

NEW BRANDS ON THE BLOCK

Four boho names to know

We've developed quite the knack for unearthing brilliant brands designed to change your wardrobe for better. For Pre Fall 16, boho is back and more detailed than ever judging by the new arrivals Ulla Johnson, Sea NY, Muzungu Sisters and Talitha. All four put their own admirable spin on the spirit and the flattering modernity of their styles is undeniable. Here's a preview of their covetable collections so you can get a piece, or more, of the action.



@ullajohnson: the designer herself

Ulla Johnson

The born and bred Manhattanite has been weaving the world into her easy, streetwise staples since 2000. This season Czarist embroideries, Afghan embellishments and Japanese florals take centre stage on clean cuts that are often topped with a tassel or two.



Ulla Johnson Pre Fall 2016 Lookbook



@talitha_official: Christie Brinkley wearing the Gypsy top with stylist Anita Patrickson



@talitha_official: Collection moodboard

Talitha

India is the strongest influence on the haute hippy aesthetic that fashion editor Kim Hersov and Shon Randhawa have thoughtfully cultivated. Their printed collections are made in New Delhi so they champion local talent while they're dressed up and down effortlessly.



@muzunguSisters: Muzungu Sisters Pom-Pom Baskets



@muzunguSisters : Co-founder Dana Alikhani wearing the Jasmine dress

Muzungu Sisters

Founders Tatiana Santo Domingo and Dana Alikhani ethically source the beautiful clothing and accessories that their brand offers on their travels. Handcrafted in Italy, India, Hungary and more, they safeguard their artisans' working conditions and promote traditional, timeworn techniques.



Sea Ny Pre Fall 2016 Lookbook

Sea Ny

Monica Paolini and Sean Monahan's New York based brand strikes a charming balance between uptown sophistication and downtown cool. Ready to be worn home and away, the resulting pieces are timeless with impressive surface decoration that heightens their playful versatility.



@seanewyork: Sea Ny's showroom