

KARA

SPRING COLLECTION D34 21

The realization, acceptance, and celebration of being many things - of not fitting into a specific mold - is the starting point for KARA. This spring, KARA will continue to highlight brand values through distinct pieces in the forthcoming collection and artistic partnerships showcasing creative forms of expressions from around the world.

KARA focuses on storytelling through individual human experiences and highlighting multifaceted characteristics embodied within each person and community. Designer Sarah Law, born in Los Angeles and raised in Hong Kong, draws inspiration from her background- the path to understanding multi-layered identity. Her design process focuses on creating pieces that different types of people can approach like blank canvases- items that encourage unique forms of self-expression - emphasizing the attitude that you should wear the bag, the bag should not wear you.

The Spring collection, designed within a year of being at home, focuses on a softer, handmade and more playful touch. Retreating from the fixtures of a busy city lifestyle provided Sarah with the space to explore different aspects of craft and techniques created by hand. New details include the 'Cobra chain' made from handwoven, leather covered cording replacing some of the oversized hardware in the Bike Chain family; the 'Infinity' group featuring a delicately scaled down version of the Bike Chain that transforms from a flexible crossbody chain to a rigid top handle; Hand sewn Crystal Mesh wearable styles- the Bra, the Vest and the Skirt encourage play and spark the imagination as pieces to be layered over a variety of silhouettes; The Water Bottle Bag constructed from two compartments of hand sewn Crystal Mesh panels, one for a KARA engraved stainless steel water bottle and the other, a front zip pocket that fits a phone with credit cards slot.

Additionally, the new collection utilizes staples of the brand; black, white, and crystal mesh. Best selling styles like the Bike Chain group, Crystal Mesh Bucket Bag and Midi Crystal Fringe Tote have been updated this season in new colors like Celadon, coffee, blue wave and hematite.

KEY STOCKIST LIST

MACHINE-A - LONDON
LN-CC – LONDON
ASSEMBLY NEW YORK – NEW YORK
HOLT RENFREW - CANADA
LUISAVIAROMA - ITALY
GL CHAMPS-ELYSEES – PARIS
DAVID JONES - AUSTRALIA
GR8 - TOKYO
NUBIAN - TOKYO
LANE CRAWFORD – HONG KONG
SSENSE - ONLINE

BIOGRAPHY

KARA is deeply tied to my own experience.

I was born in Los Angeles and raised in Hong Kong by a very artistic Caucasian-American mother and a self-made entrepreneurial Chinese Father. I understood pretty quickly growing up that physically and culturally I do not fit into societies' singular moulds of Chinese, Caucasian, North American, artistic or entrepreneurial - I am a combination of all of them.

Carving out my own sense of self and identity outside of pre-existing constructs was and continues to be the foundation of KARA. I design to empower individuals to project their own life purpose, creativity and personal style onto each bag as a blank canvas. KARA designs are sophisticated but playful, and reflect the attitude that you should wear the bag, the bag should not wear you.

Given the world we live in today, the values of inclusivity, intersectionality, and individuality have never been more important. KARA is an enthusiastic dedication to the intimate recognition that for many of us, identity is complex, conflicting and fluid.

KARA derives from the Japanese word 'karaoke,' which means 'empty orchestra.' Emptiness is the basis of possibility that creates space for personal interpretation and self-expression.

The world is your orchestra!