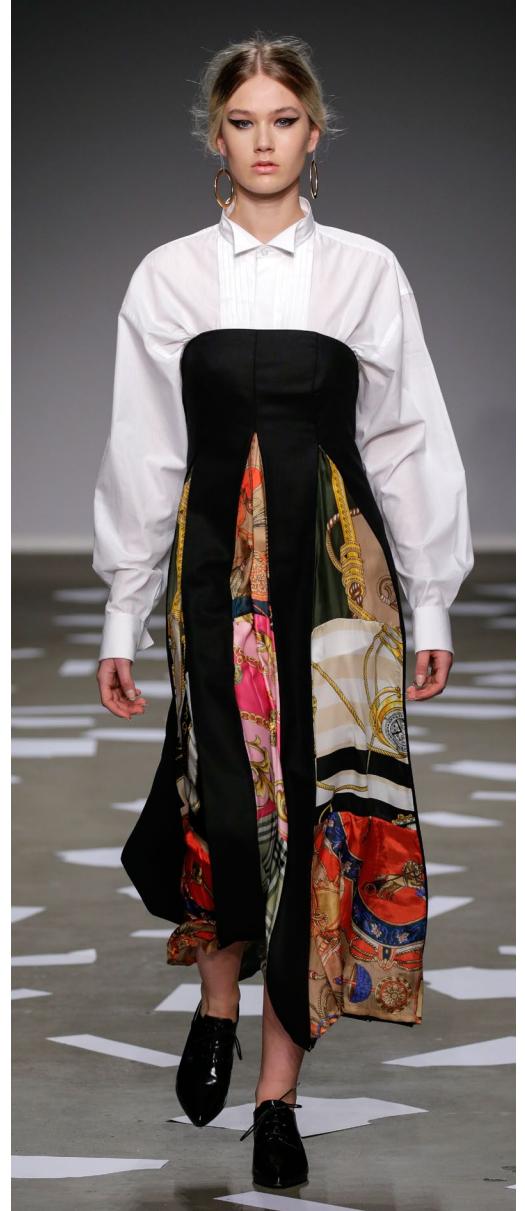


LISA KONNO

Tjitske Storm



24-year-old Dutch-Japanese designer **Lisa Konno** graduated from the school of fashion at the prestigious Arnhem-based arts institute ArteZ in 2014. She debuted at Amsterdam Fashion Week last year with her catwalk show 'For the Workers'. The collection was a tribute to the victims of the Bangladesh factory disaster and a criticism of unethical production processes.

In January 2016 Lisa showed her collection 'Yours Truly', which also carried a social statement, this time questioning excessive consumption and the unnecessary waste common in the fashion industry. Konno's wearable designs celebrate craftsmanship and the process of garment making. She uses innovative techniques to recycle and re-use textile waste, taking care to preserve and highlight the

historical identity of the original fabrics. The A/W 2016 collection is premised on the creative use of second-hand silk scarves: some are sewn into long skirts, coats and poplin blouses, others are utilized to upholster buttons. The centerpiece of the collection, the 'Yours Truly' blouse, will be sold as a fabric pattern, the material cut into pieces, with sewing instructions enclosed. It is Konno's way of involving the end consumer in the production process. In addition to clothes, Lisa creates bags in collaboration with I-did, a reintegration project that helps disadvantaged people find employment through garment-making workshops: sustainability in all its forms is integral to the young brand's DNA.

www.lisakonno.com