











# #crackback

A collection by YawsCreations

BAKAU, my neighborhood is the starting point of this collection. I am surrounded by boys and girls and a family of artisans renowned for their expertise in making **BATIK**; an ancient traditional technique used by the Sarahuli tribe. Developing this collection was a partnership and an expression of mutual love and respect between YawsCreations, the Artisans of my neighborhood and everything in nature - the sky and tall trees which gave birth to a unique collection **#CRACKBACK**

The collection is afro-Eurocentric fusion with a twist of Bohemian, made using a **BATIK** technique called **CRACK**. This collection pays an homage to the traditions and artisans of The Gambia, expressed in the blue, green and brown colours, inspired by nature and love for **BAKAU**.

# About YawsCreations





Yaws is a Gambian clothing brand established in 2007 by Ms Awa Conateh, the creative director of the Yaws brand. Although Awa lived and trained in fashion design abroad, she is currently based in The Gambia and celebrates her strong African heritage through her designs. A vibrant strong women, her passion to develop arts and culture is reflected in her work. Awa always maintains her originality in her concepts; a nod to her heritage – this is who I am and **"I cannot be anyone else other than myself"**







# Inspired by nature



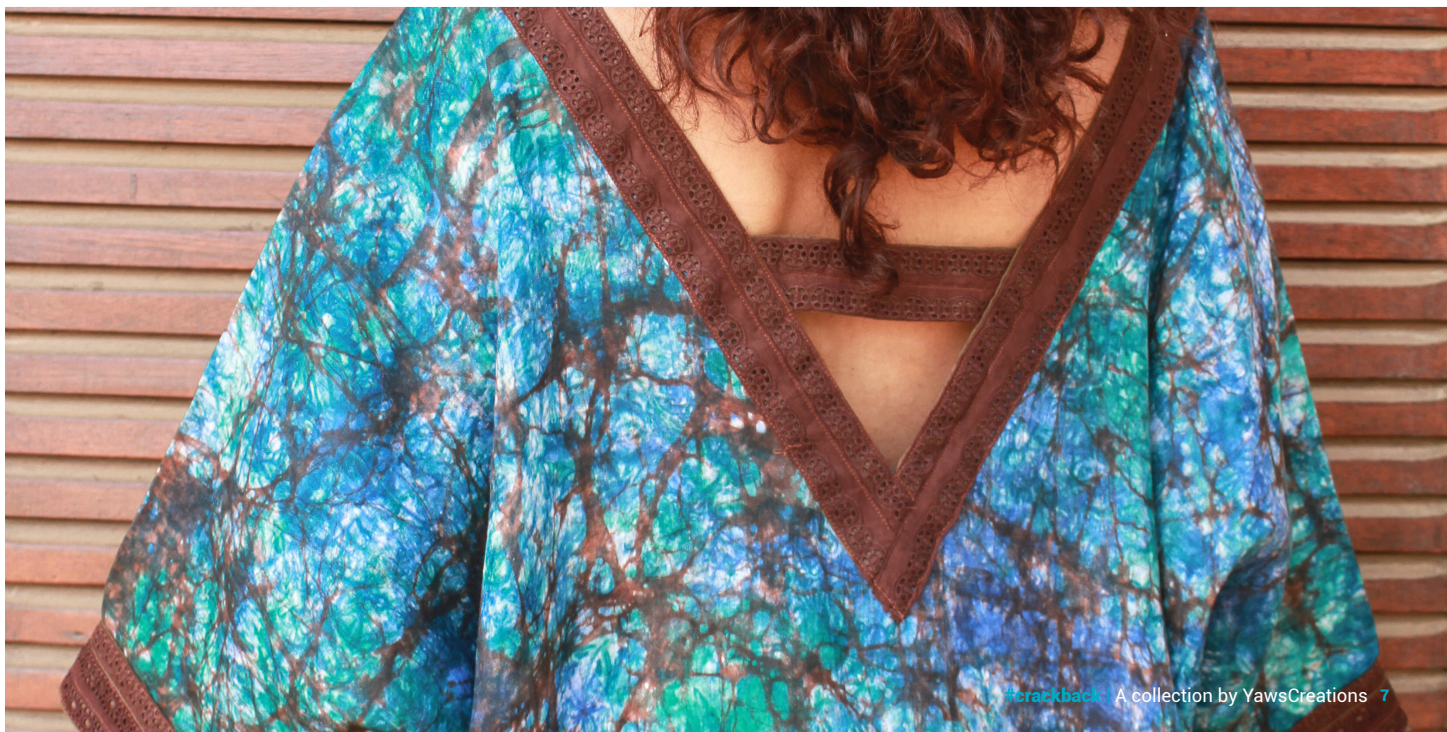








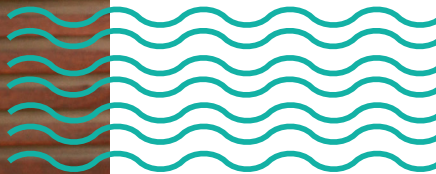








# Afro- Eurocentric fusion



























**“I cannot be  
anyone else  
other than  
myself”**

















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