



Autumn/Winter 23-24
“IN THE BLUE”

THE INSPIRATION

BOKJA’s latest collection “IN THE BLUE” is inspired by a moment of revelation through reflection, the result of the designers trying to capture a new cultural wind blowing towards a more honest and realistic portrait of humanity. The fragility and frailty of the summer mood gives way to a darker, peaceful introspection interpreted as “in the blue” - a state of just *being*.

“Life is but a series of passing moments, a fluctuation of travail and renewal. We’re all in some way like our embroideries; continually reweaving the loose threads of our existence to create something not perfect, no, but in its own way sublime.”

- Huda and Maria

THE COLLECTION

As a result, autumn and winter give birth to provocative tensions and unrestrained possibilities across **cuts and textiles, patterns and color pairings**. Utilitarian silhouettes are reimagined in unpredictable silks, gabardines and biodegradable wools. **Patterns and colors are rife with** wild roses released on checkered grids and delicate lace, while reversible robes bear second skins. **Strength and vulnerability** come into focus through BOKJA’s slow, anti-industrial artisanship contrasted with brutal experimentation and distressed surface treatments. The result: layered and novel possibilities.

Each garment is designed to be worn by anyone (shape, size, gender) for any occasion (an elegant gathering, a weekend hiatus). And with the collection’s thoughtful versatility, wearing BOKJA is yet another choice to extend and explore more possibilities.



THE BRAND

BOKJA is a Beirut-based design studio, crafting narratives through embroidery and textile to create personable objects, from furniture to wearables. BOKJA's signature is its assemblage aesthetic, collecting textile fragments of a time and place, fusing them together into poetic arrangements. Furthermore, we translate our unique aesthetic and apply it to artistic interventions and special projects.

With a diverse team of talented artisans and designers from the region, BOKJA represents a unique cluster of textile practices from free-motion embroidery to painting. Through its work, the studio seeks to preserve a local craft tradition while redefining it in a contemporary voice. There is intense emotion and powerful storytelling cultivated in every piece. A drama. A fable. A fantasy.

PRESS CONTACT

Youmna Abisaleh

+961 70 333 705

younna@bokja.com

www.bokja.com

in: [@bokjadesign](https://www.instagram.com/bokjadesign)