

THE COLLECTION: BACKYARDS OF MEMORY

Backyards of Memory is a return — not just to a place, but to a feeling.

After losing my mother, I found myself holding tightly to the memories that felt safest, warmest, and most alive. Many of them live in the backyard of my childhood. That space behind the house where time moved slower. Where we played without fear, where clothes hung on lines absorbing sunlight and stories, where laughter, scolding, music, secrets, and silence all coexisted. The backyard was never just a backyard — it was where life happened.

In Nigeria, the backyard carries its own language. It is where you learn freedom before you understand responsibility. Where siblings bond, neighbors drift in and out, and joy exists even in simplicity. It holds evidence of daily labor and quiet celebration — washed clothes drying in the sun, bare feet on warm ground, moments that felt ordinary then, but feel sacred now.

This collection is my way of returning to those memories. Of sitting with nostalgia not as sadness, but as comfort. The garments are shaped by that tenderness — by the way memory softens edges, how protection and vulnerability can exist at the same time. Silhouettes feel easy and familiar, fabrics move gently against the body, and construction reflects layers of emotion, history, and care.

Light and shadow play an important role, just as they did in the backyard — sunlight filtering through hanging clothes, bodies moving in and out of view, moments half-seen yet deeply felt. The clothes respond to the body like memory responds to loss: quietly, honestly, and with intention.

Backyards of Memory is not about recreating the past, but about honoring it. It is about holding on to joy, color, and intimacy after grief. About remembering where love lived, where secrets were kept, and where becoming first began.

THE AESTHETIC

Remaining true to Orange Culture's signature language, Backyards of Memory features:

- Gender-fluid silhouettes that blur traditional boundaries
- Sculptural tailoring balanced with softness and fluidity
- Heritage-inspired fabrics reinterpreted through a modern lens
- A nuanced color palette informed by sunlight, earth, and time

Each look functions as a fragment of memory — familiar yet evolving, personal yet communal.

COLLABORATION & CRAFT

Backyards of Memory is, at its heart, a celebration of collaboration — of shared hands, shared histories, and shared joy. The collection came to life through intimate partnerships with extraordinary African and diasporic talents across Lagos, Accra, and Berlin. Each collaborator brought not just skill, but memory, emotion, and lived experience into the process, making the collection feel deeply human and collectively owned.

- Kisara (Lagos) — Founded by Eki Ogunbor, Kisara collaborated with us to create the handbags for the collection. The bags are inspired by the shekere — a percussion instrument many of us grew up dancing to, singing with, and praising through. Reimagined in sculptural form, the bags carry rhythm, movement, and nostalgia, transforming sound and celebration into tactile objects worn on the body.
- Paolo Sisiano (Lagos) — Nigerian multidisciplinary artist Paolo Sisiano worked closely with us to develop the collection's special prints. Through his

expressive, layered artistic techniques, Paolo translated childlike nostalgia into visual language, allowing memory, playfulness, and emotional depth to live directly on fabric.

- Moni Morgan (Lagos) — Collaborated with us on men's footwear, grounding the looks with strength, intention, and understated elegance.
- Kkerele (Lagos) — Provided women's sandals that brought ease, femininity, and quiet confidence to the collection, perfectly complementing the fluidity of the garments.
- King Daviid (Lagos) — Created custom belts exclusively for the collection, adding crafted detail and individuality to each look.
- Gemz Global (Accra / Berlin) — Cast and created striking hair pieces and accessories used to style the models, bringing sculptural beauty and cultural texture to the presentation.
- In Jewels (Berlin) — Collaborated with us to create beautiful, emotive jewelry that expressed the soul of the collection so poetically, enhancing the storytelling through form, light, and movement.

Beyond these partnerships, we worked hand-in-hand with local artisans whose labor and love are woven into the garments themselves. Crochet Goodie hand-crocheted special pieces; Omonigho Studios brought intricate macramé handwork to life; and local dyers hand-dyed garments — from fringes to candle-wick details — allowing time, touch, and imperfection to remain visible.

This collection is a collaborative labor of deep love — from Lagos, across Africa, and uplifted in Berlin. For Orange Culture, collaboration is not optional; it is a responsibility. Using our platform to uplift others, honor craft,

and tell stories together has always been at the core of who we are. Using our platform to uplift others has always been central to our practice.

ABOUT ORANGE CULTURE

Founded in Lagos by Adebayo Okelawal, Orange Culture is a contemporary fashion brand positioned at the intersection of craftsmanship, activism, and modern luxury. The label challenges conventional ideas of masculinity, identity, and African fashion through emotionally driven collections that merge art, performance, and social commentary.

With a global perspective rooted firmly in African creativity, Orange Culture is known for bold narratives, vibrant color stories, and thoughtful engagement with cultural history. Each collection invites conversation — not only about clothing, but about self-expression, freedom, and the power of storytelling.

COLLECTION CONTINUITY

Backyards of Memory is a continuation of Orange Culture's previous Lagos-presented collection, Letter to Her — an all-white body of work dedicated to Adebayo Okelawal's late mother. While Letter to Her explored grief, purity, and remembrance, Backyards of Memory moves into color and warmth, revisiting joyful nostalgia and childhood intimacy.

It reflects life with her, life in color, and life lived in the backyard — where memories, secrets, and love quietly shaped who we became.

BERLIN FASHION WEEK

Presenting Backyards of Memory in Berlin underscores Orange Culture's ongoing dialogue with global audiences. Known for its progressive spirit and

cultural openness, Berlin provides a fitting stage for a collection that reflects vulnerability, memory, and the beauty of shared human experience.