

Beat: Lifestyle

Akora Targets New York for 2017

Azulant Akora Couture Exclusive

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USPA NEWS - In an exclusive interview with the United States Press Agency vivacious 27 year old Australian designer says, "I loved drawing before specializing in fashion. I drew all the time. My parents couldn't buy enough paper to satisfy me."

West Australian-based label Azulant Akora has within two years evolved from a ready-to-wear label, to a multi-award winning formal couture brand that now includes accessories.

Designed by Azulant Akora (and meaning "sanctuary" created by her Father). Azulant Akora was launched at the 2014 Celebration of African Australians to widespread critical acclaim. Fashion design is in the young designers DNA, as Azulant learnt sewing from her mother, Lesley who would design and make her own evening couture.

Azulant made her debut in the Australian fashion scene by entering and subsequently receiving a highly commended award at The Australian Wool Fashion Awards. Her classic red dress made entirely for Australian Merino Wool earned her a spot at Melbourne Mercedes-Benz Fashion Week, closing the Live Rural Show with her 'Gabriella Red Gown'. The response from local, national and international media was overwhelmingly positive, with Azulant being interviewed by The Australian Financial Review, for a special edition of the prestigious newspaper.

June 2014 saw Akora featured at 'The Australian Wool Fashion Awards' where she received first place in the 'Formal Wear' category, which was judged by a prestigious panel that included iconic Australian fashion designer and Nominated designer to World Fashion Week Paris 2017 Akira Isogawa. In October 2015 Akora was invited to present the closing show at the prestigious LA Fashion Week Design Competition. The label presented a highly acclaimed bird-themed collection, titled "Birds of Paradise" and caught the eye of Nicki Jean Magazine, which shot an exclusive editorial with the label. Following the success of LA Fashion Week Design competition AA has secured two international stockists in Malaysia and is in talks with boutiques in America, who have shown interest. On the 19th February 2016, Akora was invited to showcase our Merino Wool garments in an exclusive runway show for the WA Farmers Federation gala dinner and awards night at The Pan Pacific Hotel Perth. The collection received high praise from guests and media including The West Australian and a double page spread in Countryman Magazine. Over the past 2 years she dressed the likes of Ayur Makur (Vogue Italia cover girl) and many exclusive clients including creator of Nicki Jean Magazine USA, Nicole Jean Alexander, published author, Fashion model, social media influence and advocate against violence Samantha Sepulveda, and recently Miss Georgia Potts the reigning Junior Face of The Globe who I had the honor of photographing in Sydney .

I asked Akora what the future has in store for her Brand. "Funny you should say that. Actually I have been invited to Paris, Milan, London and New York fashion week 2017. I also have plans for Dubai but right now I'm deciding which best suits my brand. Where is my core clientele based and will it help further my dreams of competing in 'Woolmark'. 'Woolmark' is everything to me. That's my goal. I've been fortunate enough to have a journalist help me towards that dream as well as other members of the fashion industry here in Australia." Smiled Akora.

When asked what inspires her to create styles and fashion statements she replied , "I like clothes that don't restrict. That don't overwhelm. That works with the canvas, my clients. I like to think of my clients as art. My clothes are the frame. Every woman is a work of art and my job as a designer is to compliment and from that artwork. Not cover it up. I think that's why I love sky blue. The sky is so vast but it works in harmony with the earth".

If you were to offer a few words to young designers around the world on how to keep inspired what would you say? "I got into fashion because it's art. I view fashion and art as one in the same. It's like being a sculpture. I like the 3D element of it. It's carving away until you find something incredible. A diamond. It's also a surrender to the fabric. You can't force it to do what you want. You have to work with it. It's a relationship". Akora is now reaching out to potential investors to help take her brand to a global audience where her 'Brand' has been more than accepted with many of her clients humbled at her hands on business approach, creativity and simplicity

and style.

Spend the time to know Azulant Akora and you will find a humble and beautiful soul , a creative mind, a business woman with amazing support from her family and peers. USPA24 wishes her the most remarkable future a true artist can live and we look forward to a follow up story soon. Fashion Icon Vivienne Westwood once said, "I didn't consider myself a fashion designer at all at the time of punk. I was just using fashion as a way to express my resistance and to be rebellious. I came from the country, and by the time I got to London, I considered myself to be very stupid. It was my ambition to understand the world I live in."Namaste.

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