

SATION__ SS21

Sation__ is a fashion label that has been conceptualised during the lockdown and came to fruition for the London digital fashion week.

hundred showroom® has launched Sation__ as an initiative to help brands under their wing to go through the hardship of uncertainty especially hitting hard emerging brands.

Sation__ is based on collaborations between selected like-minded designers who came up with looks and garments that clearly show their aesthetic yet creates one extensive collection. Sation__ has pulled together 14 designers, numerous Muses, and creatives to launch the first season. Sation__ is a new label for emerging designers who love to collaborate and aim to learn about the industry in the company of like-minded creatives.

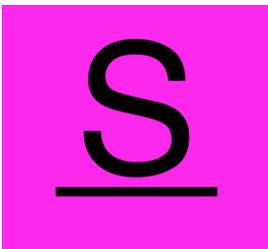
Sation__ won't be pre-producing collections before the demand to stay true to sustainable goals. All of our designers uphold sustainability in their practices. Collections will be released on a drop basis of limited editions throughout one fashion season. Bestsellers will be carried on through all the collections and re-released or re-worked to fit the current collection concept. The strategy is to excite customers with new designs whilst learning attentively through the market research and feedback. Our aim is to reshape shopping habits.

We will always aim to work with the same Model and Photographer. Sation__ will be closing "life contracts" with the Photographer and Model. With a similar approach, we would like to invest in other aspects of the brand's growth and establish long-lasting connections with designers. We want to celebrate changes and artistic development with them and be a part of that journey.

The starting point of the collection was to combine the diversity of the designer's aesthetics by implementing a few similar elements, colour, and other details such as ruffles and peplums. Lacing is also present on corsets, cropped trousers, and sleeves.

The colours of the SS21 collection are white, beige, neon, pastels and silver. Colours used in marbling prints by MANIMEKALA and hand embroideries to mimic those prints by FASHION ANARCHY represent the main colour palette for the collection.

The use of sustainable fabrics from faux snake leather by MATILDA ABERG to cotton by ELLYBECKFORD is mostly repurposed fabrics from previous brand's collections. We are aiming to work with surplus fabrics and already pre-made garments where possible to reduce unnecessary production waste. All of our designers are promoting sustainability and the production of samples and garments are usually done in their studios and in small quantities.



SATION__ SS21

SATION__1 will officially launch on Thursday 26.09.20

We will be continuing to launch drops for each of the designers every 3 weeks.

MANIMEKALA 26.09.20

B_DODI 15.10.20

FRANCESCA .R. PALUMBO 15.10.20

CHEMA DIAZ 15.10.20

FASHION ANARCHY 05.11.20

EIRINN HAYHOW 05.11.20

BRIAN DE CARVALHO 26.11.20

BOGDAN DARIA 26.11.20

CYGAN 17.12.20

CUBOID 17.12.20

T* MITROVSKA 07.01.21

MATILDA ABERG 07.01.21

ELLYBECKFORD 28.01.21

BROGAN SMITH 28.01.21

We are celebrating our collaborative spirit with yet another artist's collaboration. Singer REBECCA PHILLIPS taken part in our digital presentation sharing her new single SENSELESS SUMMER from her latest LP.

Models and our Muses featured the campaign and video are LEA VALACHOVA, LARA FORREST, MORENA THAI and SIUHEI KIDD.