

Continuing The Love Story

By Abigail Ajobi

Capsule Collection September 2022

This season we will be presenting our fourth capsule collection entitled 'Continuing The Love Story' which is a sequel to the previous collection showcased in February. Both collections are inspired by the love story of my parents: A young couple from two different worlds, who met on a flight between Lagos and London. Since migrating separately from Nigeria to England the film aims to explore the couples long lost love coming together once again after being apart for a period of time now with a young child.

The collection is not only a celebration of love but a celebration of cultural identity represented in a contemporary way. The theme shows a fusion between Nigerian heritage and urban London culture.

The collection colour palette is inspired by the contents of old family photo albums. The rich blue and green hues of the film photos are resembled in the collections colour story.

There are two main prints in this collection. The first print is a love letter scribed by my father to my mother abroad, which has been hand printed on to deadstock Nigerian Denim. The leather is also sustainably sourced from Nigeria. The durability of both materials is used as a metaphor to emphasise the strength and buoyancy of their relationship. The second print of the collection is called the international love print which is presented both as a digital print on organic cotton and for the first time as a digital knit jacquard. To encapsulate the concept of my parents meeting on a plane the print features a portrait of them together against several passport stamps.

It is important for Abigail Ajobi as a brand and as a designer to be sustainable, which is why our 'convertible' clothing functionality has been carried over from our previous collections. This means many of our pieces can be worn in multiple ways, from shorts to full length trousers etc. We also use deadstock denim. Our leather is sourced holistically; meaning some of our skins may have minor natural blemishes. We feel that this gives our pieces that extra bit of character whilst encouraging sustainability. Placement prints are not used in our production which makes each piece unique to the individual and reduces waste.

We are a brand that focuses on sustainability both in our environment and our community, whilst highlighting the importance of social awareness. As with all of our collections, we will be supporting a charity relating to this theme. Part of the profit from this collection will sequentially support **Keeping It Real Foundation**; a Nigerian based charity working to transform the lives of vulnerable children, youth, persons with disabilities, prison inmates, women and our local communities through Education, Advocacy, Capacity and Sustainable Development Programs.

