

MODALITY LOOKBOOK

COLLECTION

24'



CIRCLES AROUND
THE SUN

TRANSFORMING TEXTILES
PRESENTS

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MODALITY LOOKBOOK

CIRCLES
AROUND
THE SUN

THIS COLLECTION DRAWS INSPIRATION FROM A TRANSFORMATIVE JOURNEY, SYMBOLIZING THE EXPERIENCE OF COMING FULL CIRCLE AFTER A CHALLENGING AND ARDUOUS PROCESS. IT CAPTURES THE PROFOUND ENLIGHTENMENT THAT FOLLOWS WHEN ONE FINDS THEIR WAY OUT OF DARKNESS AND EMERGES INTO THE LIGHT ONCE AGAIN.



SARA ROSBERG
CHIEF EXECUTIVE OFFICER

In the realm of weather folklore, a ring encircling the sun or moon is often interpreted as a sign of impending rainfall. While this interpretation isn't always accurate, it tends to hold true more often than not. This phenomenon is caused by the presence of cirrus clouds, which typically precede a storm system that may bring rain in a very near future.

Another atmospheric phenomenon known as a Corona, manifests as a series of circular, coloured rings centered around the Sun or the Moon. This optical effect, caused by diffraction as light passes through water droplets or ice crystals

smaller than usual, is more difficult to observe in the case of solar coronas due to the Sun's overwhelming glare.

However, let me switch gears and share with you a personal journey that led to the creation of this collection and began during the Corona pandemic in 2020.

IT ALL BEGAN AMIDST A PROFOUND SORROW—AN EMOTIONAL VOID THAT OPENED UP WHEN I LOST MY MOTHER. SHE WAS THE ANCHOR THAT KEPT ME GROUNDED AND PROVIDED A SENSE OF SECURITY, BUT NOW SHE WAS GONE.

In the wake of this devastating loss, I founded the Modality Fashion brand just two weeks after burying my mother in late 2020. Creating and designing became my solace during those trying times, as it had always been my way of processing emotions. Little did I know that I was about to face an even greater challenge.

The depth of my sorrow was unlike anything I had experienced before. To reach the core of my being, I had to dig deeper and push myself harder than ever before. This marked the beginning of an incredible journey.

I distinctly remember the palpable sense of despair that permeated the air during the Corona/Covid-19 pandemic. My mother lay on her deathbed, and I couldn't bear the thought of elderly individuals, in particular, suffering from isolation. I yearned to help, and I longed for one last embrace with my mother before it was too late—this overwhelming emotion became the seed that sprouted into a company known as Transforming Textiles.

OUR INVENTION, SENSE-TEXS,

FEATURES A VIRUS-PROTECTING FABRIC THAT WOULD ENABLE SAFE SOCIAL INTERACTIONS ONCE AGAIN.

Teaming up with a space engineer, we embarked on the development of a textile solution that could replace disposable tests. The ultimate goal was to revolutionize social interactions by creating a virus-protecting T-shirt. Now, after three years of relentless effort, we stand on the verge of launching Sense-Tex to the market. This achievement would not have been possible without my mother's unwavering faith in me throughout the years. This collection is dedicated to her and the women who preceded me in my family.

Since I couldn't have her physically model for this collection, I sought the next best thing to connect my story and journey to her. None other than her bloodline, representing the past and the future, graces the runway as the faces of this story. My mother was a model in her youth and she always supported my pursuit of becoming a designer.

Our family's tale begins with the story of two sisters whose destiny, over a century ago, shaped the path I now walk. It is thanks to them that we can revel in the beauty of this collection and the wonders of Sense-Tex. In honour of our family bloodline and its history, who better to represent this narrative than the young generation of our family? They embody both the past and the future.

MODALITY HAD THE PRIVILEGE OF BEING REPRESENTED DURING THE CANNES FILM FESTIVAL IN 2021, MARKING THE START OF OUR JOURNEY FROM A HUMBLE BASEMENT IN MALMÖ, SWEDEN,

TO GLOBAL RECOGNITION.

Looking back, that basement symbolized my subconscious and the suppressed emotions I was grappling with at the time. It was through creation that I found my way out, metaphorically speaking.

Since then, my journey has taken me to the space industry and back, ultimately leading me to return to Earth—to my body—and find centering in order to create a new collection once again.

The colors in this collection represent the sun, symbolizing closure and new beginnings, as well as the emergence of vibrant green that decorates branches during the arrival of spring. It is a fresh, pristine green that follows wherever the sun's rays touch, rejuvenating the world

GROWTH, WARMTH, AND A SPRINKLE OF ANGELIC DUST—THESE ELEMENTS FRAME MY JOURNEY UP TO THIS MOMENT, BOTH AS AN INDIVIDUAL AND AS A DESIGNER. I CANNOT UNDERSCORE ENOUGH THE IMMENSE GRATITUDE I HOLD FOR THE WOMEN WHO CAME BEFORE ME IN MY FAMILY BLOODLINE (BOTH ON THE BIOLOGICAL AND ADOPTIVE SIDE), THEIR HARD WORK AND DEDICATION PAVING THE WAY FOR MY OWN PURSUITS. THIS COLLECTION SERVES AS A TRIBUTE TO THEM, A HEARTFELT THANK YOU.

———— CIRCLES ROUND THE SUN.
BEHIND THE LENS.



MODALITY

COLLECTION 24'

CIRCLES AROUND THE SUN

In this collection, we have chosen to work with the smooth and comfortable fabric of Soybean. Soybean not only provides a pleasant wearing experience, but it also offers numerous health-enhancing benefits. Additionally, Soybean fibers contain natural substances that effectively control various types of germs.

Fabric Composition
50% Soybean 50% Modal



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Modal fabric is a bio-based fabric that is derived from spinning cellulose sourced from beech trees. This type of fabric is often regarded as a more sustainable and environmentally-friendly alternative to cotton. One of the key advantages of modal fabric is its minimal water consumption during production. Unlike cotton, beech trees have lower water requirements, leading to a production process that utilizes approximately 10-20 times less water.



SOYBEAN AND MODAL



NYLON



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Trevira CS Bioactive features a silver-based antimicrobial agent that is securely incorporated into the fiber polymer. This additive provides a lasting antimicrobial effect that is not compromised by regular washing or usage. Unlike other fibers, this antimicrobial additive does not leach out from the fibers, thereby concentrating its functionality on maintaining the cleanliness of the fiber surface. As a consequence, Trevira CS Bioactive is not only gentle on the skin, but also environmentally friendly.

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In the final section of our collection, we have chosen to incorporate a stunning shimmering viscose fabric into our designs. This fabric possesses a captivating green shimmer that adds a touch of radiance to our products. Depending on the angle from which it is viewed, the fabric creates a variety of eye-catching effects. Furthermore, its lightweight and soft texture ensures a comfortable and luxurious experience for the wearer.



CATALOGUE

MODALITY 24'

MODALITY LOOKBOOK



MICHELLE DRESS
SS231000



NICOLE DRESS
SS231001CE



GRETA DRESS
SS231006



EMINA DRESS
SS231007



VALERIE DRESS
SS231002



LACEY DRESS
SS231003



OLIVERA DRESS
SS231008



OLIVE DRESS
SS231009

MODALITY LOOKBOOK



ALICE DRESS
SS231010CE



ALICIA DRESS
SS231011



MONIKA DRESS
SS231014



OLGA DRESS
SS231012



DAGMAR DRESS
SS231013



BERIT DRESS
SS231015



THANK YOU!

We hope you have enjoyed our new collection and we look forward to hearing from you.

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