

LEFT FIG



BRAND IDEOLOGY

LEF T FIG has design headquarters in New York and Milan. Left Fig is driven by a concept 'to create '. Left Fig Lab's concept and goal is to create a 'lab 'like space for new ideas. It exists as a platform for young designers to create and explore. The brand embraces young Designer and encourage their growth by letting independent young designers to fully express their creativity. Left Fig acts as a backbone for these designers to explore their full potential. The brand focuses on streetwear and uses bright colors to express youthful spirit. The brand's DNA evolves around specialty denim in designed wash and cuts along with romantic but cool dresses. The essential also includes unisex t -shirts. Left Fig represents peace and freedom. Left Fig embraces differences in everybody and freedom to dress as they wish.

IDENTITY



UNISEX



FREEDOM



ENERGY



STREET STYLE



LEFT FIG



LEFT FIG 19/20W

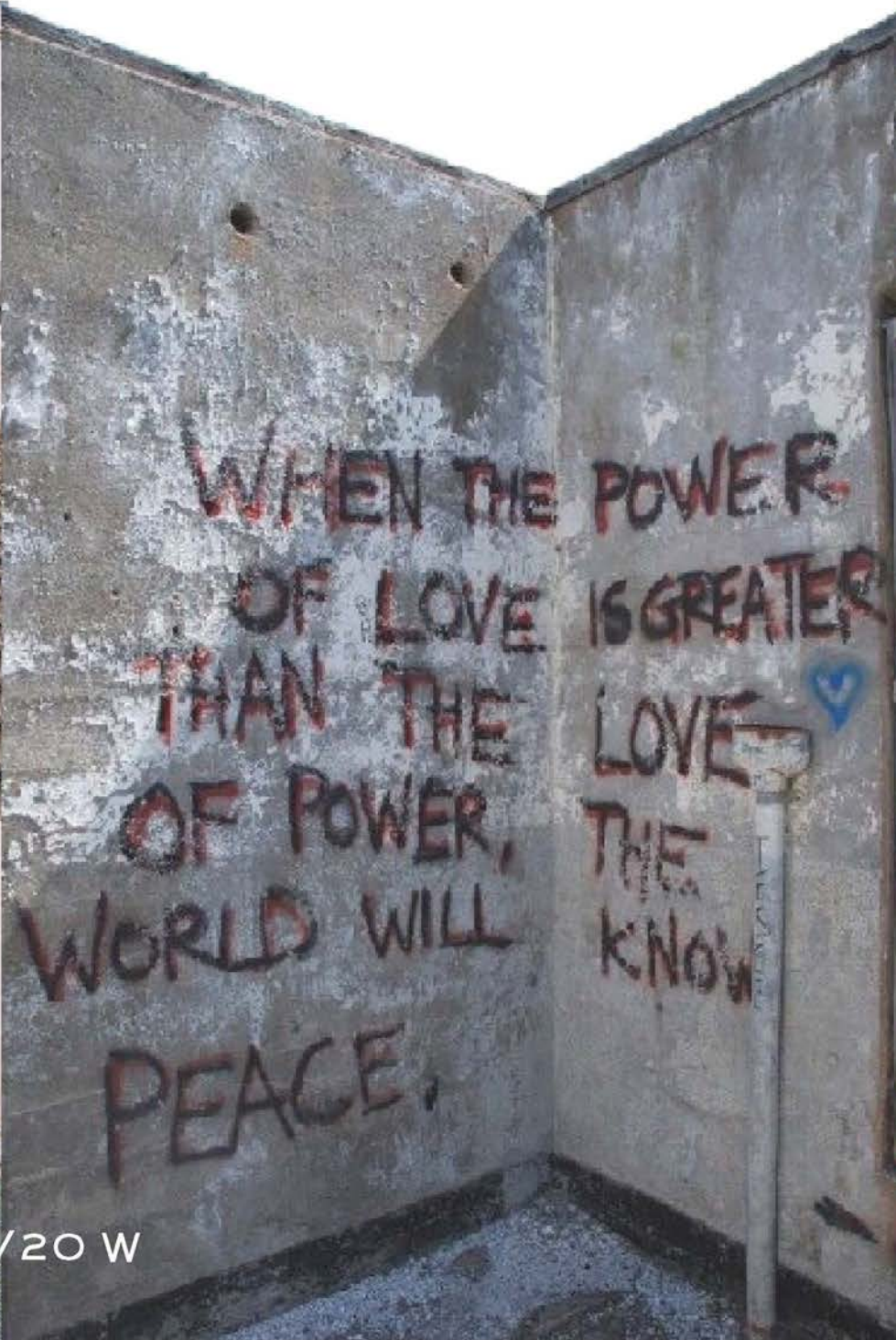


LEFT FIG 19/20W

Collection inspiration comes from the word 'peace' and the animal 'panda'. The world is full of wars and battles being fought, yet invisible to our everyday eyes in modern societies. I believe people still seek peace and are against war. Collectively people wish to have a fortunate and healthy family. The panda represents power, cuteness, friendship and peace. Panda's have a calm demeanor and cute appearance. Panda became a symbol of China in the eyes of the west. Since 1972, Panda begun to bridge the cultures of China and the West through diplomacy and culture influence.



LEFT FIG 19/20 W
MILANO





LEFT FIG 19/20 W
NEW YORK



LEFTFIG SS20

LEFT FIG 2020SS

2020 Spring/Summer inspiration is a simple idea of a 'lock'. The general association with lock is something closed off. However, to us, a lock also means a possibility to open it like opening our lab, opening the possibility to embrace new talent. We choose passwords as print patterns across our collection. We choose to incorporate zippers also as it symbolizes the action of opening.



LEFTFIG SS20



LEFTFIG SS20



LEFTFIG SS20



LEFT FIG 2020ss





LEFT FIG 2020ss

NEW YORK

STOP
HATING
YOUR
BODY



THIS DOES NOT HAVE THE CAPACITY TO MEASURE

YOUR WORTH

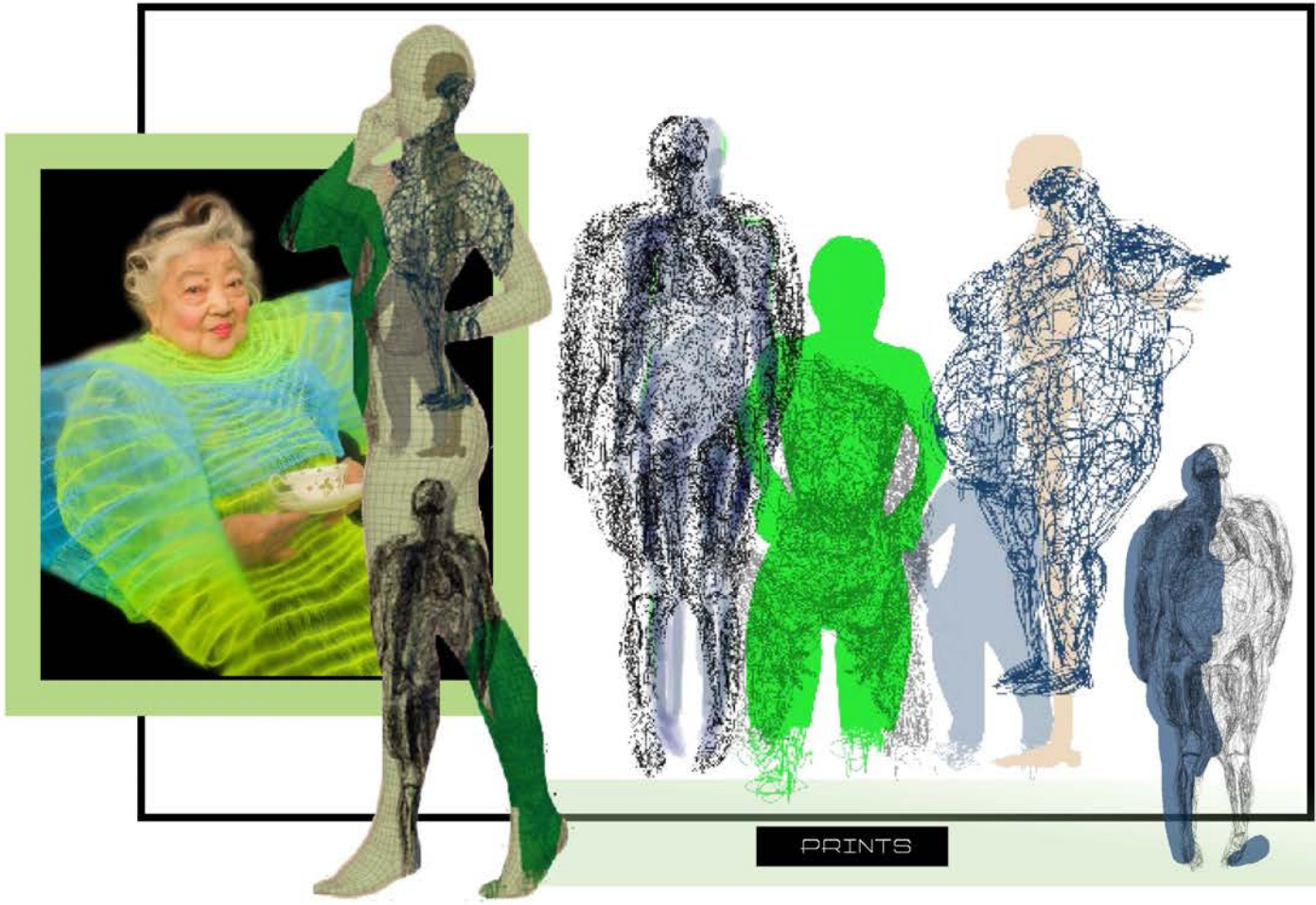


Skinny or curvy should not be a competition.



LEFT FIG 2020W

This season's inspiration comes from the prejudice against modern women's body within societies. Women can be unhealthy obsessed over ideal body type which can cause negative thoughts and depression. This ugly mentality is something experienced by many girls and women. This season we wanted to embrace different body types and their different shapes and forms through line graphics, images and pattern making. We choose to both represent them through 2D graphics and 3D form.



PRINTS

LEFT FIG

LOOK

20/21W

