



## LFW JUNE 2023 PRESS RELEASE

WHEN THE SERENE MOUNTAINS OF PESHAWAR, PAKISTAN SYNCHRONIZES WITH THE ECLECTIC STREETS OF ACCRA, GHANA, YOU REACH A UNIQUE FREQUENCY THAT CAN ONLY BE GRASPED WHEN TWO POWERHOUSES OF CULTURE LIKE THESE COLLIDE. A SPACE THAT IS AT ONCE ELEGANT AND EDGY, CALM BUT CHAOTIC, LUXURY BUT SO INCREDIBLY PLAYFUL.

WELCOME TO THE WORLD OF DIJÀGO.

AN AFRO-ASIAN LUXURY CLOTHING, ACCESSORIES & FOOTWEAR LABEL INSPIRED BY THE BEAUTY OF CULTURE, THE RARITY OF TRUST AND THE LANGUAGE OF ELEGANCE. DEEPLY ROOTED IN TRADITIONAL SOUTH ASIAN AND AFRICAN CRAFTSMANSHIP, THE LABEL PRESENTS A NEW KIND OF LUXURY – ONE THAT CHAMPIONS ARTISANS OF THE EAST BY GIVING THEIR WORK THE RESPECT & SPOTLIGHT LONG HOUNDED BY THEIR WESTERN COUNTERPARTS.

THE LINE INCLUDES CONTEMPORARY WOMENSWEAR IN LUXE COTTONS, DEADSTOCK VELVETS, DENIMS AND PRINTED TEXTILES AS WELL AS LEATHER FOOTWEAR & ACCESSORIES HAND-MADE BY ARTISANS IN PESHAWAR. THE PIECES FEATURE CUTS THAT ARE STRONG YET EASY, WITH EVERY DETAIL, FROM A FOLDED WAISTLINE TO AN ARCHITECTURAL DRAPED SLEEVE, EVOKING NUANCES OF AFRO-ASIAN DRESSING – THE SENSIBILITIES THAT ARE SO UNIQUE TO EACH, YET SO SIMILAR IN NATURE.

THE DEBUT COLLECTION, BADLAV, WILL BE LAUNCHED AT LONDON FASHION WEEK, 9-12 JUNE ON THE DIGITAL PLATFORM.

DIJÀGO

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