



**London Fashion Week
Spring/Summer 2023 “ODE TO THE PAPAYA”**

Droguett has woven Latinx empowerment into her brand’s DNA, celebrating iconic symbols of Latin pop whilst redefining stereotypes.

She uses Ancielas as a platform for Latinx creators on a mission to make their voices heard in the British arts. Ancielas’s Spring Summer 2023 collection is no exception, showcased with a short film titled “Ode to the papaya”, a metaphor for the introspective journey of the migrant and the diasporic experience, as something visceral, transformative and poetic. An evolution from last season, where the experience was more detached in a Brechtian style. Themes of migration and identity have always been key to Droguett’s work since Ancielas’s first collection.

Directed in collaboration with Colombian filmmaker Edward Heredia with an almost entirely Latinx crew, the concept is developed through the lens of Latin music divas such as the controversial Carmen Miranda, the iconic Celia Cruz and the electrifying La Lupe. The work and life of these musical icons defined much of Droguett’s upbringing in Colombia. “Mambo and salsa were our pop culture long before Shakira became famous, I was fascinated by the incredible costumes and how these women were shining like goddesses, even though they went through very difficult times, they constantly reinvented themselves. They were forces to be reckoned with, I deeply admire their journey and I identify with it as a minority in this industry”.

The collection was born from an exploration of both personal memories and historical references by playing with stereotypes of what is perceived as the “Latin aesthetic” since Carmen Miranda became the lady with the Tutti Frutti hat in the 1940s. Mambo silhouettes with exaggerated ruffle sleeves and hems, sculptural banana-like skirts and sharp tailoring, are a homage to 60s show girls and the drama of the musical performance.

Droguett’s juxtaposition of textures and concepts becomes second nature in every piece of the collection: light and dark, couture and street, glamorous and grotesque, and the use of rotten fruit used in the styling and the set design. In addition to the lush textiles, there is an infusion of street art and bright graffiti-inspired accents made in collaboration with Colombian street artist VaneMG who painted a mural inspired by this project featuring portraits of the divas in East London.

The commitment to sustainable practices is all over the fabrics including deadstock materials such as backpack mesh from Christopher Raeburn’s archive, repurposed tulle, and Irish hemp-linen jacquards. Fluid crepes and jerseys are provided by textile start-up Esce-tex in collaboration with Tencel Lux.

Experimental jacquards were developed in collaboration with Textile Designer Alice Timmis, including woven checks with recycled cotton and newLife yarns from post-consumer plastic bottles. As well as lustrous splatter jacquard, woven with rafia and recycled British yarns from linouio.

Droguett invites you into her world of memories as a celebration of a rich culture that is often exoticised or appropriated.

“ODE TO THE PAPAYA”
ANCIELA Spring/Summer 2023

Creative Direction: Jennifer Droguett Espinosa
Production Company: Revolt Media
Produced & Directed by Edward Heredia
Co-Produced by Paige Fisher
Styling: Patricia Machado
Street Art by Vane MG

Starring:
Francia Moreno Prado
Naomi Zaragoza
Elizabeth Salazar
Yas Yunqueira

Director of Photography: Sam Donvito
1st AC: Paige Fisher
Steadicam: Tom Colli
Gaffer: Tupac Carroll

Movement Director: Lu Greco
Set Design: Juliana Caviedes
Makeup: Dan Delgado Hair: Mayuko Nakae
Makeup Assistant: Rita Nieddu
Shoes by Charlotte Hogben

Edited by Josh Homer
Music, Sound Design & Mix: Mateo Urbano
Colour Grading: Lucrezia Pollice
Graphic Design & Casting: Jennifer Droguett

Special thanks
Esce-tex
Tencel Lux
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Matteblack London Cineview Studios