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The world of... Oyuna



Marie Le Fort

Brought up in Mongolia, Oyuna is an enlightened London based designer. Beyond her contemporary pieces, her name also evokes images of a forgotten land, a scarce commodity or a heroine from an adventure novel.

Cashmere tinged with poetry

When you grow up in the open plains of Mongolia, one can't help but become accustomed to scenes of extreme beauty. And even better still if this beauty happens to manifest itself in the form of the finest cashmere, pulsating with the most subtle of exquisite colours – cloud gray, sienna, airy blue, buttery beige and ginger.

As out of the ordinary as the name of its founder, Oyuna Tserendorj, the world of lifestyle brand Oyuna is geared towards enlightened nomads. It is for travellers who will never tire of the beauty of the world, a silky touch or of a colour palette attuned to a natural abecedarium.

Nomadic spirit and sensitive luxury

To wear an Oyuna knit is to wrap yourself in travel, nourish yourself with poetry, and invoke the immense steppes of Mongolia. And while some find a kind of sensitive luxury in a thread of cashmere, Oyuna sees symbolic landscapes. She is inspired by many links with her native land which she tries to transcribe into her unique creations and unstructured volumes.

Installation by Peter Marigold at the London Design Festival

During the last Design Festival, an installation designed by British designer Peter Marigold perfectly illustrated the philosophy of the brand situated in the heart of South Kensington. Better still, it embodied the nomadic essence and portable yurts of Central Asia through an elegant blackened steel frame and gold supports: arranged in staggered rows to form a rounded space, it served as a rack without breaking up the space. "I wanted to define a semi-open space, draw a structure that is as delicate as the cashmere it displays. A spatial sculpture that was present in the moment, but vanished in the face of others," says Peter Marigold.

Every day from her London studio, Oyuna intently scans the horizon dreaming up throws, scarves, sweaters and travel accessories which transcend the passing seasons.

Working alternately with Monocle, Calvin Klein, Kvadrat, Goyard, Frieze Art Fair or Goop, Gwyneth Paltrow's blog to create unique pieces, Oyuna never ceases to combine an "enlightened nomadism" to give the daily urban routine, a rare form of timelessness.

www.oyuna.com



