



Press Release SS 2014

In a logic for which the appearance of an object depends largely on the exterior representation of it, AVA Catherside SS14 creates three dimensional models through a process of mathematical representation of the human body.

Starting from a selection of points in a 3D space connected by lines and curved surfaces.

The set of data gives shape to 15 garments that as ergonomic shells become an altered, simplified, unisex version of the body shape.

The collection consists in basic pieces made of white weather-proof composite material with a light, soft, padded touch and a gloss surface.

The pieces are characterised by strong visual impact, minimal finishing and comfortable elegance.

Horizontal razorsharp cuts allow movement and ventilation

Optic white vision zips define the cream white surface of the fabric slashing the silhouette in half

Gathered elastics and tunnels mould the shapes of the garments for an effortless fit

Large pockets emphasise the boldness of the designs

Invisible magnets are integrated within the garments

AVA Catherside SS14: a tailored made modelling process in between computer scanning and sculpturing, in order to formulate combinations of liquid armours