Bel Kazan founder Belinda Kazanci opens a new store in Los Angeles

By Chenu Alexis  •  August 19, 2022

At Row DTLA, the former address of American Apparel's workshops, the new boutique of the ready-to-wear brand Bel Kazan has just opened. On the walls, the "bohemian chic" tapestries signed by the artist Abeer Maktabi and some pop-Japanese prints set the tone for the location.

Debuting in mid-August, the boutique of designer Belinda Kazanci (opened in partnership with Mae Ho), showcases her collections such as dresses, tunics, kimonos, jumpsuits with colorful prints, featuring geometric and ethnic patterns, tiger figures and wild stripes. Original handmade prints and Batik are all inspired by the atmosphere and nature of Bali, the Indonesian island the designer loves.

"I grew up in a family of textile entrepreneurs in Istanbul, Turkey, says Kazanci, but I started out as a musician, singer and songwriter in an electro-pop band. My love for clothing, stage costume existed, but it wasn't until a dear encounter that I discovered Bali, fell in love with their traditional spirit, with the history of sarongs and thought of a new, more personal story."

Produced entirely in East Bali, and in a limited series, the Bel Kazan wardrobe comes out of a factory purchased by the designer a few years ago. Twenty-five artisans, some trained entirely on the job, are present there all year round. A recycling program has also been set up using fabric scraps and offered to workers who design collections of baby clothes, floor mats and pillows.
In addition to ready-to-wear, the boutique also features a collection of accessories from other brands ranging from wide belts to purses, earrings, cushions, linens, mules, tableware and ceramics in the same shimmering, colorful tones.

Founded in 2004, the Bel Kazan brand quickly became known thanks to distribution in Nordstrom stores in the United States, then in Anthropologie stores, and through the many celebrities who have worn the brand, from Jessica Alba to Sofia Vergara and Eva Longoria.

"If our priority has long been wholesale, with more than 1,000 points of sale that distribute our products today, the pandemic episode invites us to focus more and more our efforts on online sales, explains Belinda Kazanci. We operate with three showrooms in the United States, in Dallas, Atlanta and New York, and we are focusing on our recent store opening."
After a first opening store in Bali, followed by an office-boutique in the Echo Park neighborhood, the Bel Kazan brand had opened a second address in Los Angeles in 2020 in the Los Feliz neighborhood, one month before the lockdown related to the pandemic. "Row DTLA concentrates everything I love, friendly and creative brands, and our space was first thought as a communautiy space. A gallery-like store made to meet our clientele and to exhibit artists."

The Bel Kazan brand will offer, in the coming weeks, a first garment for men around a patterned shirt and is preparing collaborations for the last quarter of the year.

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