

FASHION SUMMIT

10 - 12 SEP

Fashion Summit (HK) Design Pavilion
Global Designers' Sustainable Fashion Showcase

Bojana Drača



FARRAH FLOYD

Biography

Trained in both fashion and textile design and holding a Master's Degree in Sustainability in Fashion, Bojana Drača is an award winning designer of distinguished style. In her work, she combines strong concepts with unique technical skills and sustainable design strategies. With her brand Farrah Floyd, she unites superior quality in both design and sustainability. The final products are unique, contemporary and ready-to-wear.

Since 2018, Bojana owns and manages a concept store in the center of Brussels. The store serves as a platform for designers and artists to showcase and sell their work. As a curator, her main criteria are aesthetics, ethics and innovation.

Bojana has worked as a freelance designer and held workshops at Universities in Philippines, Hamburg and Berlin. She spoke at Belgrade Design Week and Berlin Zero-Waste Festival. In 2017, Bojana was chosen one of 5 finalist for mentorship award by Fashion Council Germany and in 2020, she was selected to be part of prestigious program MAD Fly, by MAD Brussels.

Contact Me
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About Farrah Floyd

Farrah Floyd makes high-quality clothing for women. All the products are designed, developed and produced based on different sustainable design strategies. These include zero-waste pattern making, local production, certified materials and accent on emotional design. While designing, my idea is to attract the customer to get emotionally attached to a piece of clothing. Not only that they like the way it looks and feels, but designs also carry a story behind which gives the customer another level of connection. All these elements are put together in order to prolong the life of the product as long as possible.

This said, Farrah Floyd is not a typical fashion brand. It does not follow trends, traditional pattern making systems, size & gender rules, nor seasons.

My designs are meant to trigger and make people feel brave for wearing them. At the same time, they are comfortable, manufactured with care and expertise using materials that not only fulfill the aesthetic requirements, but also those of quality, comfort, and ecology.

Farrah Floyd wants to seduce you with its boldness. It wants to convince you to wear it and take good care of it for the years to come. It's your special piece, gone essential!

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BELGIUM



Outfit 1

Olo Jacket and Lian Trousers

Olo | unisex, one size and reversible, made in EU using zero-waste pattern making technique.

Outer fabric | organic cotton coated with water-based coating developed from the cork gained as a leftover in production.

Lining | 75% O-NOVA by Fulgar - recycled polyamide, 25% ROICA - the first and only recycled elastomer where more than 58% of its composition is coming from a post-industrial waste.

Lian | unisex and one size, made in EU using zero-waste pattern making technique.
Fabric | organic cotton jersey.



Outfit 2

Susie Dress

Susie | unisex and one size, made in EU using zero-waste pattern making technique.

Fabric | 75% O-NOVA by Fulgar - recycled polyamide, 25% ROICA - the first and only recycled elastomer where more than 58% of its composition is coming from a post-industrial waste.

Outfit 3

Bronte Coat

Bronte | unisex, one size and reversible, made in EU using zero-waste pattern making technique.

Fabric 1 | organic cotton coated with water-based coating developed from the cork gained as a leftover in production.

Fabric 2 | bio-based yarn is made from fully traceable and sustainably sourced wood pulp. Naia™ is produced in a closed-loop production process where safe solvents and water are recycled and reused.



Outfit 4

Toni Top and Daria Skirt

Toni | unisex and one size, made in EU using zero-waste pattern making technique.
Fabric | organic cotton jersey.

Daria | unisex, one size and reversible, made in EU using zero-waste pattern making technique.

Fabric 1 | organic cotton coated with water-based coating developed from the cork gained as a leftover in production.

Fabric 2 | bio-based yarn is made from fully traceable and sustainably sourced wood pulp. Naia™ is produced in a closed-loop production process where safe solvents and water are recycled and reused.

