

# NEMOZENA

## The Spring Summer 2020 Collection

The Nemozena Spring Summer 2020 collection instills an innate and willing desire for both scenery and space, in an overly fast-paced and digitized world. The need to preserve a part of nature becomes stronger, with sensory experiences and the connection both to, and through natural beauty becoming even more necessary and significant to the woman of today.

While virtual adventures continue to enhance our consciousness and blur the lines of reality, the Nemozena SS20 collection explores the places and spaces where science is absent, yet futurism abounds. The result is a visionary flourish of iridescent effects, colour-coatings, origami pleats and techno wool, while an injection of bolder and more opulent fuchsia and midnight blue are paired with sensual sky blue and mauve, offering an abrupt organic departure for the new season.

The core shapes and styles are city-inspired with separates being inherently versatile, influenced by the imperfectly perfect intertwining of science and nature. Interchangeable design and signature reversible techniques on skirts, dresses and jackets, bring an urban nuance to the woman that is always busy yet still demands beauty and fluidity.

Inspired by both the deserts and dreams found within the heart of a Moroccan spice souk, the collection continues to swathe us in sensuality. Pioneering hints embellish classic modest silhouettes, while sorbet colours awaken our senses further, using elemental aesthetics and ikat-inspired prints to preserve traditional textile techniques from the Maghreb. There is an appreciation of craft, and an amalgamation of cross-cultural elements, encapsulating a modern yet classical twist of balancing the old with the new: a kaftan under a bomber jacket; light suiting becoming fluid dresses.

The Spring Summer '20 Nemozena collection cleverly reworks details from these cultures to evolve and transcend horizons, continuously looking towards the future, and translating to a contemporary feel that is not only easy to wear but timeless in its style.

### About Nemozena

Nemozena is a lifestyle womenswear brand founded in 2017 between Dubai, where the founder is based and where the brand story, strategy and collection inspiration are developed, and Milan, where the collection is designed, styled and produced to exceptional Italian standards. Inspired by female empowerment, the brand mission is to cater to women's desires with timeless luxury essentials and simultaneously showcase the creativity and brilliance of female individuals around the world. A Dubai based Italian crafted collection that is setting the bar high on quality fabrics and timeless cuts. Each collection is made of innovative, versatile and easy to wear items that hold a specific role and place in a woman's ideal wardrobe, reinventing the way clients relate to fashion. A concept based on feminine designs that give women the freedom to build a personal closet through modular items, while giving freedom to blend new creations into an existing style. Nemozena is for today's woman and will speak to her intellect and taste, while connecting to her kindness. Nemozena is advancing the luxury landscape, a brand with creative vision and meaningful principles.

### #nemozena #SS20

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