

# s u d i e t u z

## Sudi Etuz, SS22

Sudi Etuz interprets the Legend of Anavarza rising from her hometown, Adana, in her SS22 collection, which she will present as part of Fashion Week Istanbul. The story presents a panorama between the past and the present, between reality and simulation, by envisaging the Anavarza Castle, where the legend takes place, in today's Adana. The film, which creates a kind of fusion with references to the historical places in the background and the urban life of Adana, deals with the elements of love and conflict in an epic form.

According to the legend interpreted by Sudi Etuz in the movie SS22, the heir to the King of Fog, who desires the beautiful daughter of the King of Anavarza, is considered a prototype of today's ghetto culture from Adana Hürriyet District. With his unique hairstyle and clothing, the costume of the young man, which is a reference to arabesque urban culture, is presented to the audience from Sudi Etuz's perspective. The other suitor of the beautiful princess, the son of the King of Misis, is portrayed as a street dancer in the film. The heir of the Misis King, waving to the audience among the skateboarders in Atatürk Park, which is one of the few places that keeps the street culture of the city alive, prepares to become a side of a fierce battle in the coming moments.

In the film, two fencers from the Hacettepe University Conservatory, who are theater actors, appear in the film as the ambassadors of respective kingdoms in various action scenes. Together with Huri Murphy, a dancer of the Istanbul Modern Dance Ensemble, who plays the king's young beautiful daughter, we watch all the characters in various locations ranging from Anavarza Castle to Kazancılar Bazaar, from Atatürk Park to a romantic gondola scene on the Seyhan River. The major element that makes up the plot of the movie is that it constantly makes you feel like, the whole story takes place in a world of video games. We realize that the main character, which we are familiar with from the previous season film of Sudi Etuz, is an avatar and is looking for ways of escaping the game. From time to time with a winking narrative of magical realism, Sudi Etuz prepares all sides of love and war for the big duel stage with the audience.

The collection consists of 35 pieces that come to life with tulle, sustainable denim fabrics, sustainable linen, and recycled polyester scallops, bearing the signature of Sudi Etuz. In the balance of white and black, pastel tones of blue, yellow and beige accompany the warmth of the season. Micro tops combined with different lacing techniques in bra form, acrylic bead detailed semi-transparent denim trousers are combined with Güneş Dericioğlu's bags and accessories.

FWI, organized by the Istanbul Apparel Exporters' Association (İHKİB) under the guidance of the Ministry of Trade is supported by the Turkey Promotion Group (TTG), which operates under the Turkish Exporters Assembly (TIM). FWI is carried out in cooperation with the Fashion Designers Association (MTD) and Istanbul Fashion Academy (IMA).

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## FILM CREW

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STYLING ASSISTANT	: FURKAN ÇELİK
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HAIR DESIGN ASSISTANT	: SUAT ÜRÜN
MAKEUP ARTIST	: ÖZGE ÖZMEN
BAGS AND ACCESSORIES	: GÜNEŞ DERİCİOĞLU
CASTING	: ÖZGE BİLİCİ
	HURİ MURPHY
	DOĞANAY KÜÇÜKALTAN
	İLAYDA ORKUT
	ŞEVVAL ÖZTAY
	MUSTAFA ÖZÇELİK
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