

SULAAH™

FASHIONED FOR THE SOCIALLY FREE

Lost Files does not follow traditional fashion editorial rules. While the garments remain central, they are experienced through storytelling rather than display—allowing fashion to function as narrative, evidence, and emotional record.



SULAAH
ARCHIVING THE UNUSUAL

The Stories We Carry

Lost Files is a collection of digital stories of our lives — including 111 hours of film, 100,000 photos, and 80,000 hours of audio — each story is a unique experience to be explored.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.



LOST FILES garment design — scheduled for deployment in Q3

SULAAH
ARCHIVING THE UNUSUAL

Voices of the Griots

Lost Files 2021
The voices of the griots

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.



SULAAH
ARCHIVING THE UNUSUAL



Lost Files 2021
The voices of the griots

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

These stories are the most intimate of our lives — the stories we carry with us, the stories we tell, the stories we live. They are the stories that shape us, the stories that define us, the stories that make us who we are.

THE GRIOT
Witness. Keeper. Guide.



THE GRIOT garment design — scheduled for deployment in Q3

INSIDE LOST FILES

An immersive archive of fashion, film, sound, and memory.



SULAAH™

FASHIONED FOR THE SOCIALLY FREE

The Stories We Carry

Lost Files is structured through a series of narrative worlds—including 72 Hour Hold, Concrete Bloom, and BUTTS, to name a few—each examining what it means to remain present in the aftermath.

These stories live within the individual at moments when movement is suspended: when one is asked to pause, to endure, to stay steady while the rupture continues to echo. They capture the internal negotiations that occur after impact—when survival is no longer urgent, but its residue remains.

Across these worlds, the body becomes a site of memory. Stillness is not rest, but resistance. Pushing through does not mean resolution—it means holding shape while the weight of what has happened settles in.

Lost Files does not rush toward healing. It lingers with the aftermath, honoring the quiet endurance required to exist fully while carrying what cannot yet be released.



LOST FILES garment concept — scheduled for development in CLO.

SULAAH™
FASHIONED FOR THE SOCIALLY FREE

Voices of the Griots

Lost Files gather
ers voices—
the voices of the griots.

Those once silenced.
Those once forgotten.

Voices buried beneath shame,
history,
pain—
now reclaiming their power.

This is not nostalgia.
We do not whisper our truth.

We archive.
We break.
We remember.

The thorn did not destroy her.
It revealed what she never forgot.

From the Lost Files.



SULAAH™

FASHIONED FOR THE SOCIALLY FREE



The Griot is the witness within Lost Files. She enters each narrative world, observes what happened there, and introduces the audience to what the archive contains.

She does not arrive to resolve the story. She carries context, memory, contradiction, and the evidence left behind.

Across film, fashion, music, and written narrative, the Griot connects each world without collapsing its differences. Her presence transforms separate stories into a living archive.

She does not speak over those whose stories she encounters. She makes space for them to be seen, heard, and remembered.

THE GRIOT

Witness. Keeper. Guide.



THE GRIOT garment concept — scheduled for development in CLO.

SULAAH™

FASHIONED FOR THE SOCIALLY FREE

TECHNOLOGY IN SERVICE OF STORY

Lost Files reimagines the magazine as an immersive experience where fashion, music, film, and visual storytelling extend beyond the page. AI and digital tools allow SULA AH to construct original narrative worlds, translate sketched designs into three-dimensional garments through CLO, and develop visual imagery and soundscapes without relying exclusively on restrictive stock libraries, existing footage, or pre-published music.

This expanded creative toolkit enables SULA AH to represent a broader range of bodies, identities, and cultural perspectives while maintaining human direction at every stage. Technology accelerates visualization; it does not replace authorship. Every concept is conceived, selected, edited, and refined through a human editorial vision.

AI is the instrument. The final work remains unmistakably human.



LOST FILES garment concept — scheduled for development in CLO.

THE LOST FILES EXPERIENCE

Where the archive comes alive.

LOST FILES is envisioned to culminate in an immersive live fashion experience where original garments, cinematic film, music, emerging technology, and the visual language of SULA AH Magazine converge within one environment.

The proposed experience would move Issue V beyond the page—bringing its narrative worlds, characters, sound, imagery, and fashion into motion before a live audience.

More than a traditional runway presentation, it is designed as the closing chapter of LOST FILES and a threshold into SULA AH Issue VI.



FASHION — Original garments move from concept and CLO development to the runway.

FILM — Cinematic worlds extend the narrative beyond the printed page.

MUSIC — Original sound shapes the emotional and temporal experience.

TECHNOLOGY — Digital tools connect the physical runway to an immersive visual environment.

Technology and AI act as amplifiers, expanding access, preserving voices historically gatekept, and enabling new modes of authorship outside traditional power structures.

SULAAH™

FASHIONED FOR THE SOCIALLY FREE

SULAAH Magazine is an independent arts and fashion publication built around immersive thematic issues. It brings together editorial writing, photography, fashion, music, film, and cultural criticism to examine identity, memory, transformation, and social freedom.

Each issue functions as both a publication and a visual archive. From Caribbean Serenade and Diversity through Strength, RAGE, and now Lost Files, SULAAH builds distinct creative worlds rather than collections of unrelated content.

Distributed through global digital newsstands, including Zinio, SULAAH preserves independent voices while developing new relationships among image, sound, story, and cultural record.



Creating a Cinematic Editorial Experience

A structured overview of the key phases in developing the project
LOST FILES

Pre-Production

The narrative world is defined through concept, casting, locations, wardrobe, visual language, and sound. Every detail establishes the emotional foundation of the project.

Production

The vision enters motion. Fashion, performance, cinematography, and sound are captured as interconnected parts of a living editorial world.

Post-Production

Footage, music, imagery, and editorial design are shaped into a unified cinematic language—turning separate elements into one immersive narrative.

Final Review

Every component is evaluated for narrative clarity, visual continuity, technical quality, and alignment with the SULA AH editorial vision.

Launch and Distribution

The completed work moves across the magazine, press room, film platforms, social channels, and live experiences—carrying the story beyond the page.

CURRENT STATUS — ACTIVE PRODUCTION

Selected film and sound components are already in release while editorial and garment development continue. Because Lost Files is interdisciplinary, these phases overlap rather than occurring as a strictly linear sequence.



ARTIFACT I: CONCRETE BLOOM

From captured fragment to wearable archive.

Concrete Bloom began with an original photograph taken by SULAAH. Within the fractured pavement, she recognized a visual language of rupture, endurance, and new growth.

The photograph became the foundation of a LOST FILES narrative world—expanding through visual storytelling, wearable art, and original garment designs envisioned for the LOST FILES fashion experience.

THE FIRST ARTIFACTS

The Concrete Bloom scarves are the first physical artifacts brought to life from this world.

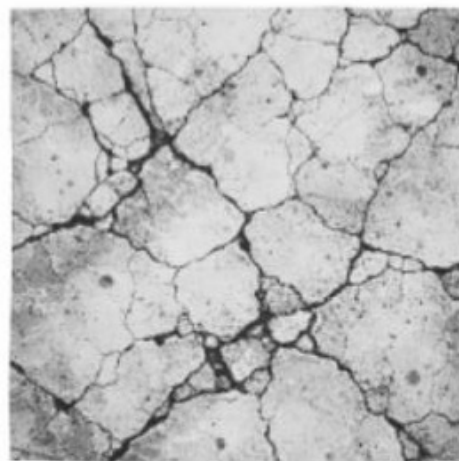
The original photograph has been translated into textile—preserving its fractures, weathered surfaces, and evidence of survival.

Photography becomes narrative.
Narrative becomes textile.
Textile becomes fashion.
Fashion becomes experience.



SULAAH™
FASHIONED FOR THE SOCIALLY FREE

CONCRETE BLOOM: WEARABLE ART



ARMOR DENSE

A deeper, earth-toned interpretation of the original photograph. Armor Dense carries the weight and texture of weathered concrete, translating rupture into a grounded piece of wearable art.

ARMOR LIGHT

A stark, high-contrast interpretation of Concrete Bloom. Armor Light reveals the fracture lines more sharply, creating a quieter piece with a strong architectural presence.

Each design is available as a 45.3 × 45.3-inch scarf, designed to be worn as a wrap or shawl and produced to order through Contrado.

[EXPLORE THE COLLECTION →](#)

SULAAH: LOST FILES

A FISCALLY SPONSORED PROJECT OF FRACTURED ATLAS

Lost Files is the fifth issue of SULAAH Magazine and an interdisciplinary editorial arts project centered on the theme “Reclaiming What Was Lost.”

Through written narrative, photography, AI-assisted couture concepts, 3D garment development, music, video, and visual art, the project explores how people recover buried parts of themselves and reinvent their identities through sound, memory, fashion, visual storytelling, and evolving technology.

Lost Files will be presented as a digital and print magazine supported by editorial imagery, essays, music releases, lyric videos, visual campaigns, and future public exhibitions or screenings.

SUPPORT LOST FILES THROUGH FRACTURED ATLAS →



D I S T R I B U T I O N

SULAAH™
FASHIONED FOR THE SOCIALLY FREE

WWW.SULAAH.COM



<https://www.zinio.com/publications/sulaah/44662>

CONTACT
SULAAH@SULAAH.COM