

# Ahluwalia

Autumn Winter 23 – Symphony

*What would the soundtrack to my life look like?*

For Ahluwalia's Autumn Winter 23 collection, the genesis starts with sound. Entitled Symphony, creative director and founder Priya Ahluwalia rediscovered the music of her youth– the Bollywood soundtracks and the mainstream Hip-Hop that littered the airwaves in the 90s and 00s as Priya came of age to the bashment and house music she enjoyed at parties in her teens and more recently the afrobeat and neo-wave R&B she listens to in her everyday life. A cacophony of genres – Lauryn Hill's *Miseducation Of*, Sade's *Kiss of Life* and Luther Vandross' *Dance With My Father* albums call to memory the music that wafted around her home as a child courtesy of her mother. While the traditional sounds, from deep bass of the tabla drum, to the dulcet tones of Lata Mangeshkar and animated flare of Fela Kuti not only conjure rich interpretations of the past, but in turn represent the dualities of Priya's Indian and Nigerian heritage.

Not just concerned with the joy the music provokes, but also the memories. The sense of belonging and self-expression the tribes that have traversed her life have found in their shared love of music. Dancehall ravers and hip-hop heads alike find kinship and connection on dancefloors regardless of locale – affirmed by the power of their collective image. Finding a story not only in the music but its process, Priya weaves the beauty of sonic creation directly into the collection. Music waves and notes inspire jacquard patterns on mohair knitwear and track tops and accompanying shorts. As an extension to the award-winning collaboration between Microsoft and Ahluwalia, *Circulate*, the new collection uses technology to blur the boundaries between physical and digital. A scan of a QR code allows you to go on the creative journey with Priya, listening to the very same sounds that inspired the designs. Connected into the cloud by EON and powered by Microsoft Azure, each garment will then write its own unique tale as it continues to live on.

Elsewhere, earthy umbres, reds and ochres, (inspired by the colours found on album covers and graphics) find their canvas in organic cotton and viscose separates. Curvatures and geometric shapes on slip dresses and belted coats are directly inspired by the lines of musical instruments. Punchy magentas and greens make statements as solid colours on standout jackets and recycled polyester ruffle dresses. The collection proposes ideas for the more statement Ahluwalia wearer– ruby floor length gowns, exaggerated hooded cocktail dresses and relaxed double-breasted suits speak to a look made for evening and the stage. Merino wool cardigans in geometric patterns take on life in the collection as an answer to a traditional cable knit. A sustainable approach always front of mind, Ahluwalia denim emblazoned with longitudinal waves and their frequencies are offered in recycled cotton. Autumn Winter 23 also sees the introduction of shoes as well as sunglasses (made in collaboration with Ace & Tate), to the brand for the first time – playful interpretations of a Chelsea boot, heels sculpted with 'A' into the wedge shape find their place alongside a lace-up leather mule in a cerulean, red, and classic black that complete the collection.

The exploration of music goes beyond the clothes. The venue, St John's Smith Square, once a baroque church, is now a restored concert hall brought to life for the show. Introducing a live musical element to her show for the first time, Priya enlisted sound and design studio Woodgrain, saxophonist Solaaris and contemporary jazz pianist Insxght to take the audience on a musical journey through the genres that have made up the research that inform the collection.

The Autumn Winter 23 collection is a continuation of the evolution of the Ahluwalia brand. After enjoying the release of her debut short film *Beloved* last year, Priya continues her interdisciplinary and sensory approach to storytelling and suggests new forms of inspiration as a way of moving forward.

### Credits

Brand: *Ahluwalia*  
Creative Director: *Priya Ahluwalia*  
Stylist: *Nell Kalonji*  
Hair Stylist: *Cyndia Harvey*  
Makeup Artist: *Mata Marielle*  
Manicurist: *Ama Quashie*  
Set Design: *Julia Dias*  
Casting Director: *Troy Fern*  
Production: *CEBE Studio*  
PR: *Karla Otto*  
Words: *Lynette Nylander*  
Lookbook Photographer: *Tami Aftab*  
BTS Photographer: *Jason Lloyd-Evans*  
Full Looks Photographer: *Stefan Knauer*  
Details Photographer: *Oliver Cassie*  
Video: *Max Gabbay*  
Soundtrack Design: *Woodgrain Studio*  
Musicians: *Solaariss and Insxght*

Priya Ahluwalia would like to extend loving thanks to: Madhu Ahluwalia, Femi Akinrinde, Jade Gonzalez, Elshadai Rumbidzai Gore, Solange Ting, Jack Hargreaves, Anais Obenson, Sanjula Bodaji Thangkhiew, Nicky Balogun, Reece Sheikh, Tasnim Chowdhury, Dylan Dixon, Tim Quadri, Claire Burman, Sophie Baillavoine, Kayla King, Freya Reeves, Julia Terrey, Rachele Burt, Melat Matusala, Rasha Mudarres, Ando Jimenez, Honor Dangerfield, Precious Greham Johnson, Aliyah Okpalaugo, Fariha Yassin, Kemi Odutola, Harry Fisher, Billy MacKean, Alice Harrison, Richard Saint-Ford, Marushka Loubser & Harry Lambert.

As well as our sponsors *Microsoft, Smiley, Ace & Tate, Charlotte Tilbury, Pleasing, Ugg* and *Falke*.



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## *About Ahluwalia*

Multi-award-winning label Ahluwalia was launched in 2018 by Priya Ahluwalia. Ahluwalia represents the intersection between near and far, past and present. The label combines elements from the designer's dual Indian-Nigerian heritage and London roots. It explores the potential of vintage and surplus clothing by giving existing material a new life through various textile and patchwork techniques. This means that many Ahluwalia pieces are one of a kind. Inspired by art, music and literature, much of the work created by Ahluwalia go beyond her collections and include collaborative campaigns, books and films. Ahluwalia is deemed as a pioneer in the fashion industry and is regularly featured in press from all over the world, from the New York Times and i-D to Vogue and many more.

Ahluwalia is available in renowned stores worldwide, including Matches Fashion, Browns, Bergdorf Goodman, Ssense and Nordstrom. Discover at [ahluwalia.world](http://ahluwalia.world).

## *About Microsoft*

With almost 50 years in the tech industry, Microsoft's mission is to empower every person and every organisation on the planet to achieve more. Microsoft brings core values through ambition to action.

For more information, please visit [Microsoft UK](https://www.microsoft.com/uk). Microsoft Azure is the cloud platform features more than 200 products and cloud services – designed to help you bring new solutions to life. To solve today's challenges and create the future, Microsoft Azure can help you build, run, and manage applications across multiple clouds. Find more [information here](#).

## *About EON*

Since 2017, EON has defined Digital ID for the fashion industry, building the largest data ecosystem. EON is one of Microsoft's first partners in the fashion space. It is powered by Microsoft Azure and EON is retail's leading Product Cloud. Onboarded on the Microsoft start up program – EON has a roster of clients in the fashion space, including Ahluwalia. EON blurs the boundaries between digital and physical, connecting physical products with a unique item-level Digital ID to make them more valuable, traceable and intelligent. It allows brands to offer customers ongoing services connected to their products. Offering additional value as well as end-to-end transparency, traceability and circularity. It also enables authenticated resale, rental and service business models connected to their products – turning products into a service. Recently, EON launched "EON Instant Resale" which enables customers to scan their products and resell in just a few clicks. Resale listings are pre-filled and the price proposal is immediate. EON led the development of a data standard for circular business models - the Circular Product Data Protocol. According to founder Natasha Franck, establishing a standard protocol like this is “essential” to accelerating the circular economy.

## *About Smiley*

Smiley is the original collaborator brand creating imaginative products with our optimistic energy that's inspired generations for over 50 years in fashion, art, lifestyle, beauty, music and beyond. Following our 50th Anniversary year, and born out of Smiley Originals sustainability initiative and partnership with the United Nations to deliver UN-SDG Goal 12: responsible production and consumption. Smiley Originals launched the Smiley Future Positive Creators Fund in 2023 comprised of monetary funding and a mentorship program to support game-changing designers to switch to a better, more responsible and circular ideology of design, sourcing and manufacture.

[@Smiley](http://www.smiley.com)

### *About Ace & Tate*

Thoughtfully designed eyewear from €110, including prescription. Ace & Tate design all products — from frames to eye care — in Amsterdam, working with some of the best suppliers in the world. With an overview over the entire supply chain, the eyewear brand is able to offer the best service and products in-house, all at straightforward prices. Join the community and get inspired. [@aceandtate](#)

### *About Charlotte Tilbury Beauty*

Launched in September 2013 by iconic Beauty Entrepreneur Charlotte Tilbury MBE, Charlotte Tilbury Beauty was born out of Charlotte's long-held desire to empower everyone to feel like the most beautiful version of themselves, helping people around the world gain the confidence to achieve their biggest and boldest dreams. All of Charlotte's products are her beauty secrets from over 29-years of working in fashion, editorial, runway and red carpet bottled. Offering a wide range of skincare and makeup items, suitable for all skin tones, shades and types, the products aim to beautify and improve the look of skin, using ingredients of the highest quality, formulated in specialist factories worldwide and presented in a distinctive range of sophisticated and luxurious packaging.

Charlotte Tilbury Beauty continues to break records across regions, channels, and categories. The company now employs over 2000 people globally and sells over 500 products across colour, complexion, and skincare. Charlotte Tilbury has a physical presence in over 20 global markets, is available in 37 countries via [charlottetilbury.com](#), and has over 2000 points of distribution worldwide including department stores and travel retail. In recent years, the brand has opened distribution in a range of new markets including China, Korea, Thailand, India, Australia, and New Zealand.

### *About Pleasing*

Pleasing is a life brand founded in 2021. Our mission is to bring together joyful experiences and stimulating products that excite senses and blur boundaries. Pleasing exists to find all that is and can be uniquely Pleasing. We move to wherever there's something Pleasing to be found. From nail polish and skincare to anything else we find Pleasing, we take inspiration from the way nature adorns itself and the multiple unique identities in our community. Every day, Pleasing strives to do better for our people and our planet, celebrating the kindness and optimism in our community and the future we are creating together. Find your Pleasing.

### *About UGG®*

Founded in 1978 by an Australian surfer on the coast of California, UGG® is a global lifestyle brand renowned for its iconic Classic boot. First worn by Hollywood royalty, fashion editors and then the world, UGG® designs and retails footwear, apparel, accessories, and homewares with an uncompromising attitude toward quality and craftsmanship. UGG® is an environmentally and socially conscious brand which strives to be socially just, economically inclusive, and environmentally restorative. Delivering more than \$1.5 billion in annual sales, UGG® partners with the best retailers globally and owns concept and outlet stores worldwide in key markets including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai, and Beijing. For more information, please visit [www.ugg.com](#) [@uggineurope](#) #FeelsLikeUGG.

For the AW23 Show Ahluwalia customised the in black with beading reflected in the RTW collection for men. The shapes of the hand sewn beading are inspired by patterns found on vintage Indian musical instruments uncovered as part of Priya Ahluwalia's research process.