



baye
2022

changemaking collection SS22

A journey into the dynamics of knitwear and life, the inaugural **baye** Collection takes its inspiration from Swiss psychologist Carl Jung's theory of archetypes. These are fundamental personalities and characters that recur across varied cultures and epochs (represented through myth, art and folklore); the psychological building blocks which could be said to constitute the basis of a 'universal' human experience.

A vital aspect of this theory is the mystical experience of engaging with the spirit, so powerfully expressed in the works of Irish painters Jack B Yeats and Anna Hryniewicz. In the portrayal of ideas and of the self, a common thread runs through the works of painting and knitwear. Every fibre, thread, colour and stitch run parallel to the brush strokes such painters employ in the expression of spirit.

The Changemaker Collection interprets these concepts, and is crafted from consciously sourced natural, organic and recycled materials. The painter's joyful colour palette is reimagined in knit through bold colour combinations in confident silhouettes, relaxed and subtle in their styling. Just as art aficionados are instinctively drawn to certain paintings that resonate with them, we too are drawn to clothing that resonates and speaks to us, expressing our individual archetypes.

The **baye** 2022 Collection is the tangible embodiment of these Jungian concepts through the lens of Irish painters, which allows individuals to creatively, meaningfully, and consciously express their personalities through clothing. Each piece in the Changemaking Collection bears a name inspired by the Jung's archetype theory, and is expertly crafted in our workshop in County Donegal, Ireland.

organic cotton

Our organic cotton is GOTS (Global Organic Textile Standard) certified meaning that the yarn processes from field to cone considers the environment. Spun from durable and non-toxic fibers, organic cotton is grown using low impact environmental practices and systems that replenish the earth.

Our colours are unique to us, each blend is thoughtfully hand-picked and carefully twisted to give us an exclusive joyful colour palette.



01. Cobolt



02. Silva



04. La Joya



03. Ash

The Visionary







The Changermaker





Digital Craft

All knitted fabrics are constructed using knit and purl stitches; they are the foundation blocks of the virtually infinite number of stitch variations in knitwear. Exploring the possibilities in Irish knitwear for a new generation, these key fundamentals were revisited and reworked to build fabrics that showcase the beauty of their original integrity, while having a contemporary relevance.

The act of hand-knitting is a meditative and mesmerizing process; over and over, loops are formed to create the knit and purl stitches by clacking needles, unifying the fabric. The rhythmic sounds and visuals of the knitting machine creating loops of knit and purl stitches similarly casts an enchanting spell. Just as each hand-knitter has their own handwriting and quirks, so too do knitting machines. They take a while to wake-up, they need to take breaks, they do not like being cold, and they prefer a dryer air. Each one has its own personality which designers and operators come to understand and respect.

The SS22 Changemaker Collection is a celebration of the beautiful simplicity found in generations of fabric-making expressed by embracing the nuances of the modern machine. The result is a pared back and considered aesthetic for a new generation.





recycled fibres

Our recycled yarn gives life to previously loved cotton, polyester and linen. These yarns are wonderfully textured with a distinctive look and feel. The linen content adds its characteristic paper feel whilst the cotton and polyester create a crease free fabric. The combination of the fibres creates a subtle hypnotising fleck throughout each colour way.

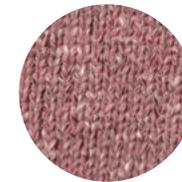
We are dedicated to refining and innovating our design & making processes and were inspired by this yarn to re-use swatches in the design development process to create our final designs.



23. Hazelnut



03. Mustard



14. Pink



17. Sky Blue

The Rebel





The Mischief





The Bright

natural fibres

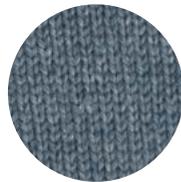
Our signature blend of Merino lambswool and cotton create lightweight pieces. A breathable yet durable yarn, the wool content provides natural wicking properties to regulate body temperature whilst cotton creates a structure and drape that delicately structures silhouette.



01. Freesia



09. Solar Power



04. Sapphire



05. Silver



02. Fuchsia



10. Amber

The Sage





The Romance

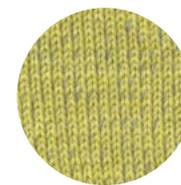
The natural fibre range explores colour theory techniques that span across the creative arts. Fasinated by painters blending colour to transform individual shades, we explored coresponding knitting techniques by introducing solid colour garments, mixing contrast trim elements and through use of the plating technique. A process that layers yarn by trailing a second yarn behind the primary colour to create colour variations that are naturally blended by the mind's eye.



01. Bernie



02. Gloria



07. Sylvia



06. Annie

The Bold



01. Lizzy



02. Floyd



05. Kim



06. Cat



The Index



Cover Page

21W05K - The Bold
Contrast Rib C/n
Natural Fibre Yarn
55% Merino Lambswool
45% Cotton
Colour: 01. Lizzy



Page 5

21W11C - The Advocate
Drop Shoulder Coatigan
Organic Cotton Yarn
100% GOTS Certified
Organic Cotton
Colour: 04. La Joya



Page 2

21W09C - The Visionary
Double Seed High Neck Pullover
Organic Cotton Yarn
100% GOTS Certified
Organic Cotton
Colour: 04. La Joya



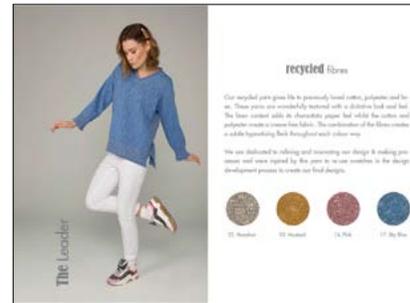
Page 6

21W12P - The Mischief
Three Colour Integrated V/n
Recycled Fibre Yarn
33% CO 29% RE CO 21%
RE PL 17% RE LI
Colour: 01. Spring



Page 3

21W09C - The Visionary
Double Seed High Neck Pullover
Organic Cotton Yarn
100% GOTS Certified
Organic Cotton
Colour: 03. Ash



Page 7

21W08P - The Leader
Easy V/n Pullover
Recycled Fibre Yarn
33% CO 29% RE CO 21%
RE PL 17% RE LI
Colour: 17. Sky Blue



Page 4

21W06C - The Changemaker
Ultra Tunic Pullover
Organic Cotton Yarn
100% GOTS Certified
Organic Cotton
Colour: 02. Silva



Page 8

21W02P - The Rebel
Cropped Tunic Pullover
Recycled Fibre Yarn
33% CO 29% RE CO 21%
RE PL 17% RE LI
Colour: 14. Pink

The Index



Page 9

21W06C - The Changemaker
 Three Colour Integrated V/n
 Recycled Fibre Yarn
 33% CO 29% RE CO 21%
 RE PL 17% RE LI
 Colour Left: 01. Spring
 Colour Right: 02. Summer



Page 13

21W05K - The Bold
 Contrast Pullover
 Natural Fibre Yarn
 55% Merino Lambswool
 45% Cotton
 Colour: 02. Floyd



Page 10

21W14K - The Bright
 Ultra Contrast Cuff Pullover
 Natural Fibre Yarn
 55% Merino Lambswool
 45% Cotton
 Colour: 02. Floyd



Back Cover

21W04K - The Sage
 Wave V/k with Roll Pullover
 Natural Fibre Yarn
 55% Merino Lambswool
 45% Cotton
 Colour: 09. Solar Power



Page 11

21W04K - The Sage
 Wave V/k with Roll Pullover
 Natural Fibre Yarn
 55% Merino Lambswool
 45% Cotton
 Colour: 01. Freesia



Page 12

21W01K - The Romance
 Ultra Plated Roll N/k Pullover
 Natural Fibre Yarn
 55% Merino Lambswool
 45% Cotton
 Colour: 06. Annie

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a special thanks

Photography: Suzy McCanny
Hair & Make Up Artist: Michelle Anderson
Model: Emily Meuleman
Agency: Not Another Agency

Thank you to the great team of artisan makers in Donegal Bay that crafted the SS22 **baye** Changemaking Collection, thank you to our crew on the shoot for translating our expression into a reality, and thank you to everyone that played a part in bringing **baye** to life!

Shot on location in Sligo Town, County Sligo, Ireland

A woman with her hair pulled back, wearing a bright yellow V-neck knit sweater, stands against a textured green wall. She is looking upwards and to the left. She holds a bouquet of colorful flowers (orange, yellow, purple) in a white bag. The text 'baye 2022' is printed in pink on the right side of the image.

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