

# KITX: FRESH MIND, FRESH START

■ Charlotte Ng

Just two years after being abruptly dismissed from her eponymous label, Kit Willow has re-emerged and is making waves with her newly born, gracefully designed and ethically focused label, KITX.

Turn the page to discover their latest collection, No. 3.



Photos courtesy of KITX





In late 2013, Kit Willow was ousted from her own company as creative director, due to the controversial decision made by the Apparel Group, who own several Australian fashion household names including SABA, JAG, Sportscraft, and now Willow. As much as this was a shocking surprise to the industry at the time, the effects this dismissal on Kit Willow herself is unimaginable. After all, she is someone who had dedicated her entire self and worked relentlessly to build something creatively awe-inspiring from a single passion.

Yet leave it to Kit Willow to stun us all and bounce back with so much vitality and grace. Just last year in 2015, KITX was launched and greeted with much anticipation and support from her Australian fashion peers and influencers. With her debut collection being viewed at exclusive showcases in Paris Fashion Week, KITX has also piqued interest from international buyers.

And it's no surprise why KITX is gaining such a following; Willow's vision of "a spirit of kindness, integrity and transparency", embedded into the DNA of her label, represent values that speak to all women. Expressing this mantra visually, and ensuring it is never lost from one collection to another, is Willow's attention to creative design. From refined detailing, delicate textures to fluid silhouettes that mirror or reveal the natural lines of a woman's body, these designs reflect the confidence, femininity and allure found within the KITX woman.



What speaks volumes at the core of KITX however, is their commitment to ensuring their product is made such that it minimises harm to and leaves a positive impact on the environment and our planet. This is achieved through a conscious selection of sustainable, high-quality and often hand-woven textiles including organic cottons, linens and hems as well as silk and wool. Some material compositions also incorporate contemporary construction methods, for example, lycra that is made from the plastic rubbish found in the contents of marine litter. Even fastenings are considered, with zips made from recycled bottles and buttons made from vegetable ivory.

Browsing through KITX's website, you will also find comprehensive information on care instructions and environmental impact details. Their linen for example, has been made with little to no chemical fertilizers or pesticides, and their cotton is insecticide free, ensuring no water is polluted. This provides great insight into KITX's process of material and design construction, which a customer does not normally receive.

Aside from Willow's clear awareness of her surroundings and natural environment, she also has a deep understanding for helping those less fortunate. Currently, KITX are selling wristbands made from recycled bullet casings by artisans in Cambodia. This is in support for the Igniting Change Foundation that works towards creating opportunities and jobs for those in need.

While KITX is still young, it has a wealth of experience coming from Kit Willow and from the harmonious balance of highly designed yet organically conceived collections already, it seems as though KITX is beginning to develop into an Australian staple. And with the 'X' is their name representing the future and the unknown, I'm excited for what's to come.



