



Zizi Cardow, Couture Fashion Week Spring/Summer 2010

on September 30, 2009



Ngozi aka “Zizi” Cardow is an intriguing personality. In fact, spend a minute with Zizi and you get the sense she enjoys the curiosity many have about her work and the fact that she cannot be quickly categorized into a box, especially with her designs.

Zizi Cardow Couture Fashion Week Spring/Summer 2010 collection displayed at the Warldorf Astoria in New York was simultaneously structured, unstructured, wild, loud, confusing, demure and elegant. Every model who walked the ramp in Zizi Cardow had such diametrically opposed point of view. There appeared to be no streamlined theme to the collection or maybe there was? If any could be extrapolated, it seemed to be one that said, “I really don’t care what you think about me. I am just going to be me and do me.”

A daring and arguably good thing considering majority of normal society care what others think about them. Nevertheless, for fashion media, buyers and

ultimately the fashionistas and fashion-forward, it would have been helpful if the designer edited the collection a bit more so we could look at it and ascertain what the designs were about, who would be seen in it and the right places to wear them.

Zizi Cardow showed some hopeful signs of giving us something to work with her regal Aso Oke ensemble and in another instance an ankara skirt matched with asymmetrical black blouse and headtie to go. A consistent and healthy dose of such Zizi Cardow designs that spell confident, focused, determined and tres chic woman wil not be a bad idea.



~Article by Uduak Oduok

~Photos: Andre Aquino/Couture Fashion Week

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