



## Lanre Da Silva Ajayi, Couture Fashion Week, Spring/Summer 2010

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Couture Fashion Week was held at the prestigious Waldorf Astoria Hotel in New York City. In attendance were some of Nigeria's leading personalities like Betty Irabor, Editor-in-Chief and Publisher of Genevieve Magazine and Ruth Osime, ThisDay Newspaper. The stage was set and the first designer to display her collection was Lanre Da Silva Ajayi (LDA).

Right from the first model, it was clear LDA's loyalty to the Victorian era. A loyalty that is most intriguing and in many ways parallels today's Nigerian society, as it reminds you of an era of the "haves" and "have nots." An era where one's clothing could quickly and immediately indicate social status and wealth.

LDA's Victorian loving woman would have admired the rather loose silhouettes on the runway and the domed like skirts and accompanying empire waists. Sleeves on dresses were at times bell like and other times, sleeveless. There was use of rich textiles, crinolines, heavy embroidery

and excellent craftsmanship displayed all at once.

Accessories were kept minimal with just hats as the designs did all the talking already. While LDA showed a clear master and execution of the Victorian era, I couldn't help but wonder, "who is the woman that wears LDA designs?" "In a very hot weather like Nigeria's and with use of fabrics that do not breathe as easy in such hot climate, what kind of events does the LDA woman attend in LDA designs? Also, couture is arguably dying so how do these pieces translate to the average Nigerian woman's wardrobe?"

After the show, I got to ask LDA all of these questions and more. Voila! LDA had already put much thought into these questions. She explained the LDA woman was a bit avant garde, intriguing, fun, quirky, not afraid to be different and would wear her Spring/Summer 2010 collection to various nice formal events. Acknowledging many of her pieces needed to be deconstructed for the everyday woman, LDA informed me the brand also has a ready to wear line for the LDA woman who wants more LDA pragmatic choices for her busy lifestyle. Check out the LDA Spring/Summer 2010 images below and enjoy!

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