

**SABIRAH**  
BY DEBORAH LATOUCHE





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## Collection One

"Patience is not about how long you can wait,  
but how well you behave when you are waiting."

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**#modestlybeautiful**





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The Princess Blouse, Bloom Skirt  
and Scarf in Pink Silk Lurex

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The Petal Top in Pink Neoprene  
and the Slim Skirt in Aubergine  
Duchess Satin

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The Petal Jacket and Cigarette  
Trousers in Aubergine Duchess Satin  
worn with the Pink Silk Lurex Scarf

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"So be patient.  
With a beautiful patience."

Quran

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The Princess Blouse in Cream Fine Cotton Poplin with a gold thread worn with the High Waist Wide Leg Trouser in Aubergine Duchess satin and the Gold Small Headscarf

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The Bloom Shirt Dress in Cream Cotton Poplin with a gold thread worn with the Cigarette Trousers in Cream Wool with Vintage Buttons

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The Long Cape in Cream Wool  
worn with the Cigarette Trousers in  
Mustard Duchess Satin

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The Princess Dress in Mustard Silk Twill

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The Petal Dress in Mustard  
Duchess Satin and Mustard Silk Twill

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Gold Small Headscarf

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Large Pink Silk Lurex Scarf

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## ABOUT SABIRAH

A culmination of 15 years working as a high profile stylist and fashion journalist, Deborah Latouche debuts her first collection as a designer, reflecting the woman she has grown to be. Fine structured pleating and drapery complements Deborah's use of classic shirting and voluminous skirts. It's a collection that feels modern yet timeless, graceful yet fashion-forward.

As a Muslim woman who loves innovative fashion, colour and bold tailoring, and as someone who adheres to the code of modest dressing, Deborah felt the need for a new narrative in luxury occasion wear in today's progressive world.

"SABIRAH grew from a desire to fulfill the needs of the modern modest dresser without having to compromise due to the limitations of fast fashion." Deborah Latouche explains, "SABIRAH will address the need for a market that can sometimes feel neglected - a capsule collection that talks directly to the modest woman, using luxury fabrics and contemporary yet timeless styling, it encompasses all the elements for a ready-to-wear wardrobe."

When designing the collection, Deborah found herself drawn to the formation of flowers. The leaves of petals are mirrored in a sleeve, for example, whilst a jacket takes on the shape of an opening bloom. The rich hues of lilies are emulated in the striking colour palette of the

collection, which includes deep aubergine, generous gold and delicate rose pink. Deborah also found inspiration in the artwork of Tamara Natalie Madden and her paintings of every day women elevated to a regal status.

"I was particularly drawn to a painting called 'Paradise', where a female figure is portrayed with beautiful dark skin in shades of blue, and her hair is transformed into a gold leaf halo of curls. Her work is very Klimt inspired but non sexual and with people of colour as the focus" says Deborah. Inspired by Madden's exquisite portraits, Deborah created the Princess Dress, a standout piece for the SABIRAH collection that features a dramatic pleated cape, floor length skirt and a bodice which can be worn loose or adapted to the wearer's preference with a unique tie-waist.

Elsewhere in the collection, the neoprene petal top creates a striking silhouette. As well as being light to wear, its form is retained by clever tailoring and construction, and it pairs perfectly with the duchesse satin cigarette pant, which features vintage gold buttoned cuffs. The puff skirt in pink silk lurex complements the crisp cotton shirt and its flowing neck tie, whilst the drama of adding the collection's cape transforms any classic outfit into a head-turning show-stopper.

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## BRAND PHILOSOPHY

In a world of cheaper, faster, mass produced fabrics where waste is high and labour underpaid, SABIRAH is embracing the important fashion ethos of responsible, sustainable production. The collection has been made in London by highly skilled seamstresses and uses luxury deadstock fabrics, often made in the mills of Milan and left over from high fashion houses. As such, each garment becomes both exclusive due to the limitations of stock, and addresses the need for less waste by using already existing fabrics of the highest quality, such as duchesse satin and fine cotton. Vintage buttons are used in place of new, and so continues the journey of each piece. The time is now for the woman who loves fashion, who loves modest dressing, and who wants to make a statement.

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# CREDITS

Designer and Creative Director: Deborah Latouche  
Styling and Casting : Hope von Joel  
Hair: Efi Davies and the TONI&GUY Session Team, using label.m Professional Haircare  
Lead Make Up Artist: Neusa Neves using Pixi Beauty  
Make up artist: Celine Nonon  
Manicurist: Marie-Louise - Coster using Loubella Belle  
Jewellery: Charlott Vasberg  
Bespoke Face Pieces: Lara Jensen  
Shoes: Rupert Sanderson  
Set Decorator: Donna Casey  
Production: O'Neill Edwards Production Ltd  
Words and Music Direction: Julie Lee  
Movement Direction: Eric Underwood  
Logo design: Franziska Raether and Eleni Sakelaris  
Graphic and web design: Anne Cathrin Saure  
Lighting: Damian Duncan  
Photography: JasonMcGlade [www.jasonmcglade.com](http://www.jasonmcglade.com)  
Asia Werbel [@asiawerbel\\_official](https://www.instagram.com/asiawerbel_official)  
Jo Thorne [www.jothornephoto.com](http://www.jothornephoto.com)

Film: FashionedFilms  
First styling assistant: Nathan Grant  
Assistant to Designer: Elisheba Akalawu  
Make up assistants: Kate Tighe  
Event PR: The Atentive Agency



I would like to thank all the amazing creatives that have helped to make this dream a reality; including my dear friend former Royal Ballet star, Eric Underwood for the Movement Direction.

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All garments are made to order.

For further enquiries, bridal and  
press queries please contact:

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