

Mozambican designer Eliana Murargy presents at NYFW

Mozambican fashion designer Eliana Rodrigues Murargy's 'Basking in the Osun River' collection debuted on the runway at New York Fashion Week this month.



Credit: Gregorie Avenel

Murargy established her studio in 2011 and works with a community of West African tailors. The Eliana Murargy label is positioned as a global lifestyle brand with Mozambican roots, and focuses on effortless and timeless womenswear.

The new Spring/Summer 2020 range pays homage to Murargy's African roots, blending inspiration from the Osun River, which flows from Nigeria to the Atlantic Gulf of Guinea, and all that blooms along its banks.

ELIANA MURARGY



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Garments embrace the feminine form, and a 'soft, yet strong' theme comes across in the designs. Murargy shares that she was inspired by “The Aje, who is a Yoruba female figure of African descent, one of intense cosmic power and a sustainer of life.”

“The clothing I design reflects an ethereal inner beauty, highlighting the beautiful feminine features all the while remaining simple, soft and confident – a tribute to womanhood,” she adds.





Credit: Gregorie Avenel

The range includes daywear and evening wear. Fine tailoring and refined fits exist alongside flowing shapes, in soft shades of rosé, beige, blues and greys with striking silver and stark whites and blacks.

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