

TG Botanical Autumn-Winter 2024

The new TG Botanical Autumn-Winter 2024 collection is inspired by a concept of “māteria”, which the designer considers to be the only objective reality possible — the one we can sense. This season Tetyana Chumak seeks for inspiration in natural textures, which form the māteria of our being.

The collection refers to the various surfaces of the earth — the soil, the field as seen from a bird view, and the volcanic desert. The designer tries to recreate them in the collection with various materials, using distinctive trimming methods, such as quilting, distressing, and stitching with elastic threads. These methods help the designer to make each garment more tactile and interactive in terms of the wearer’s senses.

The collection consists of easy-to-wear separates, textured knits, bustier dresses, and more. The color palette is neutral with an emphasis on earthy hues — khaki, graphite, volcanic gray — and a bright splash of light green.

TG Botanical introduces the very first collaboration with Dasha Tsapenko’s bio-atelier in the AW24 collection. Artist Dasha Tsapenko made a unique selection of knitted styles made of natural plant-based yarn and inoculated with spores of polypore fungus. This project is a manifest of collaboration and co-creation in its broadest sense: between brands (TG Botanical x Atelier Dasha Tsapenko), disciplines, countries and between species (human x fungi).

TG Botanical AW24 collection is an expression of the unique primal energy hidden in earth — the giving and taking source of life on the planet. With the new collection the designer Tetyana Chumak wants to remind us that we are all māteria and it can be as dark as it can be celestial.

About TG Botanical:

TG Botanical is a sustainable fashion brand that was founded in 2021 by Ukrainian designer Tetyana Chumak. Tetyana's passion for nature stems from her upbringing in a family of Ukrainian farmers. She returned to her roots during the first lockdown and created TG Botanical, a clothing line where nature and technology are in tune.

The brand produces contemporary womenswear with a focus on raw materials — fibers like hemp, linen, cotton, and nettle. The garments are dyed using traditional methods and raw ingredients. TG Botanical uses experimental techniques for dyeing fabrics with plant pigments obtained from tansy flowers, acorns, onion husks and coffee beans.

TG Botanical puts a strong emphasis on ethical production practices. The collections are manufactured in-house and for each product, it is clear how and where it was made.

Tetyana takes pride in leading a team of 30 talented women, and during the war in Ukraine, she focused her efforts on supporting her employees, using all available means to help maintain their jobs. Tetyana and her team strive to prove that a modern wardrobe can and should be more conscious, and continue to work on developing new fabrics and techniques to reduce the impact on the environment season by season.

TG Botanical's first catwalk show was part of the official CPHFW FW23 schedule, where designer Tatiana Chumak became one of the three finalists of the Zalando Sustainability Award. The brand's first standalone catwalk show took place during Copenhagen Fashion Week SS24 season.