

# THE OUTNET

THE OUTNET x ROKSANDA for the charity Malaika

Luxury online retailer THE OUTNET is pleased to announce the launch of an exclusive collection in collaboration with designer brand Roksanda and the non-profit organization Malaika. A percentage of proceeds from the sales of this capsule will be donated to Malaika, a charity which aims to empower young girls and their communities through education and health programs in the Democratic Republic of the Congo (DRC). The charity was founded in 2007 by international model and philanthropist Noëlla Coursaris Musunka, a personal supporter of Roksanda.

With her signature artistic influence, Roksanda champions color and clever cuts for this curated capsule collection; offering reinterpretations of both the bold and subtle moments that have shaped her archive. Inspired primarily by the important concept of circular economy in the fashion industry, positivity and change, the collection features some of Roksanda's renowned sculptural shapes, prints, fabrics and vibrant colors from past collections – and aims to address how femininity and empowerment can be shown in both strength and vulnerability.

Empowerment is a key value for Roksanda and an element that her designs have embodied since the conception of her label in 2005. She aims to protect and shelter in lifting and empowering women with her clothing, whatever their walk of life. Similarly, Malaika's mission is to empower young girls and communities in the DRC through education and health programs, something that resonates closely to Roksanda, as mother to her 8-year-old daughter. It is this powerful synergy in their goal to support girls and women through their work that brings the two together for this project with THE OUTNET, who has previously supported charities including mothers2mothers, Smart Works and Women for Women International through global initiatives.

To celebrate the collaboration, THE OUTNET asked girls supported by the Malaika charity, living in the DRC to contribute to the project by coloring shapes related to the Roksanda collection. These colorful pictures were then used as the backdrop for the creative campaign featuring Noëlla Coursaris Musunka.

"We are thrilled to be working with Roksanda on this beautiful capsule for THE OUTNET. Roksanda is renowned for her signature designs, making her loved by our customers worldwide. We are proud and excited about this collaboration, as well as being able to support the wonderful work Noëlla and Malaika are doing to help empower girls in the DRC. We send our utmost gratitude to the children who helped create background artwork and thank both Roksanda and Noëlla for their kind support in bringing this project to life." – **Emma Mortimer, Managing Director at THE OUTNET**

"I was first aware of Noëlla when I saw her wearing my clothes, she looked so incredible, elegant and most importantly, inspiring wearing them. I instantly wanted to know more about her and learned about the work that she does with the charity Malaika. I felt an immediate connection as I think there are many similarities between us, both as women and mothers to young daughters, but also in our work. Noëlla aims to empower girls and young women through education while my aim is to support, lift and shelter them through my designs, creating a soft armor for life's daily challenges. I feel that we both want to make a small but hopefully significant change in the world through this concept of empowerment. Equally, I felt a duty to address a more circular economy at this time when fashion is moving faster than ever. It is so important for us as designers to now slow down, to think and to be more conscious about the way in which our customer is consuming clothes. In relooking at treasured archive materials and some of my most favorite and signature cuts from the past, this opportunity with THE OUTNET has given me the perfect platform to do this." – **Roksanda Ilincic**

"We are so excited for this opportunity to partner with Roksanda and THE OUTNET, two women-led companies that are joining us in our efforts to empower girls around the world. This collection is elegant and strong; representing the feminine mindset in a way that is a joy to wear. Malaika believes in working with companies that demonstrate the value of women's leadership, and this collaboration reinforces this belief. As we work with our students to help them become the female leaders of tomorrow, we want to

show them examples of women succeeding -- as businesswomen, as artists, as scientists and as creative thinkers. Roksanda and THE OUTNET are helping us to do just this, and our students are equally excited as they have been asked to contribute artwork for the campaign! One 10-year-old grade 6 student, Abigael, told us, "I really liked the coloring of the forms, it represents, for me, the freedom of expression". We look forward to all the creative energy that this collaboration will spark!" – **Noëlla Coursaris Musunka**,

The collection will launch globally on site on 24<sup>th</sup> January 2019 at THE OUTNET.

<https://www.theoutnet.com/campaign/exclusive-roksanda-ilincic-collection>

[www.malaika.org](http://www.malaika.org)

## EDITORS NOTES

### ABOUT THE OUTNET

Launched in 2009 by the people behind [NET-A-PORTER.COM](http://NET-A-PORTER.COM), THE OUTNET has established itself as the go-to destination for the global, style-conscious shopper looking for the best designer products at great prices. THE OUTNET stocks an unparalleled selection of previous-season designer fashion from over 350 brands, as well as exclusive collaborations with high-profile designer labels and its in-house label, Iris & Ink. With express worldwide shipping to over 100 countries (including same-day delivery in Brooklyn, Manhattan and Queens), a seamless shopping experience across mobile, tablet and desktop and a Customer Care team fluent in 14 languages, available 24/7, 365 days a year.

### ABOUT ROKSANDA

Roksanda Ilincic is one of the most recognisable fashion personalities in London, where she has built a burgeoning business as one of the city's foremost luxury designers. The reputation of her multiple-award-winning design house, ROKSANDA, extends across the globe, while its four annual ready-to-wear collections are all conceived in the designer's busy East London studio – close to where she lives with her husband and young daughter. Originally from Serbia, Roksanda was encouraged to indulge her love of clothing and fashion imagery from an early age. However, she chose to begin her journey by studying both subjects of architecture and applied arts at the University of Belgrade, a period that proved crucial in opening her up to the possibilities of modernist design. Upon graduating, Roksanda furthered her education and cemented her direction into fashion by enrolling on the fashion MA at Central St Martin's, under the tutorage of the late Louise Wilson. Since the inception of her eponymous label in 2005, Roksanda Ilincic has become widely renowned for striking colour palettes, bold use of shape, flattering fit and an unexpected use of texture and detail. By blurring the line between day and eveningwear, each season offers chic wardrobe staples through a unique but innately feminine approach to luxury fashion. Today the ROKSANDA brand is synonymous with modern elegance and red carpet dressing, and counts a host of influential and inspirational women among its followers, from Michelle Obama and the Duchess of Cambridge to Jessica Chastain and Cate Blanchett. The opening of her first store at 9 Mount Street marked a rebrand of the label to ROKSANDA – a reflection on Roksanda's own signature simplicity – and a milestone in the company's expanding global reach.

### ABOUT [MALAIKA.ORG](http://MALAIKA.ORG)

Malaika ([malaika.org](http://malaika.org)) aims to change the narrative about the Democratic Republic of Congo (DRC). Founded in 2007 by international model and female African leader, Noella Coursaris Musunka, Malaika's mission is to empower Congolese girls and their communities through education and health programs. It has been shown that an educated girl will increase her future earnings by approximately 10-20% for each additional year of schooling she receives. In addition, she will reinvest most of her earnings back into her family and community. These are key factors in a nation's socioeconomic development, and yet girls still face immense obstacles in obtaining an education in the DRC. Malaika works to mobilize resources so that more girls can receive the best schooling possible, providing them with greater choices, opportunities, and the capacity to make informed decisions about themselves and their country. Over the past decade, working with the Kalebuka community in south-eastern DRC, Malaika has built a free school to bring education and healthcare to more than 300 girls. The Malaika school provides its students with a holistic curriculum that teaches literacy, languages, STEM, health, civics, and arts. Since many of the girls struggle with malnutrition, the school also provides each girl with two nutritious meals per day and regular health check-ups. Malaika has also grown to impact the surrounding community through its community center, which offers vocational, health, and sports programs to more than 7,000 youth and adults, and through its system of 17 new and refurbished wells, which supply clean water to more than 30,000 people annually. Malaika's integrative model of education and health can be adopted and replicated in communities around the world.

### ABOUT NOËLLA COURSARIS MUSUNKA

Noëlla was born in the Democratic Republic of Congo to a Cypriot father and a Congolese mother. After witnessing firsthand the poverty and lack of opportunity for women in the country, Noëlla promised herself that she would one day make a difference. While studying business management, Noëlla was discovered and chosen to appear in a

campaign for AGENT PROVOCATEUR. A career as an international model then followed, which took Noëlla from the pages of fashion magazines like VOGUE, ELLE and VANITY FAIR to a global stage. As she travelled the world, she discovered a platform from which to share her passion for human rights. In 2007, Noëlla founded [MALAIKA](#), a nonprofit grassroots organization that empowers Congolese girls and their communities through education and health programs. Malaika's projects are impacting tens of thousands of people's lives and are all offered completely free of charge. Noëlla works tirelessly to cultivate the power of education and has reached out beyond the village of Kalebuka, the nation of the DRC and the continent of Africa in order to engage with communities on a global scale and invite them to be a part of her education revolution. Noëlla's efforts have made her one of the most sought-after speakers on the subject of girls' education. An advocate for peace, she has spoken to countless audiences as far-ranging as UNICEF and the UK Parliament and has appeared several times alongside former President Bill Clinton on Clinton Global Initiative panels and Princess Caroline of Hanover at the annual AMADE plenary sessions. Noëlla has been interviewed about her philanthropic work on global news outlets such as CNN and the BBC, has given a TED talk and presented in front of top executives from multinationals like SAP and T-Systems. Noëlla has also been named one of ELLE'S incredible women shaping Africa, one of Porter's incredible women inspiring change and one of Lifestyles' most powerful women in philanthropy. In 2017 Noëlla was appointed Global Ambassador for the internationally renowned and prestigious Global Fund, based in Geneva. In this capacity she works alongside her fellow ambassadors (which include Charlize Theron, Carla Bruni-Sarkozy and Bono) to fight AIDS, Tuberculosis and Malaria by drawing attention to the need for more investments in health and education, particularly amongst young women. She was also invited as a guest speaker at the prestigious World Innovation Summit for Education 2017, keynote speaker at the World Economic Forum 2018 in Davos and co-host at The Commonwealth Exchange Exhibition 2018 which launched at Buckingham Palace with the Duchess of Cambridge. Most recently Noëlla spoke alongside Julianne Moore, Arizona Muse, Livia and Colin Firth at Baselworld 2018 to announce Chopard's commitment to using 100% ethically sourced gold. Alongside being a mother to two young children, Noëlla continues to work as a model and is the one of the Global Ambassadors of MAX FACTOR and American makeup brand BLACK OPAL, but now her passion is to *model with meaning*, using her profile to raise awareness for causes she believes in as a mother, a feminist and a believer in the intrinsic human right to education, health and opportunity.