



### PRESS RELEASE SS22: The Merchant of Levant

Harem London is a contemporary fashion brand found in 2018 by two sisters; Begum & Dee Ozturk who live in London. Every garment is designed, developed and ethically handcrafted in their East London studio, for the citizens of the world.

*Coming from a very rich multi-cultural background, a Turkish heritage that is full of diverse communities and tales of hundreds of years, Harem London loves exploring different sides of their own history and bringing it back to life with their contemporary interpretation.*

*SS22 collection was inspired by the Levantine stories where East met West centuries ago in the rich cultural crossroads of Western Asia, Eastern Mediterranean and Northern Africa, thanks to the European merchants. Hence the collection is called "The merchant of Levant".*

*The term "Levant" is mainly referring to the European residents of the region who were merchants discovering local produce, materials, fabric, tools, techniques and started the trading and information flow to the West that increased the cultural exchange, like we do nowadays.*

*Harem London loves the mixture of artisan fabrics with softest organic cottons and jerseys as well as sculptural traditional patterns from their cultural heritage with the modern making techniques of contemporary fashion. This season Harem London brings Levantine details to the collection where they explore the cultural exchange and aesthetics.*

*The collection is made of luxuriously soft cotton jerseys, floating pleated jerseys hand quilted details that makes a tailored theatrical contemporary fashion casualwear for SS22.*

xoxo