



"Way To Freedom" is a heritage project, centred around Afro hair and traditional hair styles. Afro hair has become a symbol of black power and pride. Among Africans, styling their hair is more than just Fashion. These elaborated looks that could take hours to make most times carries a message and also represent one's identity.

In the past hair was considered to have a spiritual importance and posses power, it was seen as the most elevator part of the body and it was the conduit for gods and spirits to reach the soul. Braids also became a lifesaving tool, for they were used as mapping escape routes.

And today, black hair is a way to reclaim an identity and freedom to showcase who we are. Inspiration was also taken from the rich Ghanaian culture, especially focusing on royalty and Kente cloth.

The aim of this brand is to promote diversity and it is for people that want to grow and find their identity to be free. The brand takes inspiration from Afro hair, creating interesting shapes and details for a unique look.

In order to spice it up and have 3D shapes included in our garment we decided to merge African masks as well, which also carries a powerful symbol.

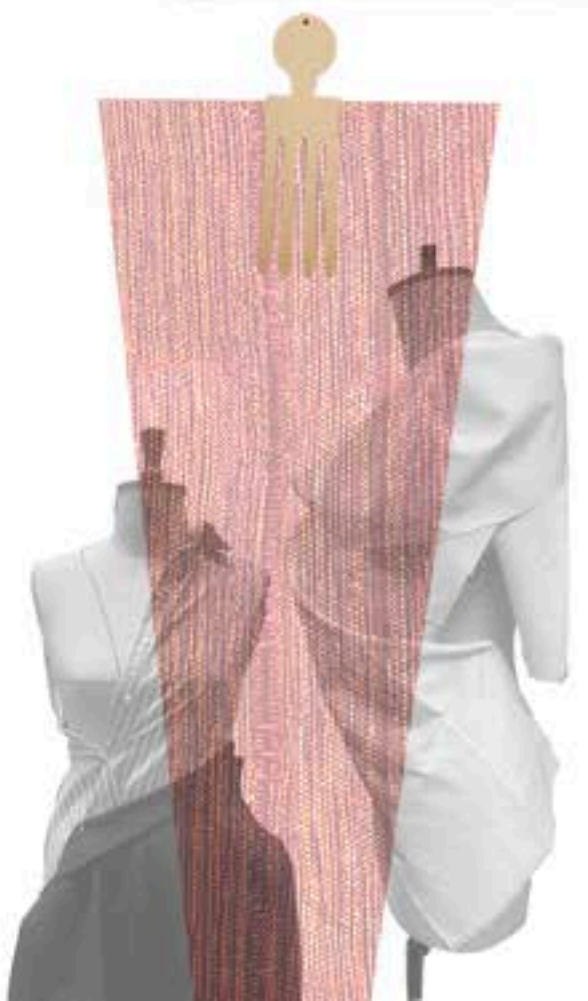
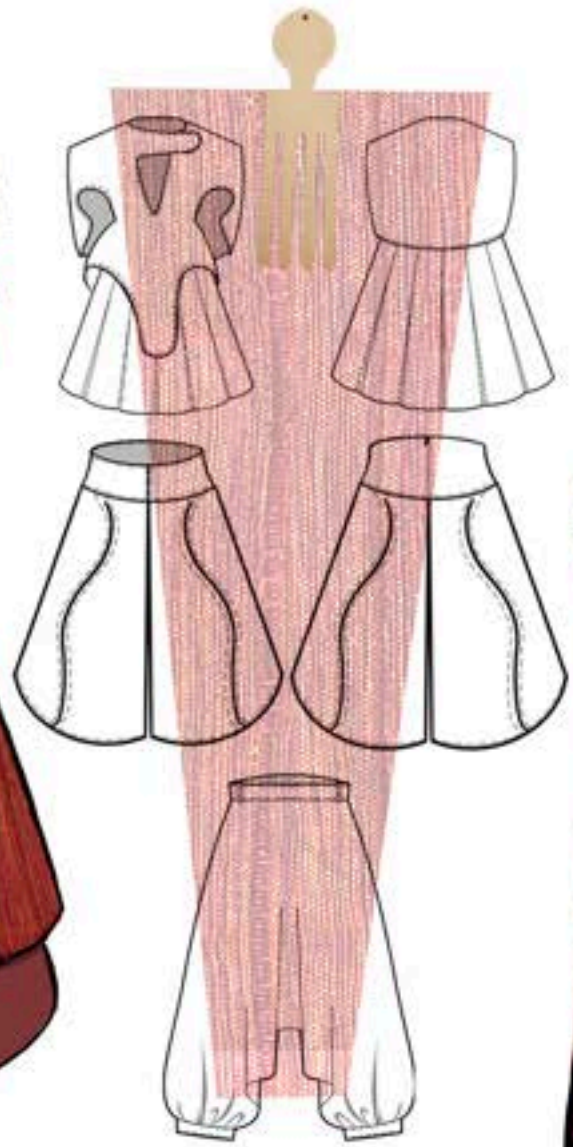






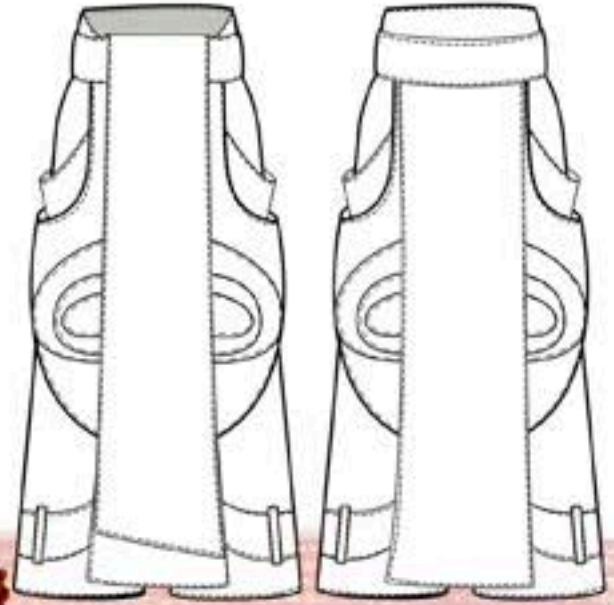
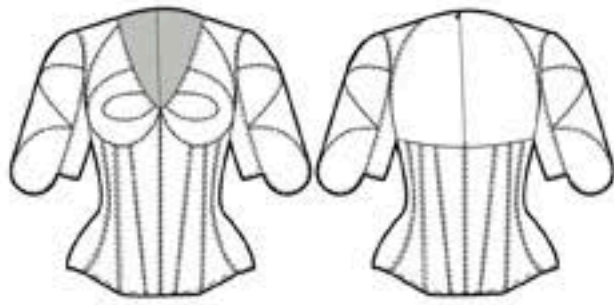








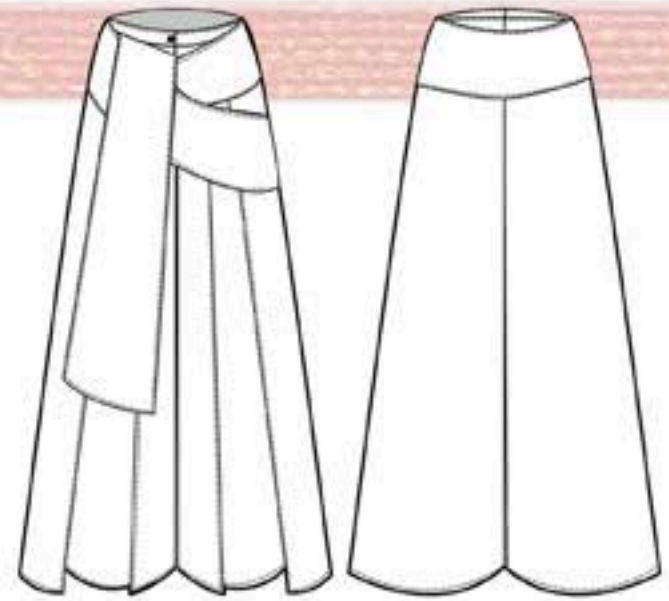
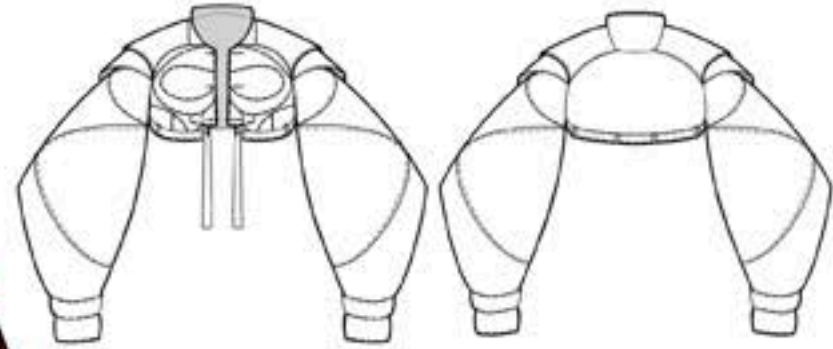
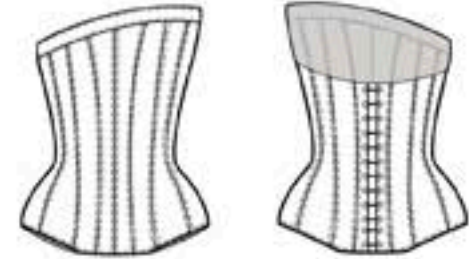
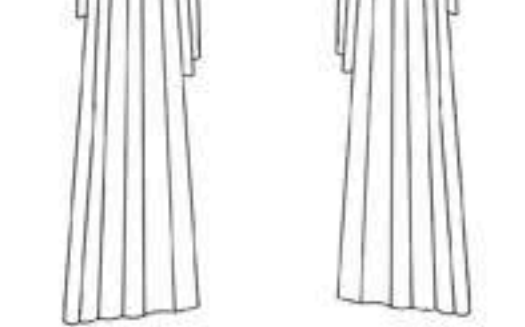
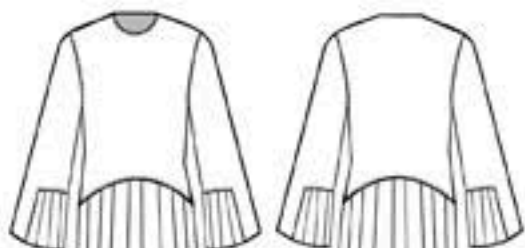
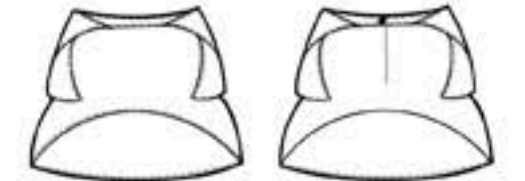




LOOK ONE



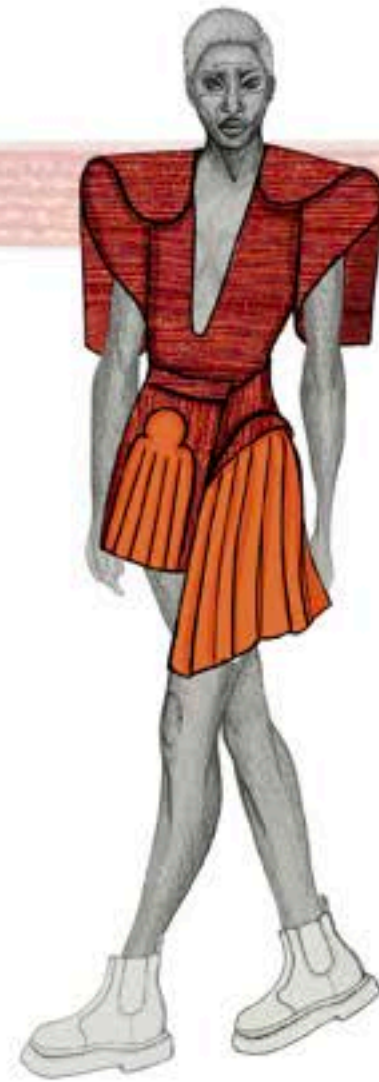
LOOK THREE



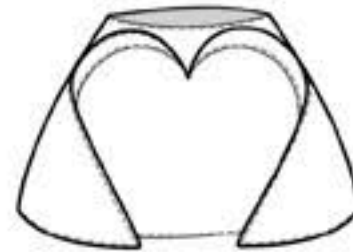
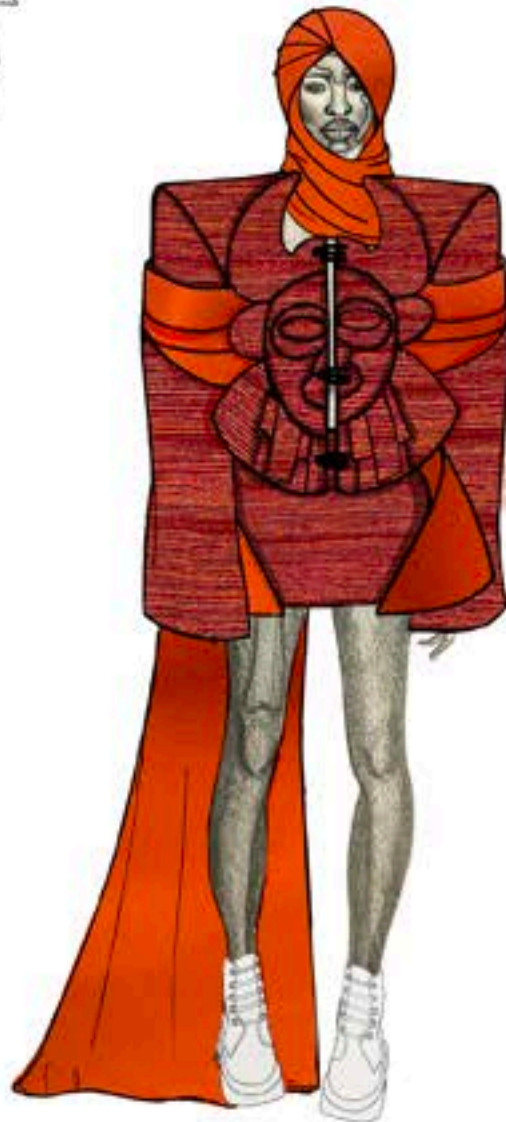
LOOK TWO



LOOK SIX



LOOK FOUR



LOOK FIVE



