

APPAREL AND ACCESSORIES

Off-White names new art director

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Ibrahim Kamara, known familiarly as Ib Kamara, is the new artistic director of Off-White. Image credit: Off-White

By LUXURY DAILY NEWS SERVICE

Luxury streetwear brand Off-White has announced Ibrahim Kamara as its newest art and image director five months since the passing of the brand's founder, Virgil Abloh.

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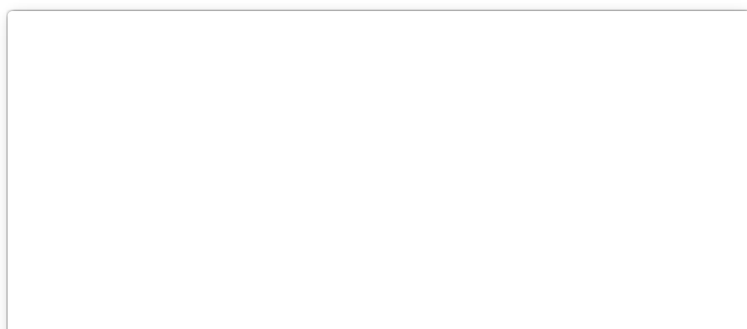
Mr. Kamara began his creative and professional relationship with Mr. Abloh and the Off-White brand three years ago when they exchanged direct messages over Instagram. In his new role, Mr. Kamara will continue to develop his influence and understanding of the brand's collections and content.

"In the wake of Virgil's tragic passing, we have been working tirelessly to keep his legacy alive and the brand relevant as a point of reference and platform in constant evolution," said Andrea Grilli, CEO of **Off-White**, in an Instagram caption.

"Inspired by Virgil's vision and approach to his art we have nourished a collective of creative minds that represent the best in their category and have a strong and personal connection with Virgil," he said. "Having Ibrahim on board, who has been part of the Off-White family for years styling our shows, to oversee art and creative of the brand in this next chapter is a great honor."

Passing the torch

Similar to the late Mr. Abloh, Mr. Kamara is a remarkably talented stylist and creative force who has served as a fashion editor for *i-D*, the editor in chief of *Dazed* and has worked with iconic brands such as Burberry and Louis Vuitton.



[View this post on Instagram](#)

A post shared by Ib Kamara (@ibkamara)

Following Mr. Abloh's untimely death late last year, there was overwhelming support from the fashion industry and beyond

In November 2021, he was given the Isabella Blow Award at the British Fashion Council's Fashion Awards.

Following Off-White's announcement of the new role on social media, Mr. Kamara posted to his own Instagram account.

"Virgil will forever be with us; with me," he wrote in his caption. "He changed the world and left an indelible mark on anyone who encountered him and beyond.

"Generous with his time, mind and creativity, he saw everyone and created with all humans in mind," he continued. "I am honored to further link my ties to Off-White as their Art & Image Director and be a part of the team that will tell the rest of the story Virgil started writing for us all."

The unexpected death of Virgil Abloh, founder of Off-White and men's artistic director at Louis Vuitton with a reputation for pushing boundaries, left a dearth of visionary talent at LVMH Mot Hennessy Louis Vuitton and the luxury industry itself.

Hailed as an innovator, Mr. Abloh made history in 2018 when he became the first Black designer to hold an artistic director role at the French fashion house. His death at the age of 41 on Nov. 28 came months after LVMH expanded its relationship with the designer ([see story](#)).

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