



Press Release SS 2012

Ava Catherside investigates the science of imaginary solutions. The attempt is to create metaphoric garments as shadows of real ones. Beyond mere ornamentation of the original idea, the clothes describe a new and separate design, in which a metaphor of the objects has taken on a life of its own.

The traditional laws of tailoring become arbitrary. The garments are stripped from details and finishing.

Raw cut, monochrome palette, references to menswear.

According to these rules, the work is based on choosing two contrasting fabrics. Developing different techniques in the process of making according to their nature, observing the different ways they both react with the body.

Innovation and classic, contradictions and exceptions.

Each design comes in Alcantara®: a luxury and innovative material, result of a proprietary technology of Alcantara S.p.A.

Certified by TUV SUD 100% carbon neutral and environmental friendly.

The Alcantara® pieces appear soft and liquid, draping panels.

For every design there's the variation in linen: made from the fibres of the flax plant, it is one of the oldest textiles in the world.

The raw cut finishing and the absence of details on the outside contrasts with the hidden cotton edges fused tape and the tailored binding details on the inside of the items.

The linen pieces look sharp and solid, impalpable sheets.

The focus is on the processes of creation, and elements of chance or arbitrary choices are a key aspect.

Every garment becomes unique since it represents the carcass of this making process.

AVA Catherside SS12: a progressive mutational research.