

Fashion Collection 2025



FASHION LOOKBOOK

www.shopodwa.co.za
By Millicent Owino



Monochrome

COLLECTION



Fashion Rooted In Culture

The Odwa collection is a vibrant celebration of Luo culture and heritage, blended with modern fashion sensibilities. The result is a unique, eclectic, and stunning clothing line that honors the traditions of the Luo people while embracing contemporary style.



The monochrome color scheme is reminiscent of traditional Luo attire, which often features bold, graphic patterns in black and white. These patterns are not only aesthetically striking but also carry cultural significance:

Black: represents elegance, sophistication, and maturity. It's often associated with wisdom, respect, and authority.

White: symbolizes purity, innocence, and new beginnings. It's also linked to spirituality, hope, and renewal.

By incorporating traditional Luo elements into modern fashion, the Odwa Monochrome Collection contributes to the preservation of Luo cultural heritage



01

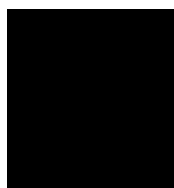
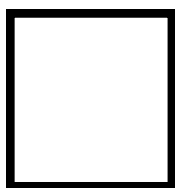
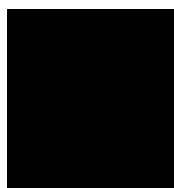


FUNCTIONAL



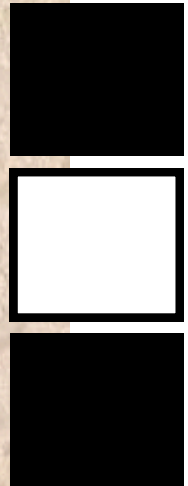
02

ELEGANT



STUNNING

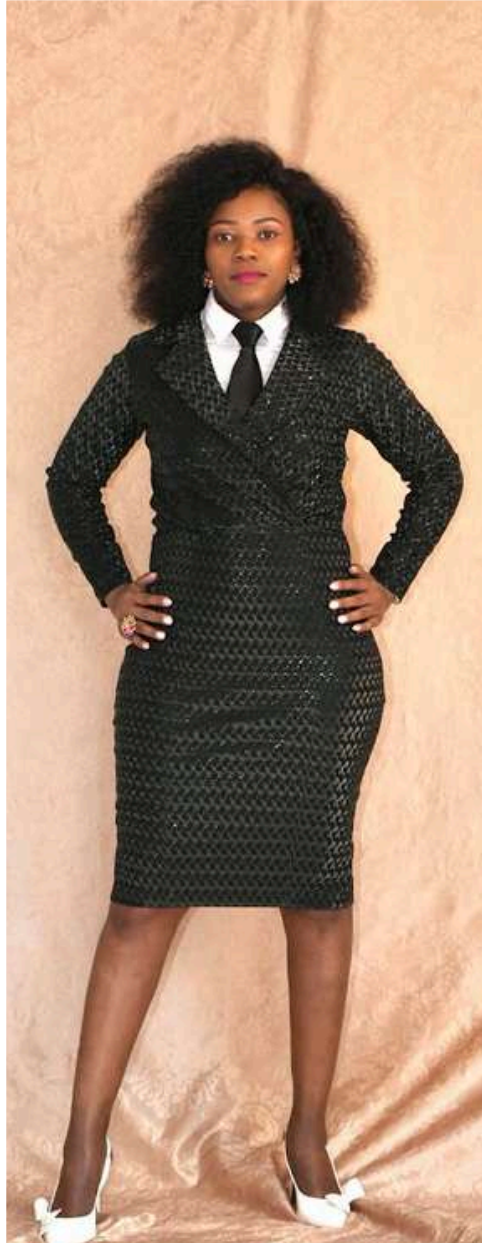
03



MONOCHROME COLLECTION









ODWA

COLLECTION



The Ruffled Skirt

This collection turns the classic ruffle into something easy and wearable, simple at first glance but full of little details that make it playful. These ruffled Skirts bring a fresh take to everyday dressing.

01



STAND OUT FROM
THE CROWD



02

ELEVATE YOUR STYLE



03



Fine Line

Fine line is a sophisticated suit collection that captures tailoring with intention, created for women who lead with quite confidence.



NEW
PRODUCT.



This collection blends precision with personality - with each suit thoughtfully designed to balance structure and ease, these pieces don't just fit; they frame you. Whether you are walking into a meeting or moving through everyday life, these suits are meant to support, reflect and accentuate you.





X

Minimal Outfit

X





X

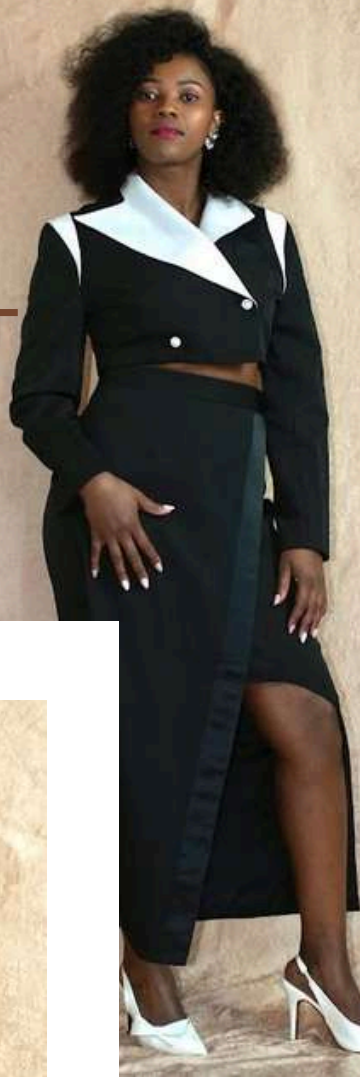
Minimal Outfit

X



ODWA

ELEGANT EDI- TION



Fine Line

This suit duo captures modern elegance, distinct yet complementary, together they offer a polished take on power and presence



NEW FASHION COLLECTION



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ODWA



DENIM EDI- TION.



Ng'ech

Ng'ech meaning crocodile in Luo, is a collection symbolizing quiet strength and resilience. Inspired by the creature's armour & grace. It embodies power worn gently & intentionally.



DENIM FASHION



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DENIM FASHION



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DENIM FASHION



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BOLD

AESTHETICS



Chuhi- A bold collaboration on power, presence and individuality. This collection challenges the raw elegance & fearlessness of the leopard. With strong silhouettes and eye catching prints, each piece demands attention.

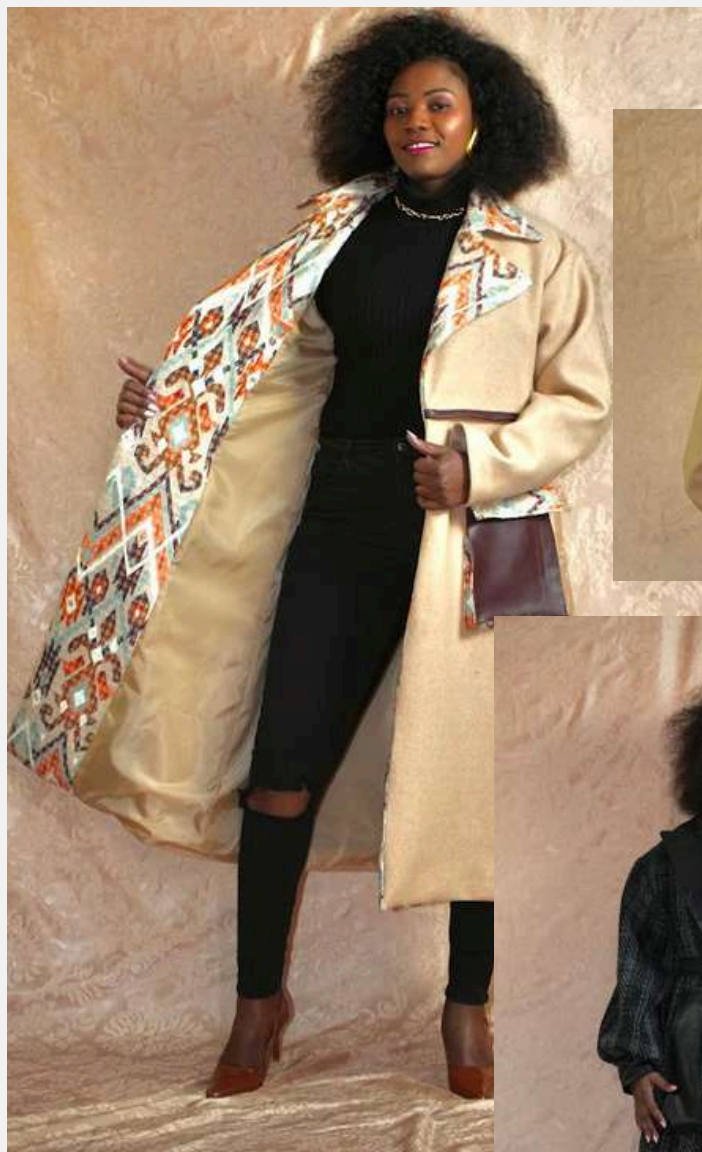


MAUA
COLLECTION

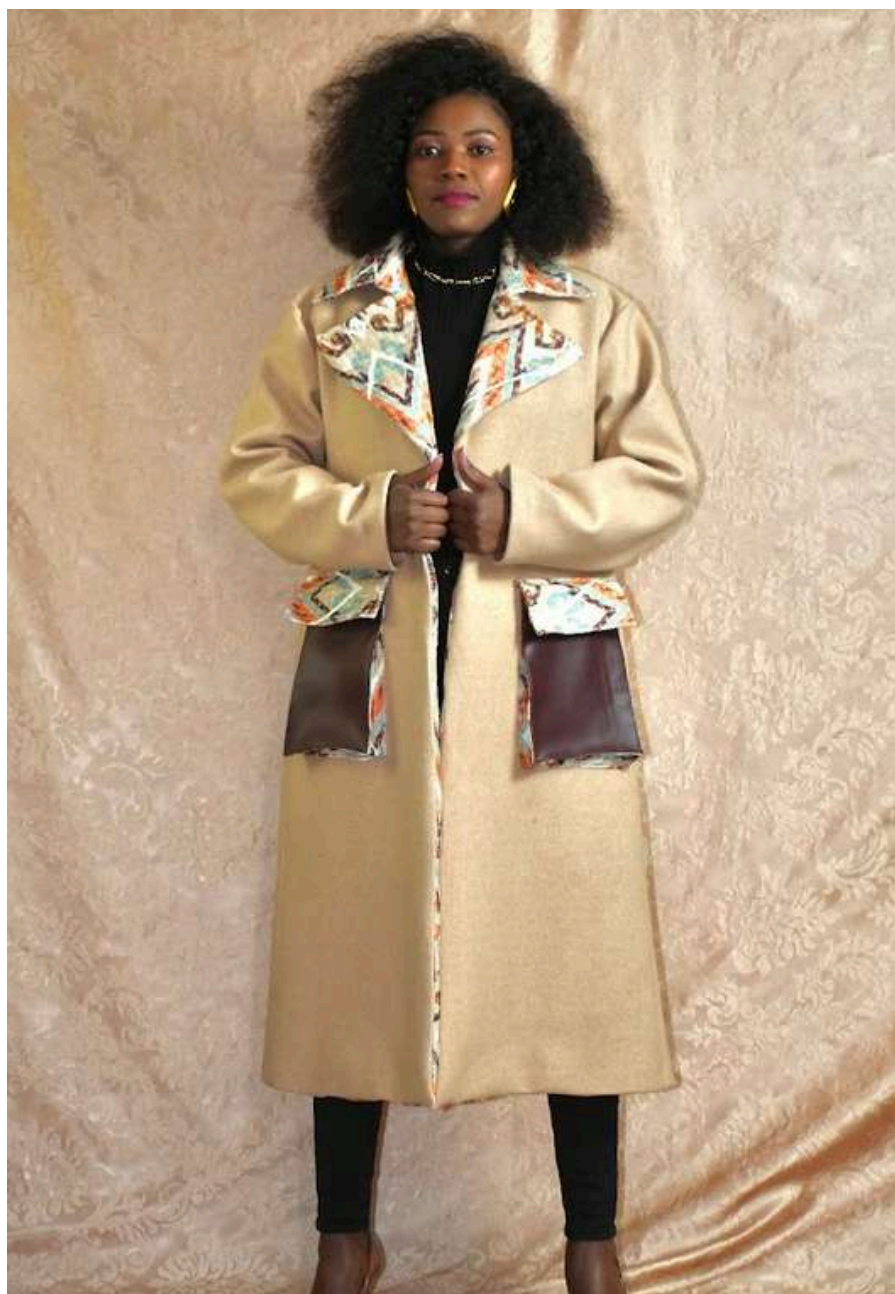
Floral Touch



_Maua_meaning flowers in Luo, is a collection that remained power dressing through the softness & vibrancy of florals. It takes something as delicate as flowers and pairs it with the structure of a suit. Maua offers a fresh perspective on what strength can look like - full of life and colour. These suits are made for those who lead with grace and aren't afraid to stand out.



WINTER *Collection*



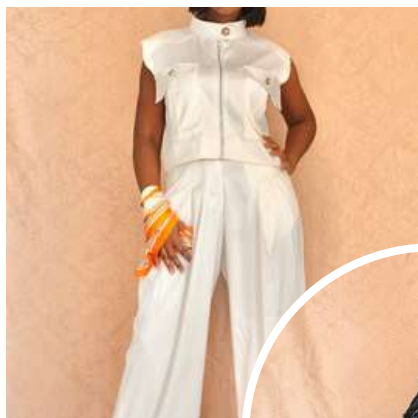
Melton Coat



Tweed Coat

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DESIGNS







