

MAR
THA
SMROF
FORMS

THE
LOOM
BOOK.

[2020]





WEAR
THE ART.

THE BRAND.

THE LOOM BOOK 2020.



Weaving together many thousands of threads of information into all manner of thoughts, feelings, memories and ideas...

Unique handbags, embroidered, crocheted, woven on the traditional loom called "Argalios" combining a twist of modern features. The result is art you wear and use, reflecting the eminent personality of the Designer Artist, with endless twists to also match the personality of the wearer.

Luxurious yet Natural, Functional yet Stylish and Contemporary yet Timeless, all of **Martha Forms** creations is an effort to weave a web of connection with the world. Wear the Art!



[Martha Forms are created using **Natural Eco-Friendly and Organic Fibers**. These Fibers are made of Silks, Wools & Cottons.]

THE ARTIST.

[in her own words]

“Art enables us to find ourselves and lose ourselves at the same time.”

This adorable route began a few years back... Designing, creating, weaving, crocheting, embroidering, cottons, linens, iridescents, silks, illuminative leathers, suedes, blends that sparkle originality thus make a difference.

After all, it is all about wishes and blessings! I have always loved to create, to sew, to embroider, to innovate, to mix and match, to add spice, to enlarge imagination, to grasp new techniques. Creativity is an endless process of connecting things and bring them to life!

Having earned my BA (Hons) in Fashion Design in London, worked as a Freelance Designer and in various studios, I flew back to Cyprus.

Here, I created my own brand, working mainly on women's wear, organizing fashion shows and windows. Deciding to divert route, I worked on importing branded Italian clothing and accessories.

Wiser from all experiences, I have consciously returned to my wish, my blessing, my art and **Martha Forms** arrived at its final destination: To develop all imaginative ideas into loving, original and unique hand bags; Pouches, clutches, bag packs, shoulder, shopping, beach;

“Creativity is contagious, pass it on!”

*Martha Charalambous
Christodoulidou*



THE LOOM.

[argalios]



The art of weaving on the loom [Argalios] is a method of a textile production in which two distinct set of yarns or threads, called warp and weft, are interacted at right angles to form a fabric or cloth.

WEAVE:

1. Form [fabric or a fabric item] by interacting long threads passing in one direction with others at a right angle to them.
2. Make [a complex story or pattern] from a number of interconnected elements.



[LOOMY]



IMAGINE.

Luxurious yet Natural.



[SIMPLE ANGEL]



INVENT.

Functional yet Stylish.



[INDIE]



[CLASSY]



[INDIE_back]



[CLASSY_back]

IMAGINE. INVENT. FABRICATE. CONSTRUCT

CREATE. CONTRIVE. SPIN. WEAR THE ART.



[OAK]



[OAK_back]



[MERLINE]



[PEACH]

FABRICATE.

Contemporary yet Timeless.



[STONE]



[MAGNETIC]



[TOTE BROCADE]



[TOTE WOVEN]



[STARS]



[STARS_back]



[STRIPS]

IMAGINE. INVENT. FABRICATE. CONSTRUCT

CREATE. CONTRIVE. SPIN. WEAR THE ART.



[TAGARI]



[VERTICAL]



[BUNCH]



[TRADITIONAL STRIPS]



[KILIM_pouch]



[KILIM_clutch]





[ANGEL]



[MOON]

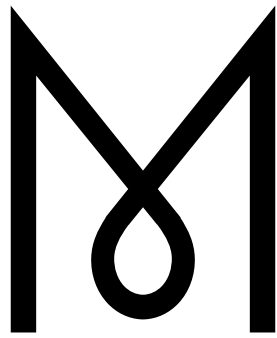


[VOID]

CREATE.

A Connection with the world.

THE LOOM BOOK 2020.



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