



Natural Cotton Color MFW2021/22

Natural Cotton Color highlights the symbol tree of Brazil in its collection

Natural Cotton Color debuts on the international runway at Fashion Vibes, an event held from September 21st to 27th during Milan Fashion Week, in Italy, with the Ipês do Brasil collection: from the Cerrado to the Sertão. The brand has been operating for 15 years in the sustainable fashion segment, developing yarns, fabrics and clothes in organic colored cotton from Paraíba. Cotton is born naturally colored, between shades of beige, brown and green, without the use of additives or dyes. Natural Cotton Color is recognized for fostering a production chain that ranges from cotton cultivation through family farming, through innovation in the textile industry even the creation of timeless fashion. The brand's identity is the insertion of artisan work with innovations and design . The pieces and products, with high added value, stand out in the luxury market for their exclusivity.

The colors of the Ipês add color to the collection

The Natural Cotton Color collection for the fashion show at Fashion Vibes has the Ipê tree as a theme. Present from North to South of Brazil and in different biomes, the yellow Ipê is the official symbol tree of Brazil. In the collection, other colors of the Ipês also illustrate the pieces. In the Natural Cotton Color collection, colors are presented through artisanal techniques such as renaissance lace, embroidery and crochet.

Collaborative project brings together several creatives

“The collection was designed to bring together several talents that are partners of the brand”, explains Francisca Vieira, CEO of Natural Cotton Color. The pieces created by Rafael Lemos were modeled by Raquel Grassi. The fashion show will also include bags by Makano and shoes by Flavia Vanelli, from Rato Roi, fabrics made in partnership with textile factories Ecosimple and Unitextil. The collection features 16 looks, including 12 female and four male. “The idea is to demonstrate that cotton is also suitable for party clothes. For this, we present fabrics made in manual loom, in addition to textile innovations, such as 100% organic Denim that has color, but without any type of dyeing. Surprisingly, men's classics were reinvented in suits produced in fleece with cotton and silk. In addition, in the collection, the tuxedo suit is no longer black tie, but rather brown -- the natural color of colored organic cotton.

The choice of the “testing model” for the event Fashion Vibes also followed social principles when choosing Luana Silva to be the face of the women's collection and to be shown at Milan Fashion Week. A resident of the historic center João Pessoa in the Varadouro community, where Natural Cotton Color is headquartered, Luana is a young talent discovered by Francisca Vieira.

The entire production of the collection is guided by sustainability

Colored cotton with internationally valid organic certification is the basis for the creations of the Natural Cotton Color brand. The species is cultivated in Paraíba in rural settlements without irrigation and is born in shades of beige, brown and green without the use of additives or dyes, saving 87.5% of water in its production process -- from the farm to the textile industry.

Runway soundtrack

Natural Cotton Color reinforces its brand identity with organic cotton and local crafts, reproducing in the parade the most popular music of an icon from Paraíba and Brazil: Jackson do Pandeiro. Known as “O Rei do Rhythm”, the singer, composer and multi-instrumentalist reflects in the song “Chiclete com banana” a concern with keeping the samba pure, free from the influence of foreign rhythms:

*“I only put Bebop in my samba
When Uncle Sam plays on a tambourine
When he picks up a tambourine and a zabumba
When he learns that samba is not rumba,
Then I'll mix Miami with Copacabana
I mix gum with bananas
And my samba will look like this
Turururururururi bop-bebop-bebop
Look there, samba-rock, my brother
but on the other hand I want to see a tambourine and guitar boogie-woogie
I want to see Uncle Sam in a frying pan in a brazilian drumming.”*

Contacts:

Web www.naturalcottoncolor.com.br Blog www.ecofriendlycotton.com/

Instagram: @natural_cotton_color

Designer Francisca Vieira

Email: franciscavieira@naturalcottoncolor.com.br & ranciscagvieira@hotmail.com

Sales: yendas@naturalcottoncolor.com.br

Press Office: SandraVasconcelos.press@gmail.com

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PR & ORGANIZATION @_fashionvibesmilano
www.fashion-vibes.com