

PRESS RELEASE

Launching on
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exclusively on Sarenza.com



SARENZA 20 NATACHA BIRDS



Daydreaming artist, passionate illustrator-painter, die-hard Insta'girl, this winter Natacha Birds opens the doors of her world to us. A dedicated and committed "woman-flower", she puts her heart and her brushstrokes into a capsule collection of scarves and jewellery designed with Sarenza, where female bodies are blended with nature. A vision of femininity that is both gentle and powerful, reminiscent of our own.

“EVERY
WOMAN
IS A
FLOWER”





SWEET NATACHA

Natacha is a woman, a mother, an entrepreneur.

Birds is a signature, an atelier, a universe.

Natacha Birds is a name that sounds like a poem.

After attending art school in Paris and experiencing several Internet ventures, Natacha now devotes herself to her lifelong love, oil painting, and in recent months, ceramics. Cocooned with her family in the Dordogne, she surrounds herself with those she loves, doing what she loves.

“I enjoy the substance of the paint, the slightly raised layers, the interplay of shading and blending. I feel that a canvas is a vast page of a book which you can almost lose yourself in.” A canvas, a scarf: whatever the medium, with Natacha, art is an invitation to travel, a window into a world coloured by imagination.



“UNE TOILE
REPRÉSENTE
UN CHAPITRE
DE MON
HISTOIRE”



FLOWER (WOMEN) POWER

“Every woman is a flower. Like flowers, women have their own physical and emotional characteristics, their own unique characteristics, their own strengths and weaknesses. When they come together, the flower women combine their energies, creating bouquets and protecting each other.” A symbol of communion between man and nature, Natacha’s artistic concept, which can be found on all four scarves in the collection, is powerful. The drape of the fabric transforms these women, these flowers, which come to life as if by magic: “It’s so beautiful!”

The theme: purple, forever. Based on this colour, the young woman imagines a complete spectrum of colours. “It’s the colour of dreams, of the intangible. I experience it through skin, veins, and also in nature, in petals. There is a softness that I don’t find in other colours.” These scarves are complemented by gilded brass jewellery, a necklace and earrings, Natacha’s favourite accessories, which once again put this precious flower-woman in the spotlight.





Scarves: €89
Necklace: €59
Earrings: €59

"SEEING
THE PAINTINGS
FOLD INTO
A SQUARE IS
SO BEAUTIFUL".





As it does every season,
in addition to its exclusive
collections, Sarenza continues
to grow and enrich itself by
developing collaborations with
brands and personalities as
passionate as they are exciting:
Elsa Muse, Daphné Bürki, salut
beauté, Elise Chalmin, ron ron
and today, Natacha Birds.

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