

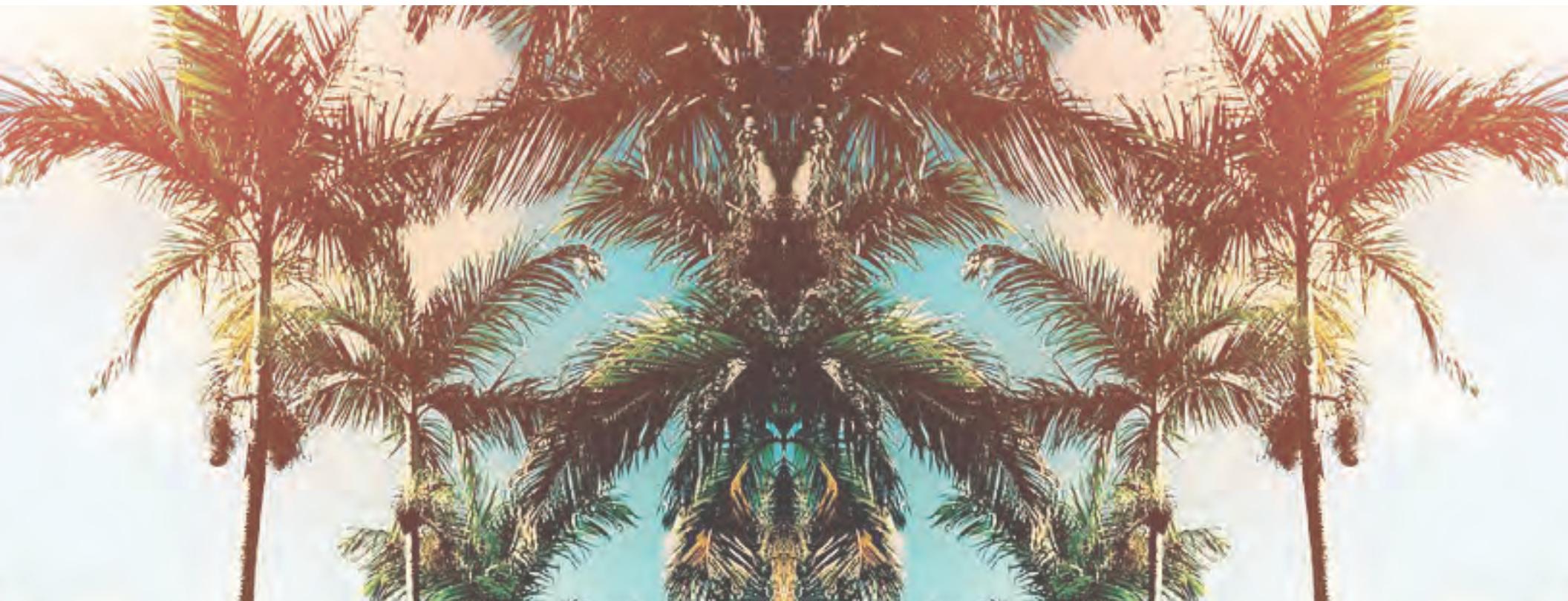
EQUIHUA

## THE ROOTS:

Equihua is a ready to wear luxury lifestyle brand made with love out of Los Angeles, California for women all across the world.

Our mission is to preserve and elevate the artistry of beautifully crafted goods manufactured out of Los Angeles.

It is the birth of a new guard that unites Imagination, Community, and Love.



## THE SPARK:

On Brenda Equihua's fifth birthday, her mom hosted a very humble outdoor gathering. It was a rather casual event, until her mother walked out wearing a black sequined trumpet gown! In that moment, Brenda stood in awe of the transformation and was introduced to the power of perception.

Brenda was raised by a single Mexican immigrant mother who believed that anything was possible and encouraged her to pursue her dreams. As a child, Brenda was very imaginative and displayed a curiosity for art and design. Her talent was recognized in high school and she was admitted into V.A.D.A. (Visual Arts Design Academy) in her home town of Santa Barbara, California. Upon graduating high school, she attended Parsons The New School for Design in New York and earned her B.F.A.

Her talent was immediately recognized by Monique Lhuillier, where she worked as a Designer for several years. She also held Senior Designer positions at Tadashi Shoji and Juan Carlos Obando. The combination of Brenda's diverse experiences allowed her to refine her craft and hone a style unique to her sensibilities.

## THE WOMAN IN THE ROOM:

The Equihua woman is a joyful and curious spirit interested in the world outside of herself.

Ever inclined to skirt convention, her unabashed style knows no confines.



## WHY YOU LOOK STUNNING:

We are very particular about fit and execution. There are tricks to making beautiful clothing and we know them all!

The process for arriving at such a sublime piece requires a team effort.

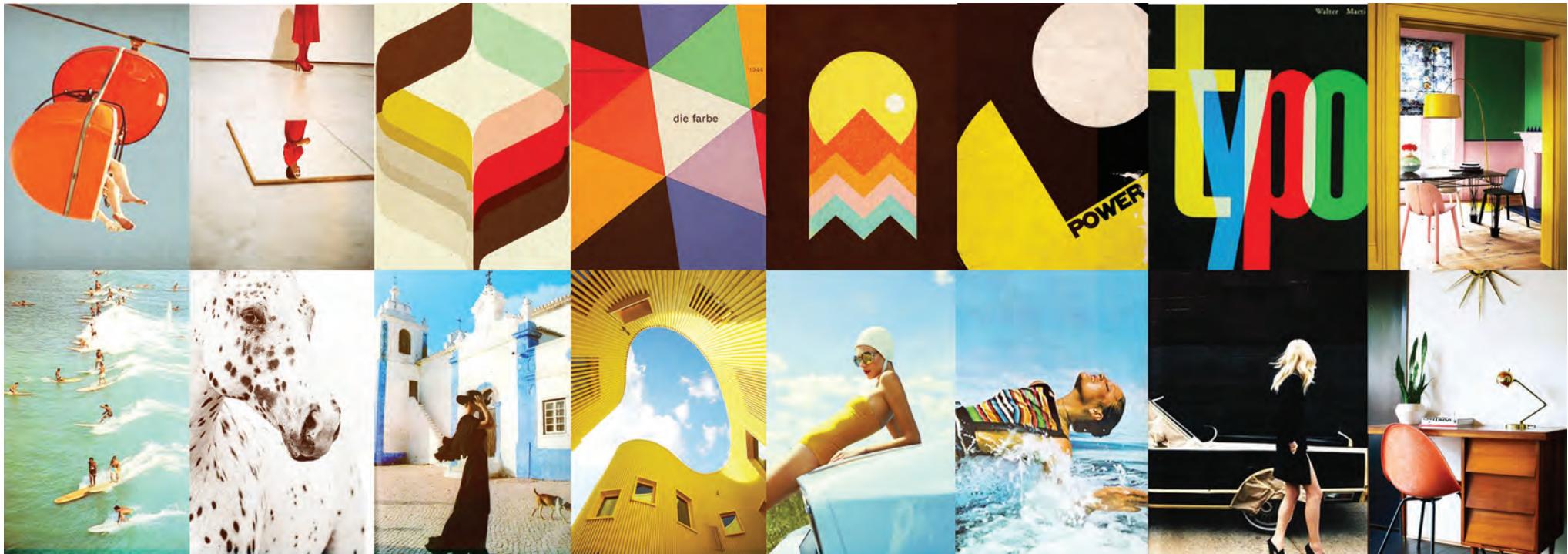
There is a constant dialogue transpiring over the most minuscule details.

Our pieces are sculpted and chizzled with so much life, they develop personalities by the time they are finished.



## NOSTALGIA:

Resort 2016 marks the first pulse of the Equihua line. Inspired by the idea of childhood nostalgia, the silk screen prints were engineered in-house using primary colors as the main palette. Themes include Tetris motifs, Melted Crayon stripes, and 8-bit Digi Flowers. Fabrications have been carefully selected to match the design of each silhouette. Silk Twill and Silk/Cotton Belvedere for day, Silk Shantung, Peau de Soie, French Lace for transition, and Silk 2-ply, Matte Jersey, Silk Chiffon and Silk Satin Organza for night!



RESORT 2016 MOOD



TETRIS "WHISKY" GOWN:

Tetris Print Silk Chiffon gown  
with bell sleeve, hi-low cascade skirt detail,  
and keyhole back.



KELLY GREEN "ENVY" GOWN:

Matte Jersey draped halter gown  
with slits detail.



MELTED CRAYONS "STARLITE" GOWN:

Melted Crayons Silk 2-Ply Crepe bias gown  
with Noir Duchess Satin band detail.



CANARY "MS. PACMAN" DRESS:

French Corded Lace Canary dress  
with sweetheart neckline, sculpted sleeves,  
and keyhole open back.



PAPAYA "GUMMI" DRESS:

Silk Shantung Papaya dress  
with A-line hi-low skirt, cascade bell sleeves,  
and open back.



AZUL "SUPERWOMAN" COAT DRESS:

Peau de Soie wrap coat dress  
with pleated skirt  
and color contrast detail.



TETRIS "IMMORTAL" GOWN:

Tetris Print Silk Chiffon gown  
with draping at bodice, Grosgrain detail,  
Silk/Wool panels, and gathered floor length skirt.



MELTED CRAYONS "LOLLI" DRESS:

Melted Crayons Silk Twill racerback dress  
with pleating details and  
side skirt cascade drape.



WHITE "BOCA DEL CIELO" LOOK:

Cotton Belvedere button down shirt  
with opening detail at sides and sleeves,  
hi-low hem, and sash tie at waist.

Cotton Belvedere  
handkerchief skirt  
with gathering at waist.



TETRIS "PAYAZZO" PANT:

Tetris Print Silk Twill wide leg pant  
with front pleating detail, and  
Noir Duchess Satin waistband.



KELLY GREEN "ENVY" GOWN:

Matte Jersey draped halter gown  
with slits detail.

(Back View)



#### 8-BIT DIGI FLOWER "VARSITY" LOOK:

8-Bit Digi Flower Silk Twill top  
with Noir 24K Gold plated rim buttons,  
Noir Grosgrain detail, and Noir fringe rib detail  
at collar and hems.

8-Bit Digi Flower Silk Twill A-line skirt  
with Noir fringe rib waistband detail.



NOIR "CHA-CHA" LOOK:

Cotton Belvedere hi-low trapeze top  
with split back detail.  
Styled with sash.

Cotton Belvedere pendulum cascade skirt  
with curved seaming detail.



TETRIS "WINGS" DRESS:

Tetris Print Silk Twill trapeze dress with  
open back and wings detail.  
Styled with Tetris sash.



PAPAYA "CAPOTE DE MATADOR" SKIRT:

Silk Shantung hi-low  
sculpted cascade skirt  
with curved seaming detail.



8-BIT DIGI FLOWER "GAME OVER" BALL GOWN:

Digi Flower Print Silk Satin Organza gown  
with asymmetrical front neckline,  
3D pleat detail, ballerina back,  
and full circle ball skirt.

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