



SERENI & SHENTEL + ZOË PATERSON

HW: What was the objective of your collaboration?

S&S: "Every year, we collaborate with an artist to produce a range of headbands based on our Block Party design. Called the 'Artist Series,' this line features a range of prints made into a limited edition collection."

HW: Why Zoë for this year's 'Artist Series'?

S&S: "Zoë has had exhibitions aplenty at notable venues such as the Arthouse Hotel, Ampersand Paddington and Tap Gallery. Apart from that, her art has sold both locally and internationally to esteemed clients. Every artist we choose to work with have all been a little whimsical and fun, which is why her style ticks all the boxes!"

HW: These headbands are extremely adorable! Tell us the inspiration behind it.

S&S: "We live in Borneo and are surrounded by forests, so we wanted to draw a jungle animal theme for this collaboration. Zoë's *Out of the Ark* art collection – which features animal portraits done in acrylic paint, pencil and graphite – were the basis of this collaboration."

HW: The ideal woman who would wear these headbands is...

S&S: "Anyone who loves a spin on animal motifs!"

HW: Can you run us through the design process?

S&S: "She's amazing to work with as she is extremely creative. We gave her a theme and size of prints we needed to be digitally printed onto fabric. She hand-illustrated five different prints and we got them made into headbands."

Check it out at www.sereniandshentel.com.

Newest fashion tie-ups!

We look at the latest fashion collaborations and talk to some of fashion's top stars to get an insider's peek into their work. By **Lydia Kwan**



Founders Sereni Linggi (left) and Shentel Lee (right)



Zoë Paterson



The 'Giraffe' print

DID YOU KNOW?
ZOË IS A SWEDEN-BASED PAINTER, POET AND MAKEUP ARTIST. HOW MULTI-TALENTED IS THAT?

"IF WE HAD TO CHOOSE A FAVOURITE PIECE, WE'D GO WITH THE GIRAFFE PRINT – THEY'RE RARELY SEEN ON FASHION PIECES."

—Sereni Linggi & Shentel Lee