

SERUNA COLLECTION

THE BREEZE OF SOUTH AFRICA

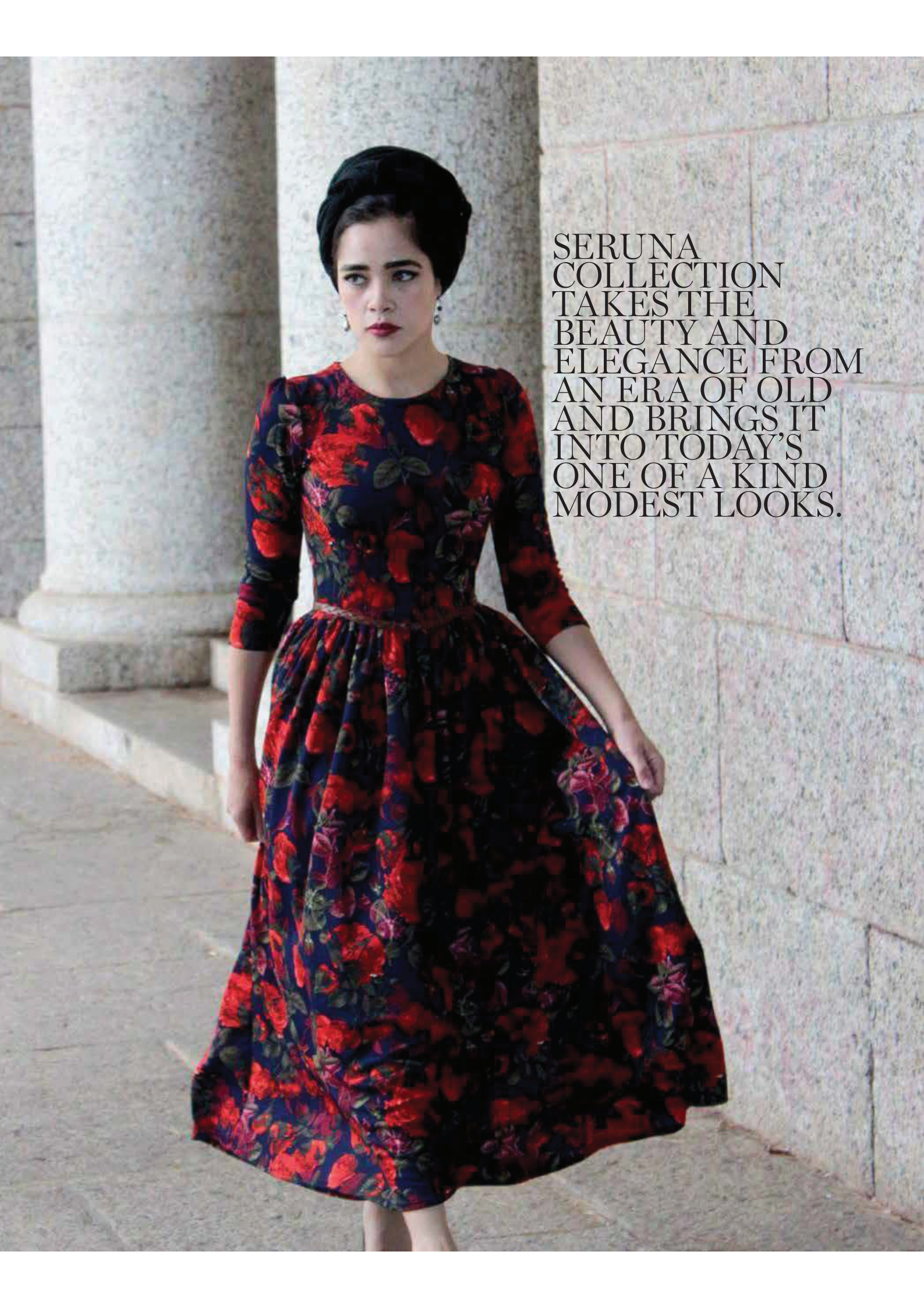
Unaizah Toffar- the owner of SERUNA is a leading name in South Africa's modest fashion scene. Roshan Isaacs unveils the beauty of her designs!

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Unaizah Toffar's interest in fashion stemmed from watching her mother create garments. Being the only daughter, her mother enjoyed making her the muse. Unaizah was always visually involved in the design industry and developed her love for textile by eagerly learning the design process, production, selection, and use of textiles.

Drawn to the 1800s and early 1900s Unaizah says no other era is as beautiful and timeless. Hence why The Seruna design aesthetic is modest with a modern interpretation of vintage.

"Women today have so many roles to play; career, mother, multitasking. When making a garment, I consider whether the garment is flexible and suits today's woman. I create items that can transcend from day to night by accessorising them differently. Functional items that are classic and incorporating trends as opposed to creating something trendy"



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EXQUISITE FEEL