

L SAHA

EN-ROUTE

AUTUMN WINTER 2023 COLLECTION

Sunday 19th February 2023

L Saha presented 'En-route' the Autumn Winter 2023 collection at London Fashion Week in a salon style runway presentation.

The collection, En-route captures the essence of light and dark side of life and the nature of things, capturing the essence of the contrast, while honouring constant oscillation between the two extremes. Among elements that inspired this contrast-led collection are below lines of the poetry 'Shadings' by Olivia Findlay.

*" We are the same shade, under the cool shade of dark
Both Colourful and Colourless. "*

Laboni Saha, Creative Director, L Saha said:

"There is such beauty in the transitional state of being, where everything is changing from one extreme to the other. In this collection I have interpreted this in the choice achromatic shades, structured and fluid shapes as well and the overlap of masculine and femininity."

The highlights of the show includes autumnal pieces made from 100% up-cycled materials as well as dresses that incorporate our signature hand-woven details made at our atelier in London. Our focus continues to remain on the low impact approach in every stage and process of creation keeping us on track for our Net-Zero by 2030 target.

The launch of this collection is part of our broader campaign, Inside-Out, launched at COP27 and supported by UNFCCC, and Cabinet Office, United Kingdom.

Inside-Out is our initiative to raise awareness, demand change and call for actions, that will result in meaningful improvement in the collective impact across fashion industry. Through the campaign we are calling for a revision in the industry's broader approach in how garments are made, marketed and sold.

Following on from our London Fashion Week presentation, we will have a series of activations that further amplify our message and call-to-action for Retailers and brands, Consumers and Governmental bodies and Policy writers.

We would like to welcome comments, questions or feedback from fashion, luxury and sustainability journalists to join us, as we celebrate the launch of a new collection, as well as the amplification of the Inside-Out Campaign.

- ENDS -

For press invites, interview requests and further information, you may write to us at LFW@LSaha.co.uk ,
or call Linda Bridge at +44(0)2072579359