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FARRAH FLOYD

Trained as a fashion and textile designer, and holding a master degree in Sustainability in Fashion, Sojana Drace is a designer with a respectable style. In her work, she combines strong concepts with technical skills and sustainable design strategies. She has developed a special zero-waste cutting technique, using only rectangle pattern-pieces. The new solutions that come up, combined with a powerful conceptualism are the most significant features of her brand **FARRAH FLOYD**.

Q How did it come that you established a brand with a sustainable fashion focus?

I studied textile fashion and textile design. During that time, my focus was always on textiles, as it was a material that I could not see myself the best. Fashion was interesting because I could use it to transform 2D fabrics into 3D shapes, more in a sculptural way, but I did not like anything else that came with it. The fact that weaving and printing and going to the loom made my work

soon meaning less and less over the last couple of years. After putting all the effort in the design, after two months, you can just see it being disposed. That is how I started thinking about sustainability in fashion, something that would give me work more meaning, and at the same time I realized that I could actually bring some change to the world. To get more insight into the subject I decided to do a master in Sustainability in Fashion, since my generation has to be the first one developing techniques and pushing my ideas and vision forward.

Q What does sustainability mean to you, how do you define it?

Personally, I am not a big fan of that word, but I guess we don't have any better at the moment. I would say sustainability is an effort to live with more respect to each other and the environment we live in. If you consider it on a bigger scale, gradual reduction is a small effort towards



photo NICOLA ELLI



What do you do in your daily life to protect the environment?

Simple things: dividing trash, not driving a car, or trying not to come back with 20 plastic bags from the Turkish market. I think every effort counts, but I also think the big impact does not come from individuals having short showers, or switching to energy saving light bulbs. The real change is something that can happen way beyond the power of an ordinary person.

What is more important for you as a fashion designer – design or sustainability?

I guess both things are equally important to me, but the fact is – fashion still can survive without sustainability, but without design it cannot.

Coming to your brand. What is the story behind “FARRAH FLOYD”?

Farrah Floyd started as a project during my master studies, which I decided to develop further on. The basic idea was to integrate sustainable fashion into fashion. I try to design in the same way as I would if I didn't have to think about sustainability. This is pretty hard sometimes, considering all the limits that come with sustainable principles. I am trying to turn them into advantages and use them as an inspiration, rather than limitation.

FARRAH FLOYD collections are built on strong concepts, with pretty personal ideas of

beauty and fashion. I like to play with shapes and textures, coloring them and offering my own vision of aesthetics. The special thing about FARRAH FLOYD designs is the zero waste technique that I have been developing for some years. Using only rectangle pattern pieces, I build body forms using pleating and folding techniques.

Above all my brand is about making beautiful clothes; pieces that are not ordinary and will make the wearer feel special and different, awakening a kind of self-confidence. Sustainability of the brand is just one of the elements that brings more meaning to the concept and gives the full statement – fashion and sustainability should and can come together.

Sustainable fashion includes ecological and ethical aspects. How do you make sure that your fashion meets these standards?

Firstly, I use only certified materials; I make no waste while cutting, and I produce in Germany. Furthermore, I like to think that what I do is an emotional design. My goal is that people appreciate the love and effort put in each FARRAH FLOYD garment, which they will cherish like an inherited piece of jewelry and enjoy it for a long time.

Which barriers do you have to face in the production of sustainable fashion?

The availability of fabrics is very low, and also the choice is pretty narrow comparing to conventional materials. Both fabrics and

production are way more expensive, and on the other hand the market is very small and not accepting the high prices that sustainable fashion comes with.

What is the typical "FARRAH FLOYD" style? Who is your target group?

FARRAH FLOYD is a fiction character. She stands for a strong woman, the one that is not afraid of change, rather fights for it and most of all cherishes freedom. The brand is inspired by such women and tends to encourage other through its ideas, stands and of course clothes. She believes that "Beauty will save the world".

Any woman can relate to FARRAH FLOYD. Whether she is fearless and strong, or she needs a bit of ego boost, FARRAH is there to help her show what she really is.

She states her power by showing her seductive and feminine side, being elegant and in a way masculine at the same time. She shows her strength by being able to create her own style, based on her environment, background and of course her body.

Can you already tell us a little bit about your upcoming autumn/winter 2015 collection?

For the inspiration this season, I chose the biggest phobia I had as a child - volcanoes. For me volcanoes always represented something unpredictable, unstoppable and scary, but in the same way fascinating. Since I was using pleats a lot in my collections,

trying to tame the fabric by treating it in different ways, this season I let the material live the life of its own. Some unpredictable shadows occur, the heavy winter fabrics seem unstoppable in a way – it doesn't obey, but rather protrude out of the body. The idea of not controlling the fabrics scared me in a way, but at the same time I was able to find beauty in that, and a way to use it as an advantage.

Besides tops and bottoms, dresses and winter coats, this season we also offer some accessories such as hats and scarves. Cashmere, angora, wool and cotton are cut and mixed with zero waste pattern pieces into completely new, but still recognizable FARRAH FLOYD looks.

www.farahfloyd.com

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