

LEADING PASSEMENTERIE DESIGNER SEVINCH LAUNCHES INTO FASHION

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For the last 28 years, Sevinch Deman has been designing and producing bespoke accessories for interior design and furnishings. Her client base represents the world's finest interior designers and curators; and her projects have been royal palaces, stately homes, museums and the villas of the very wealthy.

Sevinch, who accompanied her husband to Egypt on a posting in 1992, established her own workshop outside Cairo on the margins of the Sahara, where she presides over a creative process that uses only the techniques of the past: all is done by hand, and she claims with pride that her workers are the best in the world at what they do – the dye master, the spinners, the weavers, the wood carver, and the hand workers whose deftness is remarkable.

Now, Sevinch is launching a bold new diversification into fashion. As she explains “one day my husband remarked that the components and accessories that we place on the furnishing passementerie would make wonderful jewellery”. This set a slow-burning fuse that has finally reached ignition: Sevinch has designed an entire range of fashion accessories based on the historical traditions of weaving and cord winding and hand dyeing. “I call it textile jewellery” she says, “and we are only just starting: the future design possibilities are endless, and very genuinely there is not anything like it in the market. It is unique and innovative”.

Sevinch will be showing at 66 South Molton Street, London W1K 5SX, from 18th March to the 29th March 2020.

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