

MAI-GIDAH

Nia Groce



Mai-Gidah embodies contemporary style mixed with classic tailoring for a modern take on menswear. Ali (Alec) Abdulrahim founded the London-based brand in 2013 after graduating from the Academy of Fine Arts in Sint-Niklaas, Belgium. The core tenets behind Mai-Gidah are a focus on texture, fabrics and colors: keeping these at the forefront of his mind, Alec devotes particular attention to craftsmanship and detail, presenting a refined and contemporary collection each season.

The hallmark aesthetic behind Mai-Gidah rests upon the fusion of conventional tailoring techniques and fine fabrics with bold cuts and innovative silhouettes. Color-blocking and the juxtaposition of different materials are signatures. While at first glance some items may seem classic, there is more to them than meets the eye with regard to the amount of construction and thought the designer puts into each silhouette. Essentially, Mai-Gidah aims to ensure that a traditional masculine style persists amongst the pieces while leaving room for exploration into modern takes on menswear.

For Mai-Gidah's S/S '17 collection, the brand explores pocketing and layering, as well as the overarching theme of how art can be a catalyst for change. Key inspirations for the collection were Kehinde Wiley and Kerry James Marshall, artists who portray ideas about identity, representation and culture via contemporary art; the black silhouette placed throughout the collection is a direct translation from Kerry James Marshall's paintings. Overall, the collection seeks to speak to socio-cultural issues using casual-contemporary pieces such as joggers and hoodies to not only fit the brand's goal of modern menswear, but also to signify the transcendence of once 'low-class' items to luxury status.

www.maigidah.com