Loza Maleombho

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Summary

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Description

Born in Brazil and raised between Côte d'Ivoire and the United States, Loza was designing since she was 13. She graduated with a Bachelor of Fine Arts in Animation at the University of the Arts of Philadelphia in 2006 and took on several internships at New York City's top fashion designer houses before deciding to start a brand of her own.
Established in New York City in 2009 and relocated to Côte d'Ivoire since 2012 where its production now takes place, Loza Maléombho is best described as a fusion between traditional cultures/ sub-cultures and contemporary fashion. Loza Maléombho bridges Ivorian traditions with modern fashion: the silhouettes celebrate the paradox of the old and new, cultural and futuristic. More specifically, Loza Maléombho experiments the synergies between Ivorian tribal aesthetics and New York City's urban fashion. Loza Maléombho works with artisans who have mastered their craft for generations and find ways to communicate their trade with fashionable items that are on trend.