

Chapter 2

Press Release

Chapter 2 set to define a new tone of bold at Hum Showcase 2018

Pakistan's most coveted fashion brand goes to the fundamentals of design and geometry with 'Urban Canvas'

[Lahore: 26th March, 2018] After dipping its design aesthetics in concrete and setting it to create a wearable collection, Pakistan's most coveted fashion brand **Chapter 2** is set to take fashion to new heights with its latest collection titled '**Urban Canvas**' at Hum Showcase 2018 Day 1, slated to take place on March 28, 2018. '**Urban Canvas**' bridges the gap between art and industrial designs by combining crafts and fine arts.

Featuring hues of cement to create layers of an intriguing clothing line that is profoundly a new tone of bold, **Chapter 2** is breaking free from the ornament and going to the fundamentals of design and geometry with its latest collection. '**Urban Canvas**' extracts the essence of classical modern styles; creating the rhythm in endless compositions of playful colors and compounds of basic geometry on a traditional hand-woven canvas.

The collection draws inspiration from the interpretations of movement and freedom and the functional aspect of architecture, where grids and lines play to create a daring statement in subtle harmony. The idea revolves around the impression of being unconstrained by any pre-existing rules or framework by pushing both the tradition and the evolution of design.

Reflecting the strength of one's character's individualism, every design made has an added focus of celebrating craft as the basis. Tailored cuts and pleats like louvers worn by a building soaring into the wild blue yonder of the city sky dominates the collection. It is here, where fashion meets form and function and is unified with craft to be redefined. With this modernization of fashion, a new tone of bold is established.

Speaking about unveiling '**Urban Canvas**' at Hum Showcase 2018, Founder and CEO Khaadi, Shamoos Sultan said: *"Chapter 2 is profoundly about functionality. We have captured the constant evolution of the urban harmonized chaos in this collection. Our design aesthetics are driven from interpretations of modernity, freedom and the functional aspect of architecture. The new range features designs derived from the urban landscape of the concrete jungle with utilitarian design elements, where colors, grids and lines are constantly in contrast, yet in balance. I strongly feel that the city emerges from within you like you emerge from the city."*

Celebrating indigenous craft and transforming it into urban fashion since 2017, **Chapter 2** embodies a minimalistic approach towards design. The brand is a contemporary take on traditional pure hand-woven and hand-crated textiles; through high contrast, progression of color and composition. The unconventional brand represents androgyny across its clothing line and is aimed towards women who believe in classic and timeless style and can carry their individuality.

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