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FF Meets... Alexandra Tamele

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**ALEXANDRA
TAMELE**



Fashion Forte caught up with the talented 'street style' designer Alexandra Tamele at the new WeAr Select London in the vaults of Old Bilingsgate Market.

Alexandra Tamele, born and raised in Berlin is half German and half Mozambican and uses her heritage as the source of her inspiration - evident in her weaving of European styles into African fabrics.

Tamele's brand conveys an alluring, distinctive and novel character. She has showcased her collections at Mercedes Benz Fashion Week in Berlin, Black Fashion Week Paris as well as at the PREMIUM Exhibition and certainly shows a promise for an international breakthrough.

Fashion Forte gets to know the young designer, presenting key pieces from her last three collections - she talks African prints, western cuts and what inspires her the most. About her 'Peacock' Autumn/Winter 2016 menswear collection, and her design process.

Could you tell us a bit more about your brand?

I'd say we are a menswear fashion brand, focusing on sportswear. It's urban and more street style. I'm all about feeling comfortable and keeping it casual and trendy.

So what would you say is the idea behind your brand?

I'm half German half Mozambican and I want to combine Europe and Africa. Mostly I use an African wax fabric and the rest is more European cuts and styles. My latest collection, I used a peacock print and the collection is built up from the fabric.

What was the inspiration behind this new collection 'Peacock'?

I saw the fabric and just thought I need it! My idea was entirely built on the fabric. I bought everything I could find of this fabric, and then I started drawing my collection. I found other materials and then everything came together.

If you had to describe your brand in one sentence, what would you say?

Well when people see me they can never tell what heritage I have and I think my brand reflects that.

How did you get into the fashion industry?

Fashion was always a big part in my entire life. I studied fashion design in Berlin and graduated in 2012. And for me, it's my passion, it's my art.

Where is the best place to go to purchase one of your items?

Concept stores like this - this is what I like and where you'll find me.

<http://www.alexandratamele.com/> (<http://www.alexandratamele.com/>)



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