



TRANSFORMING TEXTILES

A full-body photograph of a woman standing in a studio setting. She is wearing a two-piece outfit in a light beige or champagne color. The top is a halter-neck crop top with a pattern of large, soft-edged circles and a ruffled trim along the neckline and hem. The skirt is long and flowing, also featuring a prominent vertical ruffle down the center. She is wearing a matching ruffled bracelet on her left wrist and large, ornate earrings. She is leaning against a light-colored rectangular pedestal with her left hand. She is wearing light-colored, pointed-toe high-heeled shoes.

Fading Fables

LOOKBOOK 2024



Fading Fables

"IT TELLS A STORY, RAISES AWARENESS, AND HIGHLIGHTS THE INSEPARABLE CONNECTION BETWEEN THE FUTURE OF FASHION AND THE FUTURE OF OUR PLANET. BY UTILIZING UPCYCLED MATERIALS AND INCORPORATING BIOBASED TECHNOLOGIES LIKE SENSE-TEX, WE NOT ONLY MEET THE NEW EU REGULATIONS BUT ALSO SET A NEW STANDARD FOR THE INDUSTRY."





Sara Rosberg

CREATIVE DIRECTOR

Fading Fables

Fables have always mirrored the human soul, spinning tales that reveal our deepest flaws and offer lessons that echo through time. From Aesop's ancient wisdom to La Rochefoucauld's eloquent verse, these stories have endured, using animals to voice truths that resonate beyond the ages.

At their essence, fables are simple yet profound, breathing life into characters—often animals with human traits—that impart wisdom and inspire reflection.

Welcome to Fading Fables, where the animals are more than mere symbols; they are the voices of the endangered, the displaced, the forgotten. Each piece in our collection honours a species on the brink of extinction, creatures driven from their homes by forces beyond their control.

But why? The question lingers, unanswered and unsettling. What drives us to destroy what we should cherish? If these animals could speak, what would they say? would they plead for mercy? Would they accept their fate? Their silent cries echo across the void, a desperate plea: "Stop. Show kindness. Spare us."

Their voices drift like whispers through the darkness, from the edge of our world to the threshold of the afterlife: "I bear no ill will. I simply exist in a world far from yours. What have I done to provoke you? Has my presence disturbed the peace in your heart?"

Within your heart, dear life-taker, there are doors you've locked tightly, but my spirit, free and untethered, finds its way in. It is a shadowed place, full of fear and pain. I see you there, cowering, alone, trapped by the very hurt that drives you. But I am not your nightmare; I am the light that flickers in the dark, here to illuminate even the most hidden corners of your soul. I will not abandon you.

You ask why I am here after all you've done, but the true question is, where have you gone? The

innocence that once lived in you—seeking love, acceptance, and shelter—where has it fled? You abandoned yourself.

I am here to guide you, to remind you that it's not too late. The cycle of pain and darkness can end. The key lies not in your mind but in your heart—the heart you've hidden away. It still beats, strong and true. You are simply afraid.

They hurt you, severed the strings of your heart, leading you to hurt others, just as you hurt me when you destroyed my home. The fire set my soul free, but I did not deserve to be robbed of my time on Earth. I will never forget, but I have chosen to forgive. That is why I am here.

In the realm of light, where time dissolves, there is only love—pure, unyielding love. I wish you could feel it, for you have forgotten it, hidden in the dark corners of your heart. The pain you flee has led you to this place. "Go away," you say, but where could I go? I am eternal. I am here to help you rise. Take my hand, let me heal you. Let the light in... Breathe in... Breathe out... There you are. You have arrived.

Your heart, your long-lost companion, never left you. You departed, but it continued to beat, waiting for you to return. It takes courage to face your darkness. You are healing. Tears may fall, but do not despair. I came with love, to help you unlock your heart and say, "I forgive you."

You ask, "Why?" And I reply, "Because you are not the problem—you are the solution." Take the spark rekindled in your heart and carry it into the world. End the cycle of darkness, and transform it into light. Change begins in your heart. Let it guide you to your true self.

And one day, we shall reunite in peace, love, and light.

I FORGIVE YOU.



Scorpions belong to the class Arachnida and are closely related to spiders. Scorpions as a group have existed for over 400 million years and there are approximately 1750 described living species

SCORPIO







Tigers, leopards, lions, and snow leopards are commonly killed, and their parts sold for the illegal wildlife trade market. The Traditional Chinese Medicine market contributes to a large proportion of the illicit trade, along with demand for the fur to fabricate lavish clothing materials.

SNOW LEOPARD





The only mammals on earth to be covered with scales, pangolins are renowned for their unique anatomy. Unfortunately, pangolin meat is also considered to be a delicacy in China and Vietnam and their scales are widely traded for use in traditional Asian medicine – where they are believed to yield medicinal properties that can cure a variety of ailments.

PANGOLIN











These small, but important insects play several critical roles in ecosystems, where they contribute to the function and stability of many different environments. Not only are they an important part of biodiversity; the butterflies also play a key role in maintaining the structure and health of their habitats. Their activities directly affect several other species and plant life, making them invaluable actors in the natural processes.

BUTTERFLY







Fading Fables

ARTICAL DETAILS

PAGE NO	ART NR	ARTICLE NAME	FABRIC	DESCRIPTION
1	AW-MFW-25-001	SCORPINA	SENSE-TEX (A, B, C) SKIN IMMITATION/FAUX FUR	DRESS
1	AW-MFW-25-002	SCORPINA ARM WARMER	FAUX FOX FUR	ACCESSORIES
1	AW-MFW-25-003	SCORPINA LEG WARMER	FAUX FOX FUR	ACCESSORIES
2	AW-MFW-25-004	XENA TOP	SKIN IMMITATION/FAUX FUR	TOP
2	AW-MFW-25-005	GABRIELLE SKIRT	SENSE-TEX (A, B, C)	SKIRT
2	AW-MFW-25-005	XENA ARM WARMER	FAUX FUR	ACCESSORIES
2	AW-MFW-25-006	XENA LEG WARMER	FAUX FUR	ACCESSORIES
3	AW-MFW-25-007	LEOPOLDA	POLY FLEECE	CAPE
3	AW-MFW-25-008	LEOPOLINA	SENSE-TEX (A)	PANTS
4	AW-MFW-25-009	CATHY	SENSE-TEX (B)	TOP
4	AW-MFW-25-010	CATHY ARM WARMERS	POLYFLEECE	ACCESSORIES
4	AW-MFW-25-011	CATHY LEG WARMERS	POLYFLEECE	ACCESSORIES
4	AW-MFW-25-012	CAT	WOVEN BUCLÉ	SKIRT
5	AW-MFW-25-013	TRINITY	SKIN IMMITATION/FAUX FUR	BLAZER
5	AW-MFW-25-014	TRICIA	SENSE-TEX (A)	TOP
5	AW-MFW-25-015	TRACY	POLYESTER	PANTS
6	AW-MFW-25-015	TRUDY	POLYESTER	SKIRT
6	AW-MFW-25-016	TAMARA	RAINCOAT LIGHTWEIGHT	BLAZER
6	AW-MFW-25-016	TAMMY	SENSE-TEX (A)	TOP
7	AW-MFW-25-017	PAULA	POLYESTER	PANTS

ART NR	COMPOSITION	TYPE	EU SIZE	WHOLESALE PRICE (EUR) FOB TÜRKIYE	RETAIL PRICE (EUR)
AW-MFW-25-001	100% sense-tex, 80% acryl 20% polyester	PRE ORDER	M	120	240
AW-MFW-25-002	100% acrylic	PRE ORDER	M	60	120
AW-MFW-25-003	100% acrylic	PRE ORDER	M	84	168
AW-MFW-25-004	80% acryl 20% polyester	PRE ORDER	M	75	150
AW-MFW-25-005	100% sense-tex	PRE ORDER	M	105	210
AW-MFW-25-005	43% acrylic 42%modakryl, 15% polyester	PRE ORDER	M	30	60
AW-MFW-25-006	43% acrylic 42%modakryl, 15% polyester	PRE ORDER	M	50	100
AW-MFW-25-007	100% polyester	PRE ORDER	M	45	90
AW-MFW-25-008	100% sense-tex	PRE ORDER	M	75	150
AW-MFW-25-009	100%sense-tex	PRE ORDER	M	40	80
AW-MFW-25-010	100% polyeste	PRE ORDER	M	25	50
AW-MFW-25-011	100% polyester	PRE ORDER	M	35	70
AW-MFW-25-012	95% polyester 5% other fibres (non spec)	PRE ORDER	M	80	160
AW-MFW-25-013	80% acryl 20% polyester	PRE ORDER	M	200	400
AW-MFW-25-014	100%sense-tex	PRE ORDER	M	40	80
AW-MFW-25-015	95% polyester 5 % nylon	PRE ORDER	M	65	130
AW-MFW-25-015	95% polyester 5 % nylon	PRE ORDER	M	45	90
AW-MFW-25-016	100% polyester	PRE ORDER	M	30	60
AW-MFW-25-016	100%sense-tex	PRE ORDER	M	40	80
AW-MFW-25-017		PRE ORDER	M	45	90

PAGE NO	ART NR	ARTICLE NAME	FABRIC	DESCRIPTION
7	AW-MFW-25-018	PAULINE	SENSE-TEX (A)	TOP
8	AW-MFW-25-019	PENNY	SENSE-TEX (C)	TOP
8	AW-MFW-25-020	PIPPA	POLYESTER	PANTS
9	AW-MFW-25-021	FLORENTINE	SENSE-TEX (C)	TOP
11	AW-MFW-25-022	FLORISSA	SENSE-TEX (B)	TOP
9	AW-MFW-25-023	FLAVIOLA	NYLON	SKIRT
11	AW-MFW-25-024	FLORENTINE	NYLON	SKIRT

PAGE NO	ART NR	ARTICLE NAME	FABRIC	DESCRIPTION
	AW-MFW-25-025	SCORPIONS		ACCESSORIES
	AW-MFW-25-026	SNOW LEAPORD	POLY FLEECE, FAUX FUR LINING	ACCESSORIES
	AW-MFW-25-027	PANGOLIN	SENSE-TEX (A,B,C) LINING	ACCESSORIES
	AW-MFW-25-028	BETLES	RAINCOAT LIGHTWEIGHT LINING	ACCESSORIES
	AW-MFW-25-029	BUTTERFLIES	TULLE	ACCESSORIES

ART NR	COMPOSITION	TYPE	EU SIZE	WHOLESALE PRICE (EUR) FOB TÜRKIYE	RETAIL PRICE (EUR)
AW-MFW-25-018	100%sense-tex	PRE ORDER	M	70	140
AW-MFW-25-019	100%sense-tex	PRE ORDER	M	45	90
AW-MFW-25-020	100% polyester	PRE ORDER	M	55	110
AW-MFW-25-021	100%sense-tex	PRE ORDER	M	35	70
AW-MFW-25-022	100%sense-tex	PRE ORDER	M	45	90
AW-MFW-25-023	100% nylon	PRE ORDER	M	40	80
AW-MFW-25-024	100% nylon	PRE ORDER	M	45	90

ART NR	COMPOSITION	TYPE	EU SIZE	WHOLESALE PRICE (EUR) FOB TÜRKIYE	RETAIL PRICE (EUR)
AW-MFW-25-025	Styrfoam	PRE ORDER	M	15	30
AW-MFW-25-026	100% polyester, 40% Acrylic, 42% Modakryl ,15% polyewire, 100% polyester	PRE ORDER	M	60	120
AW-MFW-25-027	100% sense-tex	PRE ORDER	M	100	200
AW-MFW-25-028	100% polyester	PRE ORDER	M	25	50
AW-MFW-25-029	100% polyester	PRE ORDER	M	15	30

FADING FABLES

CONTRIBUTOR



www.transformingtextile.com



www.sense-tex.com



www.ckehlerdesign.se



www.elobina.com



www.maanaq.com

Niklas Edeheim



www.niklasedeheim.com

www.houseofair.se

M
MODALITY®

Thank You!

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

www.Modality.store



www.transformingtextiles.com

www.modality.store