

Award Winning Designer Ada Zanditon Launches Outstanding Fashion Film

Tuesday 24 September, 2013

Spring Summer 2014 Directed by Thomas Knights -Starring Karin Park (Opium)

'She Who Changes' stars and features the music of the beautiful and extremely talented singer Karin Park, as the Goddess Myrtos - Goddess of Sea Turtles. Plunging into the water, she begins her life at sea - danger threatens her - she must learn to live a nomadic existence - traveling where the currents take her - through Kelp forests, Coral Reefs and into the never ending blue of the deep ocean. She evolves, continuously adapting - her identity in flux, - until she realises her true destiny and returns to where she was born.

Directed by Thomas Knights, this exquisite fashion film beautifully set to Karin's incredible track preview of Opium, is a sensuous underwater experience where flowing printed silks, delectable swimwear and powerful showpieces captivate our imagination. The collection and swimwear features Ada Zanditon's stunning prints, made from her watercolour paintings and ink sketches when traveling in Sri Lanka last November. She visited the Kosgoda Sea Turtle Conservation Project amongst many and was also inspired by surf culture and the use of colour in Sri Lankan Truck Art. The eco swimwear made in the UK is a collaboration with Auria and is a capsule range of separates and one pieces called Auria for Ada Zanditon. The film also features the innovative and unique jewellery of Modular Minds.

The film was debuted at London Fashion Week and screened in the main catwalk tent in the courtyard at Somerset House in the Canon Cinema on Monday 16th September.

The film was successfully funded through crowdfunding website Audacity of Fashion and the brand is very grateful to everyone who pledged and delighted to have had the opportunity to collaborate with their audience using this innovative new platform.

YouTube Link: <http://youtu.be/NkAYgywTLpk>

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