

Drapers

YOUNG FASHION

Religion signs Zakee Shariff for autumn 07

By Laura Weir

Young fashion brand Religion is to collaborate with designer Zakee Shariff on a collection for the coming next season.

Shariff, who recently helped to design autumn 07 ranges for Boxfresh and Freemans, will create a five-themed spring 08 collection for Religion. The collaboration will debut at Bread & Butter in Barcelona in July, along with a winter 08 capsule collection.

The spring collection includes oversized T-shirts and dresses in silks, satins and lightweight jerseys, and features skull, butterfly and paint-splash prints. Extra detailing includes

metallic copper and silver print techniques, beading, sequins and bows.

Religion head designer Donovan Pascal said the collaboration would benefit the main brand, taking Religion down a new avenue. "It's great to infuse ideas from someone outside the brand, especially when they come from such an interesting background," he said. "It provides us with a great opportunity to explore different angles."

The partnership was brokered by Roger Wade, founder of Boxfresh and director of consultancy Brands Incorporated.

The Zakee Shariff collection will run for two seasons and sit alongside the main Religion range.