

MAYYAAGAYEVA

**MAYYAAGAYEVA LAUNCHES SS22 COLLECTION
WITH A FOCUS ON MULTI-FUNCTIONALITY AT
LONDON FASHION WEEK AS PART OF DISCOVERYLAB**

“Burning wonderland aims to provoke further investigation of ongoing exploration of the sustainable design ethos.” Mayya Agayeva

The London-based sustainable brand will launch its collection on June 13, 2021 at 11:10 am.

LONDON, June 13, 2021 - MAYYAAGAYEVA, a sustainable unisex gender fluid brand, announced today launch of its Spring/Summer 2022 collection. Presented as part of Discovery Lab in collaboration with TONI&GUY, the collection will be unveiled on June 13, 2021 at 11:10 am.

This season, the designer embraces multi-functionality to unveil a unisex collection that explores the connection between the human-nature relationship, which goes beyond individualism. With a muted colour palette, the line offers pieces that respects both the brand's sustainable ethos and dedication to conscious buying. The collection launch will coincide with a presentation of the new video “Burning Wonderland”.

“BURNING WONDERLAND collection rooted in sustainability that truly has the power to challenge fashion norms and to evoke change across the industry this season,” Mayya Agayeva.

Agayeva is a graduate of the MA Menswear program at the Royal College of Art in London. She will showcase “Burning Wonderland” collection at London Fashion Week Digital Platform. The Spring/Summer 2022 collection will be unveiled at www.londonfashionweek.co.uk.

About MAYYAAGAYEVA

MAYYAAGAYEVA is a sustainable unisex gender fluid brand that embraces a genderless and sustainable design approach. Launched in 2020 by menswear designer Mayya Agayeva, the brand was founded on the notion that the only sustainable garments are multifunctional garments that can be reused on different occasions. Therefore, every garment is created with attention to detail and is designed for emotional and physical needs.

FOR FURTHER INFORMATION PLEASE CONTACT:

Mayya Agayeva, studio@mayyaagayeva.com
www.mayyaagayeva.uk @mayya.agayeva