

The First Fruits Collection



Magenta
Flair

by Chinedu Iheagwam



Inspired by Africa, Worn by You

The Magenta Flair woman is a woman who is confident and full of energy; whose lifestyle is balanced with refreshingly carefree moments. This is the inspiration of Africa, a diverse land whose true asset is in the synergy of her vibrant, versatile people.

The First Fruits collection brings a refreshing zeal and twist to African fruits. The pieces appeal to the versatile lifestyle of the Magenta Flair woman, which is reflected in their multifaceted uses such as at resorts, evening wear, and casual.

The Magenta Flair concept was birthed a few years ago when the founder Chinedu Iheagwam spotted a gap at a family wedding for quality African inspired apparel for real women.

MANWIWA MIDI DRESS

A refreshing green midi dress with a hint of purple and white embroidery, finished with crystal stones.

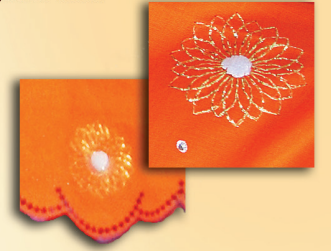
The Manwiwa is the Karanga (Zimbabwean) name for watermelon.



MARULA MIDI DRESS

A delightful short sleeve midi dress in a burnt orange cotton voile with intricate gold & white embroidery with a navy blue hem, arrayed with crystalstones.

The Marula fruit is found in Southern and Western Africa. Its skin when ripe resembles a light golden colour.



CARISSA

HALTERNECK DRESS

A stunning halter neck evening maxi dress finished in a dreamy sky blue cotton lace, with an intricate embroidered finished hem, adorned with crystal stones.

Carissa is the berry like fruit from a shrub found in coastal KwaZulu-Natal region of South Africa.



BOUYE

MAXI GOWN

An elegant strapless evening gown in white cotton voile intricately interwoven with opulent gold embroidery, finished with crystal stones.

Inspired by the bouye (Senegalese) fruit from the baobab tree.



UBE BLOUSE & SKIRT

A classic timeless long sleeved blouse and fishtail skirt in white cotton lace, blessed with oval lilac embroidered patterns.

Ube is a small ubiquitous fruit found throughout Africa. Ube is Igbo (Nigerian) for pear.



WOBA BLOUSE AND SKIRT

A flamboyant short sleeve kaftan and layered skirt, in a deep fuchsia with blue and silver embroidery, finished with crystal stones. Also available in black.

Woba is the Efik (Nigerian) name for the guava fruit. The guava flesh can be pink in colour.



Fabrics: 100% Cotton (Cotton Lace), 18-20 threads per cm
Embroidery: Polyester
Thread: 100% Polyester
Fabric woven in Austria by specialists in embroidery for over
200 years
All garments made in the EU

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