

S H A S H

INFUSION



INFUSION

A TALE OF EVERLASTING, THAT NEVER
LASTS.

A STORY OF ETERNALLY IMPERFECT.

A SONG, A LETTER, A MANIFESTO
OF AN ART PIECE WHICH IS NEVER
FINISHED.

INFUSION OF ART BY MADLENA GIVES
LIFE TO SHASH PIECES. TRANSFORMS
THEM, GIVES THEM CHARACTER.
IT BRINGS THEM STRENGTH AND
EMPOWERS THOSE WHO CHOOSE
TO SHOWCASE INFUSION IN THEIR
EVERYDAY LIFE.

INFUSE THE STRENGTH TO BE YOUR
TRUE SELF.

INFUSE THE FREEDOM TO FOLLOW
YOUR PATH.

INFUSE ART INTO YOUR LIFE.

This collection is another result of two interwoven creative energies emerging through Madlena and Shash.

This collaboration took both artists to the wellsprings of their art, allowing them to bring out the best in one another. Art infused pieces are the best of two worlds that become one in the implicit form of their creation.

Inspired by the ancient Japanese philosophy “wabi sabi”, Sasha and Madlena created the collection to celebrate the beauty of imperfection and the complexity of the ultimate givers of life – a woman and the nature.

Six pieces of the Infusion collection are made of the finest materials such as lyocell, linen and silk. A skirt, a blouse, a jacket, and three dresses come in earthly tones and you can choose a model with or without Madlena’s drawing.

With mostly classical lines, the pieces are inspired by some of the greatest women of the world - those who followed their uniqueness and not only accepted it, but glorified it.



AUDREY DRESS

She prizes authenticity. Just be yourself and you
will be impossible to resist. She rises above
perfect and she is your everyday reminder to live
your life fearlessly.



This A line dress is made of 100% lyocell fabric. Additionally, it can be easily transformed into a topcoat by unbuttoning the coated buttons in the front. It has sleeves, a belt and a deep V neck.

A puzzle, a mystery, a brave individual - a creation inspired by Audrey Hepburn. Seemingly demure, but undeniably beautiful, this dress is, like the woman it's inspired by, a "multiple threat".

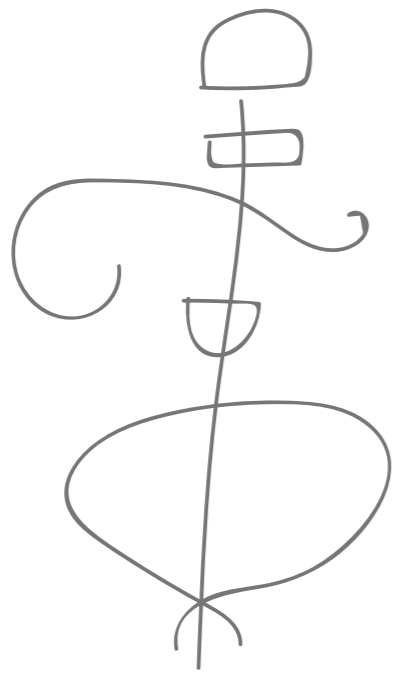
She can be classical or ahead of her time, she can look plain but actually shine. She can move you and make you think. And most of all - take chances. "Why change? Everyone has his own style. When you have found it, you should stick to it."





Audrey dress – special art edition

Madlena's drawing "hides" on the back of the dress to make sure you always have a certain "je ne sais quoi" about you.





MAYA DRESS

She gives you permission to be yourself. No matter where you are on your journey, she reminds you that you are already perfect. Embrace your life and never apologize for being who you are.

This straight line dress is made of 100% linen fabric. It has a round neckline, sleeves and is below the knee length. She needs no razzle dazzle, glitter or noise in order to be seen. She lives unapologetically, loves bravely and just like the inspiring Maya Angelou, she reminds you to live a life of meaning. "We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty."







PINA JACKET

For a woman, or a man, brave enough to live
in-between - never fully defined, always evolving.

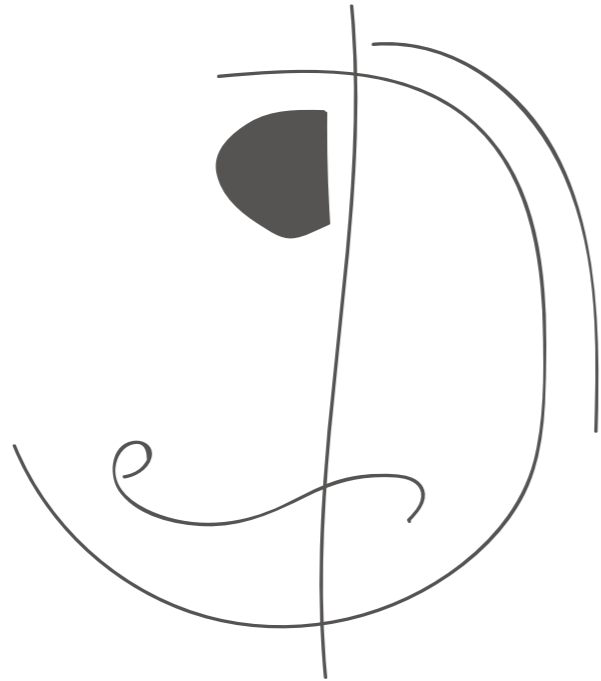
Oversized women's jacket with faux pockets. More similar to a classical men's jacket than a woman's piece, PINA can be worn buttoned up, or loose for a more casual look. Inspired by the style of Pina Bausch and men's jackets she used to wear, the jacket is symbolically named PINA. "Everything must come from the heart, must be lived."





Pina jacket – special art edition

Art by Madlena can be found
concealed in the lining, like
a secret only you can reveal
to the world





COEL SKIRT

The one who involves endless mystery. When you
quiet your mind, you start to appreciate her
subtle grace. She will take you on a journey
of countless possibilities.

Straight line skirt with hidden zippers in the back.

The skirt has straight line pockets and is below the knee length. Inspired by the eternal grace, simplicity and bravery of Coco Chanel, the COEL skirt is made for those who bask in mystery. Those who do not care about the looks and words of others for they know that: "Fashion changes, but style endures." And so will they.





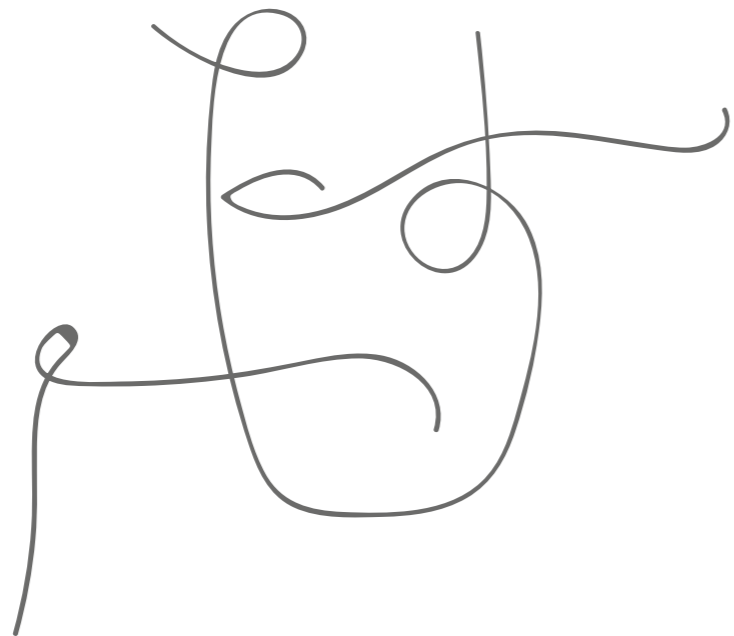
AMELIA BLOUSE

The one who conquers. Unleash your inner strength
and seize every opportunity. She will make you
believe that any dream of yours is possible.

Below the elbow length sleeved blouse with buttons at the back. AMELIA has a round neckline which brings a seemingly demure note to it. Seemingly subtle and delicate it feels as if it will dissolve into thin air, yet so elegant and commanding it needs no adornment. It hides no secrets, it makes no apologies - it goes bravely, just as the woman whose name it bears. Inspired by Amelia Earhart and her inner strength, the blouse will challenge you to believe in the possibility of impossible. "The most effective way to do it, is to do it."

Amelia blouse – special art edition

The blouse bares its uniqueness
proudly through intricate drawing
by Madlena.





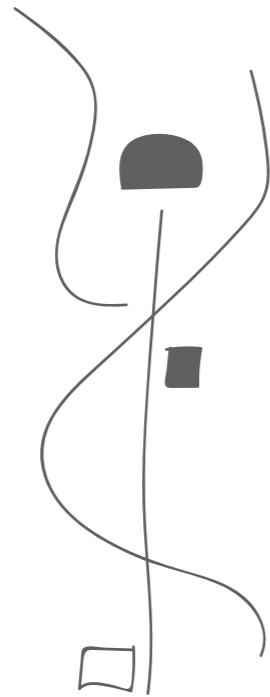
YOKO DRESS

For women who are not afraid to be real.
For all the leading characters who write their
own chapters. And for those who lead by example.

Short-sleeved dress with tubular cut and a side slit,
half-calf length, made of 100% lyocell fabric. Versatile and
adaptable, but strong when needed, YOKO draws inspiration
from a pacifist, musician and artist who always believed that
art is a way of survival. Yoko Ono's spirit couldn't be broken,
and just like the dress she bows to no one and defines her
own terms of what a woman is. "You change the world
by being yourself."

Yoko dress – special art edition

Madlena's drawing takes up larger part of the design making it seemingly endless. Whichever way you look – a piece of art appears.



Shash

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