



DR. IFY UBBY

## Biography

Born and raised in Venice, Italy, Ify's love for African fashion blossomed early in childhood, for which her Nigerian family takes most of the credit. Within a tight-knit African community in Italy, she was exposed to the many facets of West African culture, from its traditions and folklore to the meaning behind its vibrant colours.

Before starting OliveAnkara, she completed her studies with a PhD in Human Molecular Genetics at the International Centre for Genetic Engineering and Biotechnology, she first moved to Singapore to further her career with a Post Doctorate in Molecular Carcinogenesis at the National Cancer Centre.

Her move into the fashion industry started when she noticed the absence of African culture in Singapore while trying to source African prints to make her wedding dress. She took on the responsibility of bridging this gap with the creation of OliveAnkara in 2017, which also rekindled her love for fashion. It was not until 2019, buoyed by early successes and a growing loyal base of customers, that Ify turned her passion side hustle into a full-time career.

Driven by passion and her love for diverse cultures, Ify has centred her slow fashion sustainable brand around two core values: female empowerment and sustainability.

## OliveAnkara

Using vibrant and vivid colours of the Ankara (African wax print) fabric, the brand dares women of all shapes, sizes, colours, ages and abilities to be the boldest version of themselves. The designs are drawn upon the founder and designer, Ify Ubbi's, Italian-Nigerian heritage and personal journey of having lived both in Italy and Asia.

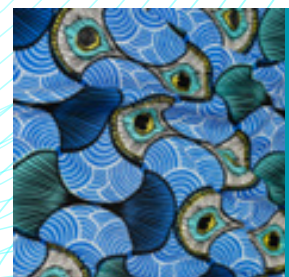
@liveAnkara

### Sustainability

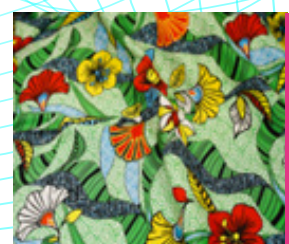
Playing an active role in Singapore's fashion industry to turn the tide on climate change by using slow fashion has always been at the forefront of OliveAnkara's mission. The production processes and operations aim to reduce the environmental impact on top of ensuring a safe working space for its craftspeople.

Their first sustainable line, Ajo Aye, saw the debut of OliveAnkara Original prints on eco-fabric made of TENCEL™ Lyocell fibre was launched in the last quarter of 2021. The original prints are a fusion between elegant Japanese motifs (the Seigaiha, hibiscus and ginkgo flowers) and vivid Ankara styles and colours. Ubbi's vision of transcending the boundaries of geographic separation of the two continents — Africa and Asia — is well reflected in the prints.

The brand is also certified Waste Neutral by a waste offsetting partner called Nu Cycle. Every amount of waste created, a measured equivalent of waste is recovered and removed from the environment through recycling/waste management efforts using plastic offset credits.



Blue Ewa Naibu Print



Green Asa Hana Print

### CONTACT US

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### SHOWROOM ADDRESS

#01-02 (opposite Plain Vanilla Cafe)

79 Chay Yan Street, Tiong Bahru

SINGAPORE 160079





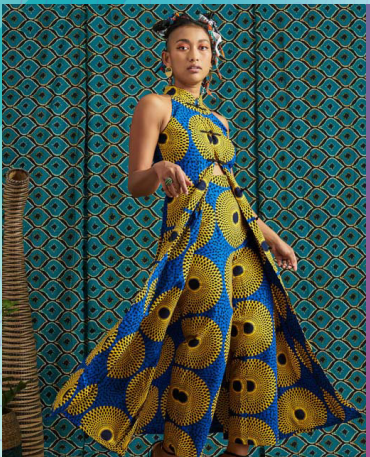
### MOYA SKIRT INFINITY DRESS - EWA NAIBU - OA OG

The Moja infinity dress is one of our best-seller in the 'Ewa Naibu' print made of the soft buttery smooth texture of TENCEL™ Lyocell fibre gives you just the right amount of room to feel free wherever you go, and the choice of popping green is a similarity to the fresh scent of forests. The versatility of this dress is endless, the convertible top allows you to set your creativity free and change your style everyday, the elegant skirt makes this dress an eye catcher during your nights out or important occasions. Versatility and style in the same dress.



### THE ADA MEDLEY DRESS

Pieced together leftover fabrics from OA's production room. A process that suggests a certain methodical slowness, where mere scraps are treated with such reverence. This style speaks to the need for sustainable fashion. Made up of blocks of different prints, it's chic, it's effortless, and its timeless look is sure to make a statement.



### THE SURYA CHEONGSAM

Sizes on pre-order take approximately 4- 6 weeks to ship. Halter neck loose fitted 2 piece suits cheongsam, sleeveless vest and wide leg pants ensemble. This Surya cheongsam has a long vest with short mandarin collar and a fit and flare silhouette. Wide leg pants feature a high rise flare silhouette. Hidden back zip closure and hip pockets for an easy, effortless fit. We have chosen to launch more of our Cheongsam capsules on a pre-order basis. This is our way of encouraging more thoughtful and conscious shopping habits, as we strive to change the current consumption patterns propelled by fast fashion brands.



### THE SAKUYA ONE SHOULDER DRESS - ASA HANA - OA OG

She is the blossom-princess and symbol of delicate earthly life. She is often considered an avatar of Japanese life, especially since her symbol is the sakura (cherry blossom). Beautifully cut from our own exclusive ASA HANA OA OG made in Tencel 100% Lyocell, this mini dress has an asymmetric construction with tie up strings on the side.