



Press Release SS 2013

The opposite ends of a circle never static and in a constantly changing balance.

The dualism between digital and physical life and the way they affect, contaminate and consume one another.

Observing the mutational nature of the future society where the function of the objects is to transform the way human beings interact, operate and exist, AVA Catherside creates unisex garments in which the tradition of tailoring and the performances of high technology coexist.

Every garment is cut individually by hand, then finished reducing details to the absolute essential in terms of shape and function.

The symmetry is applied to every garment.

Each piece is raw cut finished, the cut is cleaned and purified by folding the panel in its focal point.

Magnets and zips are used as invisible fasteners.

The collection is entirely realised in Alcantara®: a high performance luxurious and unique composite material result of a proprietary technology of Alcantara S.p.A.
Certified by TUV 100% carbon neutral and environmental friendly.

Every design comes in 2 variations of monochromatic Alcantara®:

var.1

plain: sharp and soft, liquid and defined.

var.2

textured: a repetitive geometric pattern fragments the surface into a micro scale effect that turns tridimensional when worn, contributing to the overall ergonomic design.

Breaking outfits into their constituent elements. Putting them then back together again in new combinations.

AVA Catherside SS13: the interdependence of the extremes, always transforming into each other.