



## **KEL FERREY MFW2021 -22**

Kel Ferey is a Brazilian designer from Bahia, a region of Ajuda in the north-eastern part of Brazil, rich in culture and indigenous charm. Kel creates looks characterized by a strong regional imprint in which reflections of Brazilian culture are graciously intertwined with the latest fashion trends. The note of exoticism makes this brand appreciated all over the world. In fact, even though Kel Ferey's brand was founded recently, it is rapidly gaining popularity not only in Brazil, but also in Europe. In 2018, Kel Ferey presented her creations for the first time at the Fashion Meeting, and in 2019, she conquered Milan Fashion Week with her fashion show. Ferey pleased the audience also in September 2020 when, despite the pandemic, she was still able to participate in the Digital Fashion Runway Show, bringing the joy of Brazilian colors to the virtual catwalk. In the Fashion Film, Kel perfectly conveyed the idea of cultural authenticity that characterizes her collections, gaining great support from the audience. In July 2021, Kel also participated in the digital fashion week in Brazil during the "Casa de Criadores" event, where the profits collected from the sale of her clothes were allocated to charity initiatives. And here she comes, in September 2021, ready to shine again on the catwalk during the physical show at Milan Fashion Week, presenting the "Brilhantismo na Sala de Estar" collection.

### **The "Brilhantismo na Sala de Estar" Collection** ***Black people who inspire change and transformation.***

Kel Ferey and Woolmay Mayden, the famous Haitian model, have teamed up to develop a unique, light, timeless and charitable collection. Together, the designers have created 15 exceptional looks, full of prints that refer to urban streetwear. However, no piece would exist without the common thread represented by the designers' humane feelings. Creating the "Brilhantismo na Sala de Estar" collection was an intense process of great discovery. Each piece created by the designers embodies a piece of Haiti's history and is connected to the names of personalities such as Toussaint, Catherine Flon and others.

The collaboration between KFbranding and Woolmay Mayden has as protagonists the black people who inspired the transformation of a country. These people carry with them proudly achieved milestones and successes, whose lives are stories of strength and great challenges. Their path is characterized by a deep knowledge of themselves and their roots. In this collection, Kel Ferey and Woolmay Mayden propose a black "dandyism", with vibrant colors and prints that recall the urban streetwear. The observer is instantly inspired to believe in their dreams, giving value to what, according to Joice Berth, is the true essence. In addition, the idea that we want to convey is that we are transformed because we love, and that we love because love transforms us. We believe that love is the necessary foundation for change that can transcend change itself. And so, those who today are only the numerical majority, can become the majority in the higher spheres where there is prestige and dignity.

The revenues obtained from the sale of the pieces of the collection, created by Kel Ferey in collaboration with Woolmay Mayden and presented at the Fashion Runway Show, will be allocated to solidarity initiatives aimed at supporting people in vulnerable situations. Each model has been selected according to precise criteria by the Kel Ferey team and represents one of the characters who inspired the collection, wanting to underline the importance of human qualities such as courage, dignity and love. This metaphor wanted to underline the concept of the brand which is particularly attentive to social dynamics and wishes to support the transformation of life through fashion. The collection consists of 15 outfits and will be auctioned on the internet following the show. All funds raised from the auction will be donated to the designated institutions.

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