

RESIDENT LIFESTYLE

LIVING THE LIFESTYLE RAW CLOTH

PHOTOGRAPHY MARK AND TIM



Led by Rhonda, Jo, Kerrie and Christine - four strong women who put design first - Raw Cloth has been designing and crafting their own unique ready to wear designer outfits for all generations of Territorians.



DRESSING ALL GENERATIONS

Their creations have featured stunning bold, beautiful, top-quality textiles from around the globe. An all-time favourite is Helsinki-based Marimekko. Known for its boldness, unconstrained young energy and creativity with no regard for rules or borderlines, Marimekko filled a grey sensual vacuum with colour, and its fabrics struck a chord among circles sharing the same ideals.

Maija Isola, a textile designer with Marimekko always wanted to choose the motifs for her design freely and developed a series of naturalistic and stylised floral fabrics, one of them being Unikko. This was the first floral pattern ever accepted by Marimekko and has since become Marimekko's most iconic and best-loved design, recognised globally. 'Unikko comes in a fabulous array of colours,' said Rhonda Dunne, a Raw Cloth owner. 'It's so universal it looks outstanding on everyone.'

With over 21 years in the couture business, Raw Cloth, like Marimekko, is now creating garments with the joy and flavour of life for every generation, from babies through to grandmothers. 'It brings the eventual owner and us so much joy,' adds Rhonda. 'No two pieces are the same. Everything we create is shaped and fashioned by what we love.'

Like Marimekko, Raw Cloth is celebrated throughout Darwin and the Territory for its alternative to a grey and conventional fashion world. They have created artistic, functional, festive, organic and timeless designs that empower their owners to be happy and joyful. You'll find something for all the family at Raw Cloth, Shop 1, 132 Smith Street Darwin (next to IGA) T: 8985 2305 'We are shaped and fashioned by what we love...'



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