



Zoë

LIMITED EDITION

ARTIST SERIES

sereni & shentel
MADE IN BORNEO



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In August 2013, Sereni & Shentel will be launching their third installation of their Artist Series collection where the brand collaborates with up and coming artists to create a range of limited edition headbands. This third collection was designed in collaboration with Australian artist Zoë Patterson.

Zoë is a Taiwanese born, Sydney based painter / poet. Zoë has had solo exhibitions at the Arthouse Hotel, Ampersand Paddington, Artsbar in Paddington and has been part of group exhibitions at Tap Gallery, Darlinghurst. Her art has sold both locally and internationally, including to international law firm Holman Fenwick Willan.

Being Borneo based designers, Sereni & Shentel were drawn to a jungle animal theme for this collaboration. Zoë's art collection called Out Of The Ark which features animal portraits done in acrylic paint, pencil and graphite were the basis of the collaboration.

Zoë has created 5 different animal themed illustrations which are digitally printed on silk for Sereni & Shentel's Artist Series. The illustrations are made into Sereni & Shentel's popular Block Party design and will be available to purchase at RM150 in August on their online store www.sereniandshentel.com. Only 20 limited pieces of headbands will be available for each design.



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