

SWAROVSKI

PARIS FASHION WEEK

THE SWAROVSKI COLLECTIVE SPRING/SUMMER 2015



From left to right: Damir Doma, Christian Wijnants, Iris Van Herpen, Masha Ma
Download pictures from Backstage Photographer: Jason Lloyd-Evans and Catwalk Photographer: Dan Lecca
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Paris, 1st October 2014: This season newcomers **Damir Doma**, **Christian Wijnants** and **Iris Van Herpen** joined existing Swarovski Collective member **Masha Ma** in showcasing groundbreaking craftsmanship with crystal during Paris Fashion Week.

Founded in 1999 following Nadja Swarovski's collaboration with a young Alexander McQueen and Isabella Blow, the Swarovski Collective encourages emerging and established designers to explore the creative boundaries of crystal use and craftsmanship. Swarovski has enhanced the Swarovski Collective support program, which spans New York, London and Paris Fashion Weeks, by offering the designers year-long financial and crystal product support, plus the chance to win the €25,000 Swarovski Collective Award for Innovation.

Damir Doma – September 24th, 2pm – Palais de Tokyo

Damir Doma experimented with crystal for the first time this season and used crystals to delicately embellish panels of the more utilitarian garments of his collection such as oversized sash coats, tunic shift dresses and relaxed trouser suits, where clusters of jet crystals were embroidered around the cuffs.

The designer said, *“For me it is really important to take well considered decisions. It’s the first time that I have worked with Swarovski crystals and it’s also a new experience for me to work so decoratively. It was crucial to find a texture that looks genuine, humble and shows a modern and new luxury.”*

Christian Wijnants – September 25th, 7pm – Palais de Tokyo

Newcomer Christian Wijnants presented a collection of relaxed silhouettes including simple shift dresses, wide culottes and bombers made from interesting fabrics including coated linen and latex. Swarovski crystals were hand embroidered in crochet chains, adding a playful yet striking element to the collection.

“The Collective is a great opportunity for a designer to work with Swarovski crystals. I have been dreaming to use them for a long time in my work. It is very exciting but also a challenge to experiment with this material.”

Iris Van Herpen – September 30th, 4.30pm – Centre Georges Pompidou

Iris Van Herpen explores the interplay of magnetic forces. By thoroughly examining the representation of dynamic forces of attraction and repulsion, the designer fuses nature and technology. Emphasizing light and shadow play, the minimalist color palette of black, white, midnight blue, and nude allows the designer to concentrate on the garments' structure. Micro webs of lace veil and reveal the luminescent flow of crystal forms, while triacetate features punctuate the soft drapes and volumes.

"I am very excited to immerse the beauty of the Swarovski crystal within my next collection. I find beauty in the continual shaping of chaos which clearly embodies the primordial power of nature's performance."

Masha Ma – October 1st, 11am – Garage Turenne

Continuing her exploration of biospherical elements, this season Masha Ma leads us to the remains of an urban garden. Ravaged, over the years, by city life, one can still discover elements of beauty hidden in between the concrete. A more body conscious silhouette that is playing with elements of restriction is juxtaposed with softened volumes and elements of sportswear, thus creating a youthful and contemporary yet more sensual incarnation of the Masha Ma woman, who continues to explore her own femininity in modern days.

"Since last season, the Swarovski Collective has shown great support for the development of my collection and offered many fantastic opportunities to present my work."

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