousefzada, the new label launching today at London Fashion Week.

"'Here to Stay' was the chant that my uncle and elder cousins used in the 80s to fight racism on the streets: against police brutality; against the racism of state institutions in housing and immigration; against the pay gap; and for equal access to education. The chant still feels relevant today, at a time when BLM activism has given a voice to marginalised communities," explains Yousefzada.

"I have co-written this chant into a poem, collaborating with artist Makayla Forde. It is her voice on the film. She is also an academic pursuing a PHD on Black Women's Health. If you are able to support her through her studies, please see her Go Fund Me page below."

THE NEW BUSINESS MODEL & MANIFESTO

After a season's hiatus, departing from previous backers, this is the first Capsule Collection under Osman's full name, Osman Yousefzada.

"The last nine months have been a moment of pause and reflection, not only for me

but for the whole world. To keep the world safe from Coronavirus. To understand privilege, to look for allyship, and to understand the biases and racism ingrained in our societies and institutions," Osman states.

"This period has given me space to manifest the way I would like to do business and collaborate with people.

Currently the market speaks to profit over values, to social control over social cohesion, and to personal greed over individual responsibility. Its heart beats to the tune of giant corporations. It pauperises the Third World, causing displacement. The eternal search for cheaper labour, newer markets, raw materials and natural resources, results in trade becoming unfair, whilst the indigenous manufacturing of the Global North slowly becomes bereft. Wealth creation becomes exploitation. Internationalism becomes Globalisation, with "I win and you lose" becoming its mantra. And those at the bottom are fed the scraps from the imperial table.

These are lived experiences of us born in the Global North, yet still retaining strong links with the Global South. Business should be a Silk Road, bringing wealth to everyone along the way. Luxury should not be at the expense of others or a cost to the planet. Fashion should be about the

creation of human value from Weaver to Wearer.

We do not all have to be revolutionaries or radicals to comprehend the social consequences of our actions,” concludes Yousefzada.

THE CLOTHES FOR SPRING 2021

This Capsule Collection for Spring/Summer 2021 comprises 50 pieces.

Osman has focused his skills of draping and tailoring to produce a concise wardrobe from day to evening, from office to home working.

Jersey dresses that flatter and drape over the body in solid blacks and pure whites. Easy linen-blend dresses that nip in at the waist with Nomadic Khuchi details. Poplin shirt-dresses with sarong skirt-like details that wrap effortlessly across the body. Twelve-meter zigzag block-print dresses, in light lawn cottons that waft in the wind.

Oversized jackets in sheens reminiscent of the 90s. An array of classic Osman Yousefzada cut-to-flatter trousers, are found across the collection. Sleeves cut in squares to add volume to double-breasted jackets.

Handmade Nehru jackets in summer wools. Sumptuous Italian leathers in utility jackets, paired with gathered short skirts. Statement coats with square sleeves tied in with a belt.

Easy tops and lounge wear for working from home.

Fifteen-meter dresses that furl into short mini-dresses for summer weddings or parties (we sincerely hope that by next year there will be parties). A large amount of the fabric I have searched and sourced from Italy. Luxury fabric that has been over-produced and become part of our Last Yards™ concept of producing limited edition pieces from short runs.

Block Print Fabric, dyed in vegetable dyes from the city of Multan in Pakistan, working with small collectives. The dresses and twin-set pyjamas are coloured in Beetroot, Okra and Dog Leaf. Hand tie-dyes created by artisans, with unique prints in Mumbai India.

The production of the Capsule Collection is predominantly in Italy and Great Britain, together with some key pieces made by artisanal communities in India and Pakistan, where we will be paying above-market wages, and collaborating with giving back projects, along with developing skill levels to enable empowerment of local crafts.

LAST_YARDS™

Last Yards is our limited edition Collection of exquisite pieces created by Osman from fabric he discovered on his inspiration trips. They are all made from the most luxurious fabrics that have already been created. He uses these to make limited runs of styles, ensuring that you own a more unique piece. The more exclusive production means a more individual garment. Each edition will be numbered on the tag to identify its rarity.

SKATE GIRLS OF KABUL

One of our first collaborations as a Foundation will be with Skate Girls of Kabul. The girls really inspire a sense of freedom and power, a symbol for their peers of working around cultural barriers and smashing traditional glass ceilings. We would like to help the girls secure university education or vocational training, to try to ensure they will always feel as free as when they skate.

MAKAYLA FORDE

Please Support Makayla Forde's PHD in Black Women's Health in the UK
Go Fund me Page <https://gf.me/u/yrxdbn>

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