

FLORA

A collection that blurs boundaries between women and nature.

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MAAKOLA

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Location: Is Praneddas, Sant'Antioco, Sardinia, Italy





The world is built on the intricate relationship between humans and nature. We are not separate entities, but part of a larger whole. Flora is a collection that honors the beauty inherent in that complex balance.

ERADICATING BOUNDARIES

Flora eliminates the boundary between our bodies and the natural world. Wearing Flora items gives life and movement to the floral imagery depicted in the designs, eliminating the boundary between the wearer and nature. For us, this represents the constant exchange of energy and strength.



Polittico Griffoni, 1472-1473 circa, Francesco del Cossa, Santa Lucia, Tempera su tavola, Washington, National Gallery of Art



Our reimagining of nature in Flora's fabrics blurs the border between leaves and branches, arms and hands, heart and head. Inspired by the marble "Dafne" by Gian Lorenzo Bernini, wherein the goddesses' arms become laurel branches, our collection evokes classic art within modern tailoring. As in the painting "Santa Lucia" by Francesco del Cossa, we wonder if Flora's eyes are the buds we see or if the buds are her eyes.



Gian Lorenzo Bernini, Apollo and Daphne, 1622-1625, marble, h 243 cm. Rome, Galleria Borghese



Goethe studied the boundary between humans and plants and the cancellation of the frontier between man and his surrounding environment. Goethe believed that these are not two distinct and separate worlds. They are both protagonists in a unique and univocal cosmic becoming.

“The archetypal plant as I see it will be the most wonderful creation in the whole world, and nature herself will envy me for it. With this model and the key to it, one will be able to invent plants (...) which, even if they do not actually exist, nevertheless might exist and which are not merely picturesque or poetic visions and illusions, but have inner truth and logic.” (J.W. Goethe, in a letter of 1787 to the philosopher J. G. Herder, quoted in Mueller and Engard, 1952).



THE ALLEGORY OF AN INTRICATE EMBRACE

The natural world is an ordered whole based on a network of opposing tendencies. Life drives prosperity and resilience, but also catastrophes, extinction, and death.

Everything contributes to feeding the energetic and vital charge that runs through and within it. As humans, we should not act as a counterforce. Our behavior should not alter the coexistence of essential balances and intricate natural harmonies.





With Flora, we want to show and inspire the observer to imagine how they might coexist, honor, and support them. Our Flora collection explores these themes and expresses this urgency through the strong allegorical power of fabrics and patterns.

Flora's fabric shows a pattern of intertwining plants and flowers in an intricate embrace, so much so that it is difficult to see where one begins and the other ends. They coexist, thrive, blossom, and depict the allegory of a harmonious life that feeds on diversity. Such diversity thrives on interconnections.



In Singapore, we find a beautiful example of these ties in the city center, Gardens By The Bay Park. It is a huge green area designed both to brighten the leisure time of locals and tourists to increase the ecological footprint of the place. The park consists of 250 acres of vegetation and includes 18 artificial supertrees up to 50 meters high with steel concrete rings, which host 162,900 plants belonging to over 200 species.

Each Supertree is equipped to collect rainwater, just like how natural trees absorb water to grow. Some have photovoltaic cells to capture solar energy that can be used for some of the functions of the Supertrees, like lighting them. What better example of the interweaving of boundaries among artifice, man, and nature can there be? Whether it's a concrete tree forest or a clothing collection, we must never undermine the delicate ecological balance. Not when we can choose to strengthen it.

Can the body contribute to ecological renewal by finding inspiration and strength from fabrics and patterns?

Flora invites us not only to appreciate the beauty of plants and flowers, but also to grasp their silent suggestions and realize the need for greater empathy in our approach to the natural and social worlds.





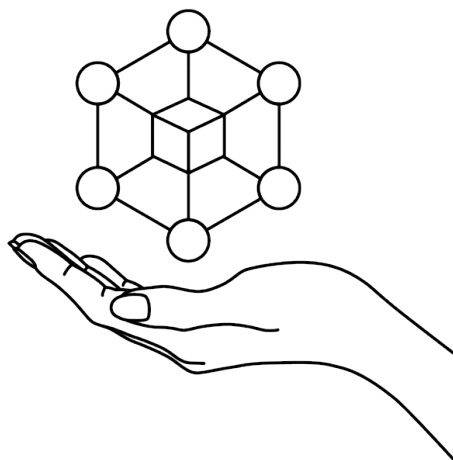
BIODIVERSITY IS OUR MANIFESTO

With a pattern of flowers and plants, we choose to focus on the importance of biodiversity to maintain balance and safeguard the ecosystem. It is a manifesto of intent that defines every design choice we make.

When you wear Flora, you visually become the embodiment of the plant itself. But you also become a natural device, contributing to the balance of nature as a whole. Just like the trees in Singapore, our clothes create a natural perimeter between the human body while respecting the environment.

Flora is this coexistence of kingdoms. Women and flowers speak the same language. Their differences in shape add intrigue and beauty: neither undermines the strength of the other. This way, the wearer transcends form.

With Flora, a jacket worn can be transformed into a mimesis of a plant and reflect in the eyes of the observer the beauty of human beings coexisting with nature, within their ecosystem, and on the same planet.

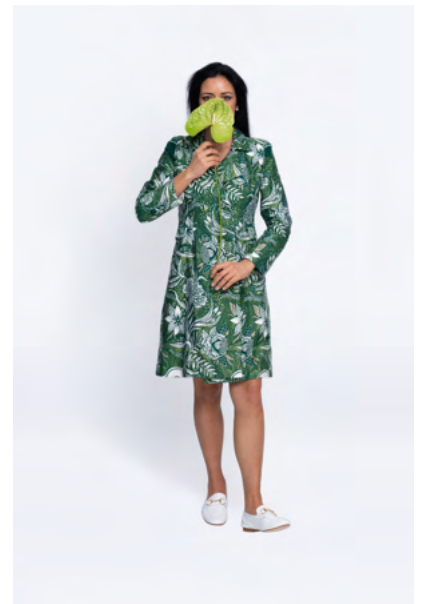


BRINGING IT TO LIFE THROUGH BLOCKCHAIN



With the Flora collection, we blur the boundary between nature and our body. Yet, what is the connection of each individual garment to nature? How can we gain a full perspective of the clothing we buy? How can we zoom out from the garment in front of us and see the diversity and bonds of the world in which we are immersed? It is not always easy to see the broader picture: the talent and work of committed artisans, the threads of freedom we are part of, the effect of the fabric on natural resources, and even the impact on future generations.

A blockchain certified value chain, like the Supertrees in Singapore, aims to stand as a virtuous and impressive example of human innovation placed at the service of the ecosystem and perfectly integrated into it. Blockchain technology is an artificial device, a technological resource, and a human invention that can reveal connections, enhance coexistence, and show all the parts that lead to the production of a garment.







FLORA

The Fabric



Although Flora is a pattern never seen before, we were inspired by fabrics with flower motifs throughout history. Unlike Flora, which keeps nature at its core, not all of these fabrics rooted their meaning in the natural world. The hibiscus flower, which is clearly recognizable in the Flora pattern, carries cultural stories in its graceful appearance. Overt flower imagery can be seen in the Hibiscus or Topizo fabric from Guinea and Ivory Coast. Historically, twelve yards of this fabric were an essential part of a bride's dowry. The "Mgbolodi" or "Fleurs de Mariage" (Wedding Flowers) pattern symbolizes the beauty of happiness in a marriage.

Other fabric patterns featuring plants and flowers with a deeper meaning include the Grotto fabric from Ghana and Côte d'Ivoire, a status symbol of wealthy women. The 1960s' Helmet motif, otherwise known as "Bunch of Bananas" or "Shell" is another example. With its hypnotically symmetrical natural shapes, and Village Molokai, the fabric is inextricably linked to the struggle for independence in DR Congo.



THE INTERTWINING RELATIONSHIP THAT BINDS US

For us, the power of this print is the blurring of lines between ourselves and the environment we inhabit. We believe that we are not separate entities, but part of a greater whole. Our floral symmetry and natural symbolism evoke a sense of continual movement and the ease and grace to this dynamism.

We wanted to make the connection between different kinds of plants and the transgression from that to the lines of our body clear, but ultimately it is the hibiscus that becomes the centerpiece in a floral backdrop. Despite the hibiscus being the hero image, each floral tribute, whether tangible or abstract, represents the flow and energy that animates everything around us, and to which we irrepressibly belong.





FLORA
The Collection

ONE

FLORA BLAZER

Designed by
Aurora Chiste

Features
Fitted shape
Single-button fastening
Accentuated waist
Plunging v-neck
Concealed side pockets
Flared cut
Falls below the hips

Model
Kary Khouma

Photo
Michele Piras





TWO

FLORA PENCIL PANTS

Designed by
Aurora Chiste

Features
Pencil cut silhouette
Fitted shape
Cut just above the ankles
High-waisted
Concealed hook and zip fastening along front

Model
Kary Khouma

Photo
Michele Piras







THREE

FLORA SHORTS

Designed by
Aurora Chiste

Features
Fitted shape
High-waisted
Flared hem
Fitted waist
Concealed hook and zip fastening along front
Soft belt included

Model
Kary Khouma

Photo
Michele Piras





FIVE

FLORA DOUBLE BREASTED DRESS

Designed by
Aurora Chiste

Features
Fitted shape
Fitted silhouette
Wide lapels
Knee-length finish
V-neckline
Front button fastening
Wear as a dress or jacket

Model
Kary Khouma

Photo
Michele Piras







FOUR

FLORA FITTED MASK

Designed by
Aurora Chiste

Features

Inside pocket for filter

Nose wired

Adjustable

Breathable cotton

Washable and reusable

Model

Kary Khouma

Photo

Michele Piras





This collection contributes to reach the following
Sustainable Development Goals



Produced by Maakola
Curated by Aurora Chisté



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