



Daneh

Rekindling the passion for design came naturally to Daneh Buahmad, who fell in love with fashion at an early age. In 2009, Buahmad's official line, named DANEH, launched with a collection of oversized t-shirts, kaftans and simple but edgy designs. Now on her fourth collection, Buahmad's designs evolved into more sophisticated and experimental cuts: working with structuring jersey fabrics whilst still maintaining simplicity to all her designs.

A celebration of womanliness, her collection combines casual comfortable chic with a hint of the future stitched together with contemporary elegance.

Oasis caught up with Daneh to get some answers and to get a sneak peek at her latest collection.

When were you bitten by the fashion bug?

I have always loved clothes. When I was younger, I used to put together "interesting" outfits and I had the guts to wear them. I used to cut shirts, put things on top of each other, studded, stitched, and painted.

Then, life took over and I got immersed in school and college and everything became mainstream. A few years ago, I started to dabble with the idea of getting into the fashion world. I took a few courses throughout a couple of summers in Central St Martins in London. The courses were great but more importantly were the people, the environment, and the inspiration - everything came back to me. I went through a process of many stages until I decided exactly what I wanted to do and went for it. I began to design flattering casual wear that is comfortable but still edgy. Something I am always looking for.

Take us through the thought process of creating a DANEH collection.

I always have an idea or inspiration of what the next collection will be, what colors will be used and in general an idea of the fabrics. The designs start off as rough sketches and continue to evolve into the final sketches.

Most designers choose the fabric first and then design, others may design and then look for fabric. For me, it is hard to pinpoint what I do first - because I work simultaneously and I'm always thinking about the idea and inspiration of that season. I am able to do this because I am always going to fabric shops whether locally or international and of course fabric fairs for inspiration. Sometimes when I have a fabric in mind, which I cannot find, I end up developing it. Once the fabric and designs are set, the sampling begins starting with the toiles and patterns. Within the sampling process there is an evolution so the garment may deviate from the original design and evolve into something better. Once I am happy with the toiles, we create the actual samples. High quality garments are prepped to be ready for shows and sales. For me, this process is the most enjoyable part yet it has its challenges.



What would you say is your signature design?

Long jersey dresses and jackets

How would you describe your aesthetic?

Casual, comfortable with an edge and a hint of futuristic.

Who do you design your clothes for?

I design them for the forever young; for the modern woman who is constantly on the go.

Where do you get your inspiration?

Anything and everything: my mom's old dresses, sports' uniforms, my son's Japanese toys, the streets, my travels, what I am feeling at the time, etc.

What do you celebrate in your collection?

Freedom.

What's next for your line?

To grow with me!

www.danefashion.com