

CC

CREATIVE
CAPITAL



Philippe&Gaston

A/W 2018 COLLECTION

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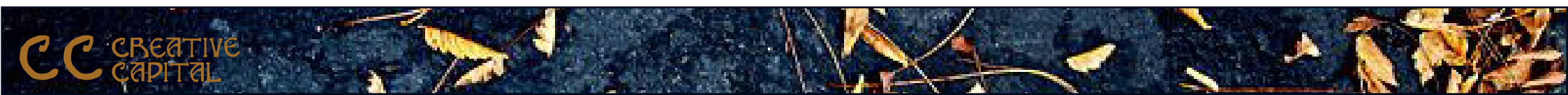
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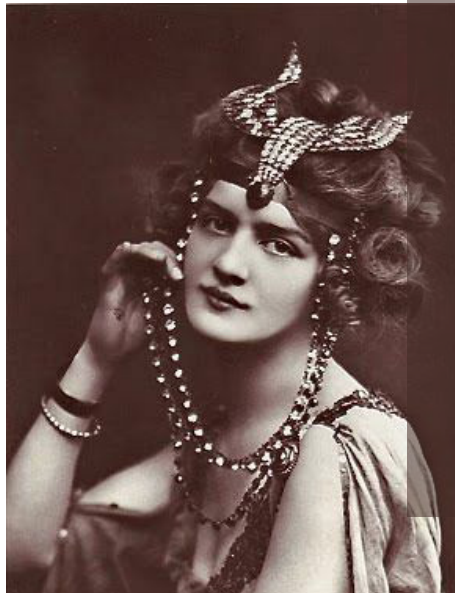
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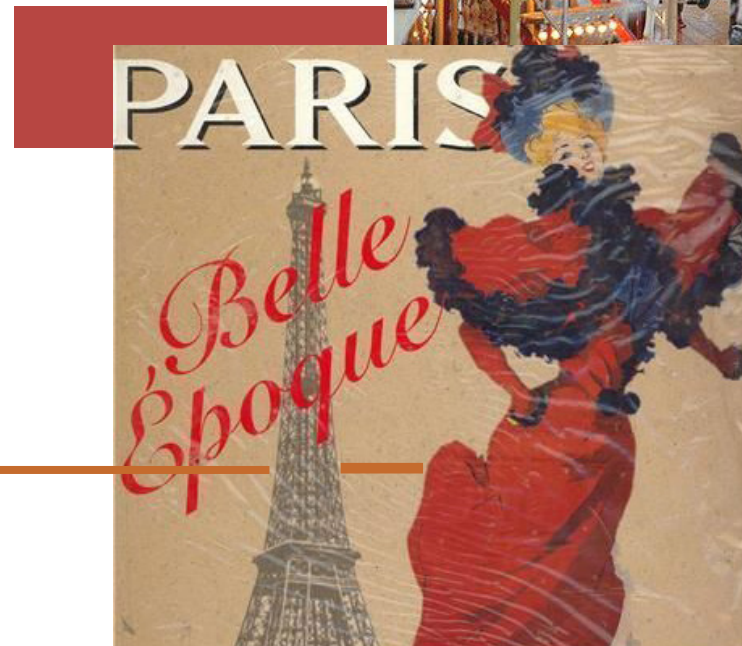
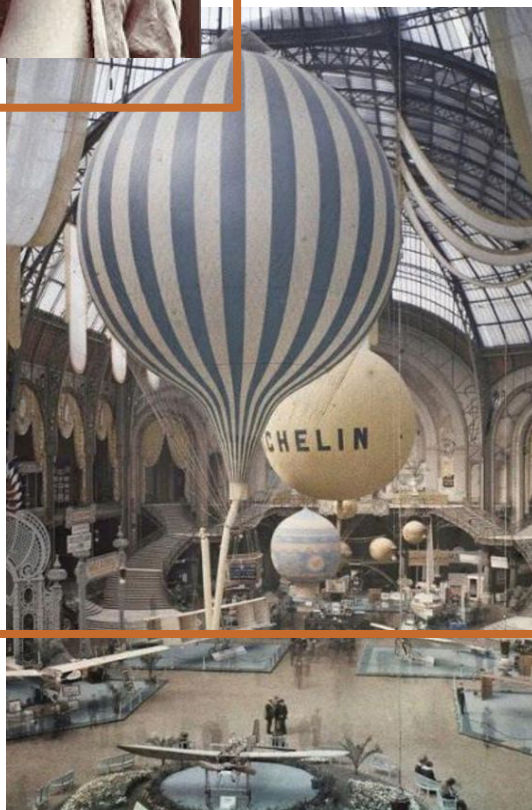


BELLE ÉPOQUE

THEME



P&G / A/W18



BEFORE
AFTER



STORY

The Belle Époque was a period characterized by optimism, regional peace, economic prosperity, technological, scientific and cultural innovations especially in Paris. The Belle Époque as well was named in retrospect, when it began to be considered a “Golden Age” in contrast to the horrors of World War I.

The Belle Époque was a dreaming period, and Paris was the personification of it, where everyone wanted to be, to live or at least get a “bite” of it. Paris was a charming and seductive city that offered inspiration through the rich Art Nouveau, architecture, arts, fashion couture and night life.

Paris hosted more than once the Exposition Universelle that drastically influenced the contemporary concept of Urban and Modern because of its international soul, and thanks to it, France is well known worldwide.

The Eiffel Tower, designed by Alexander Eiffel in 1889 for the first Exposition Universelle held in Paris and supposed to be temporary became the symbol of the city and still now It is one of the most attractive sites around the world.

KEYWORDS

MODERN

GOLDEN AGE

Inspiration

Art Nouveau

Innovation

FLUIDITY

ELEGANCE

Design

TECHNOLOGY

Art Deco

URBAN

Architecture

CREATIVITY

Joy of living

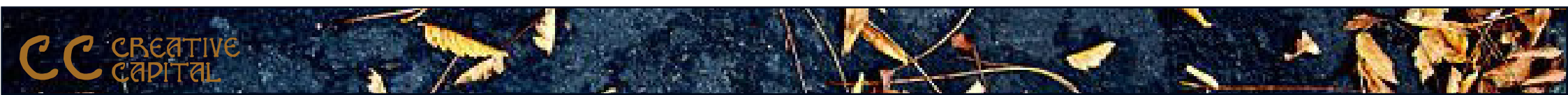
Prosperity

Dreams

GEOMETRY

INTERNATIONAL

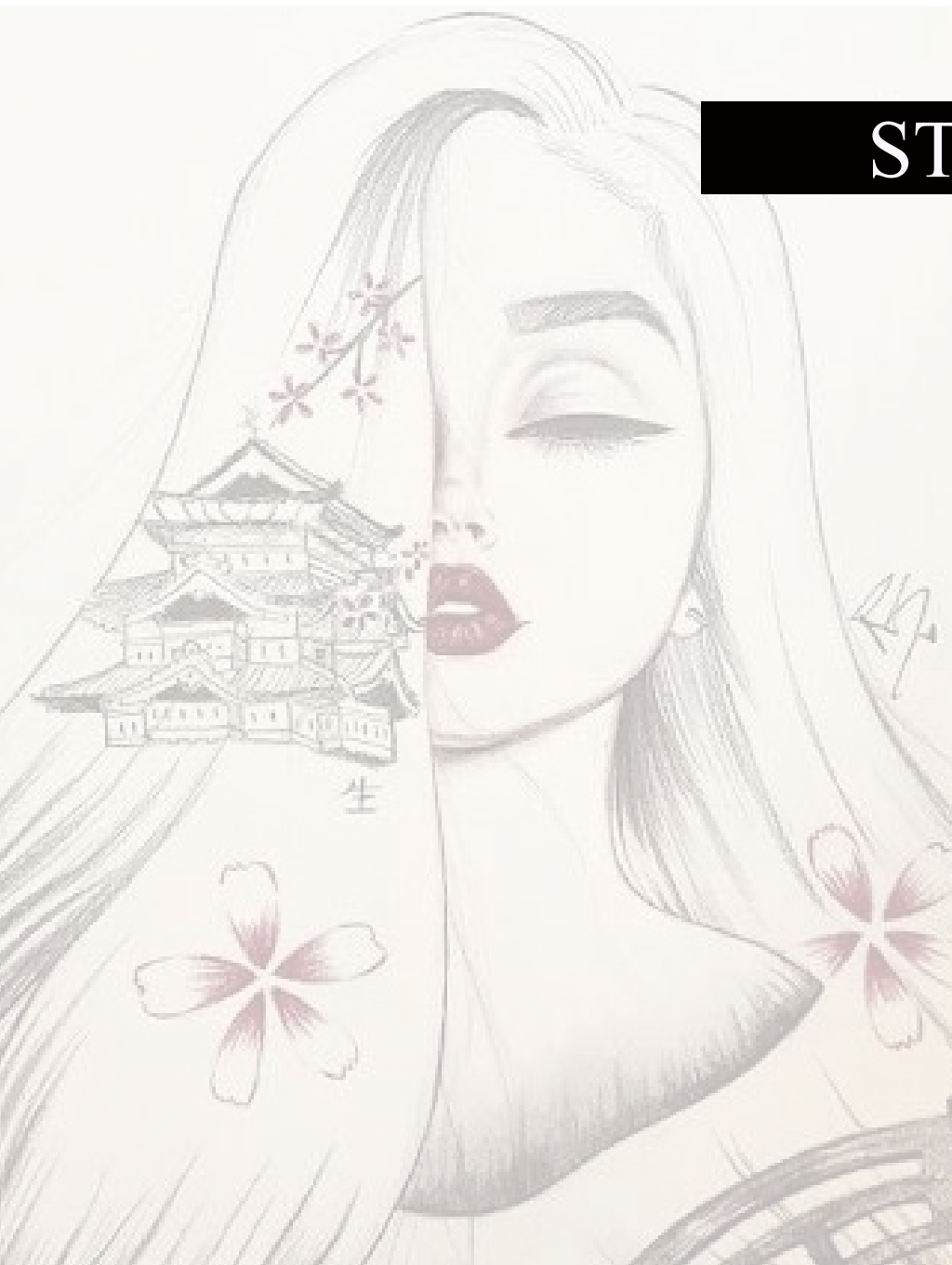
Positivism



STORY TELLING

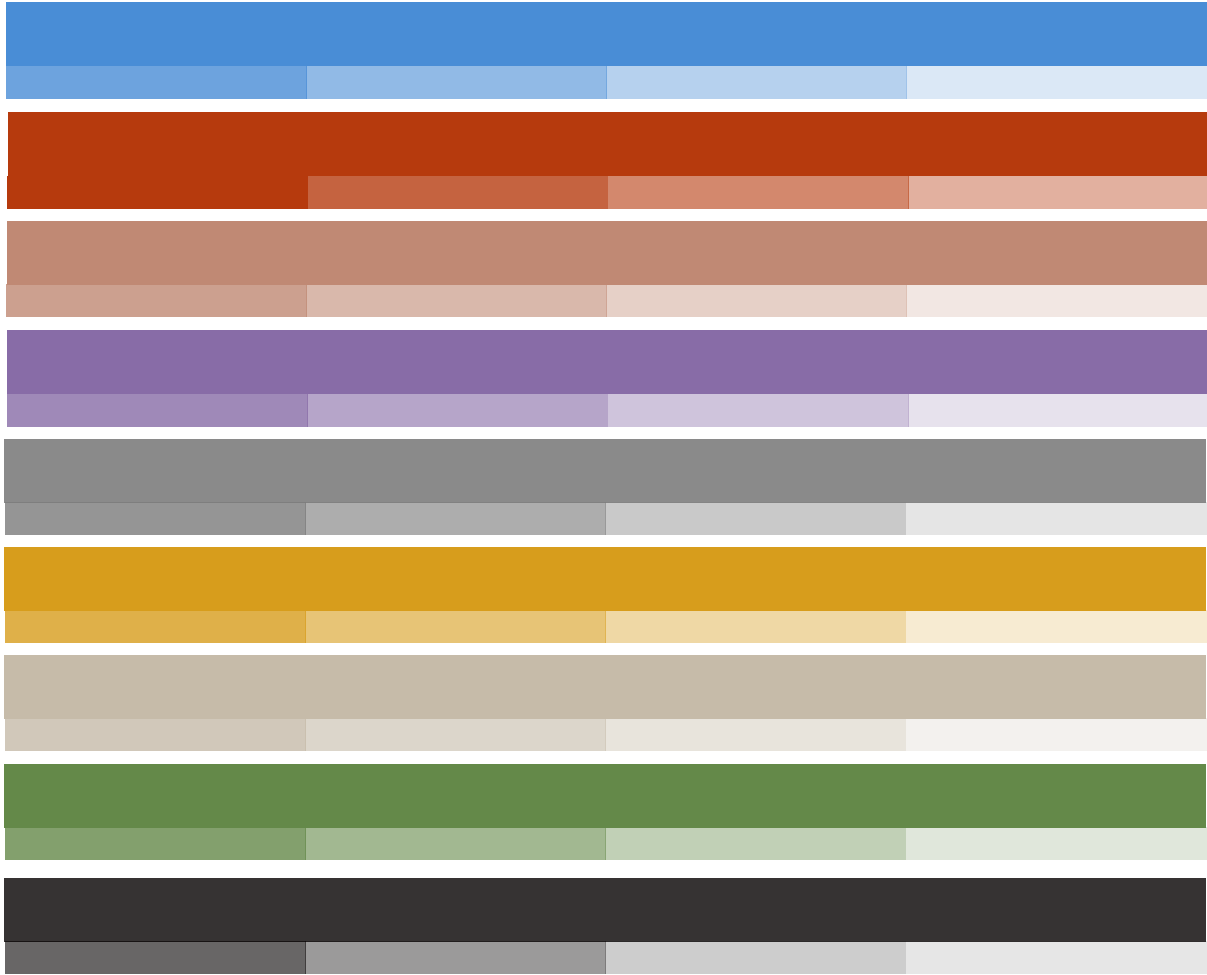
In the far and mysterious Beijing, during a chilly and windy night, a girl was laying by her window looking at amber leaves blown by the wind, creating a dance, almost hypnotic. She was fantasizing about how would have been to live in a different time and place from hers.

Slowly slowly loosing her thoughts in this fantasy, she fell asleep cradled by the wind's sound hoping to know how it would have been...

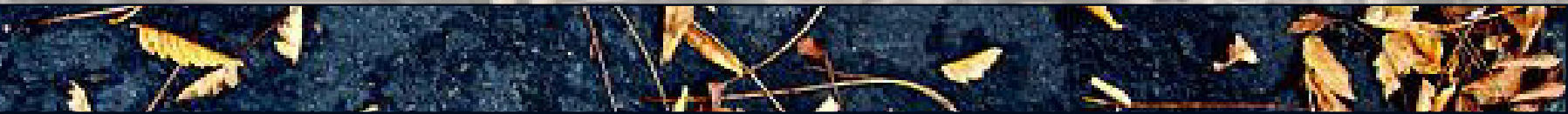


COLOR SET

The colors for next A/W 2018 take inspiration from industrial pigmentation and the richness of the architecture. They represent the urban fashion with a touch of classicism that always suits different applications.



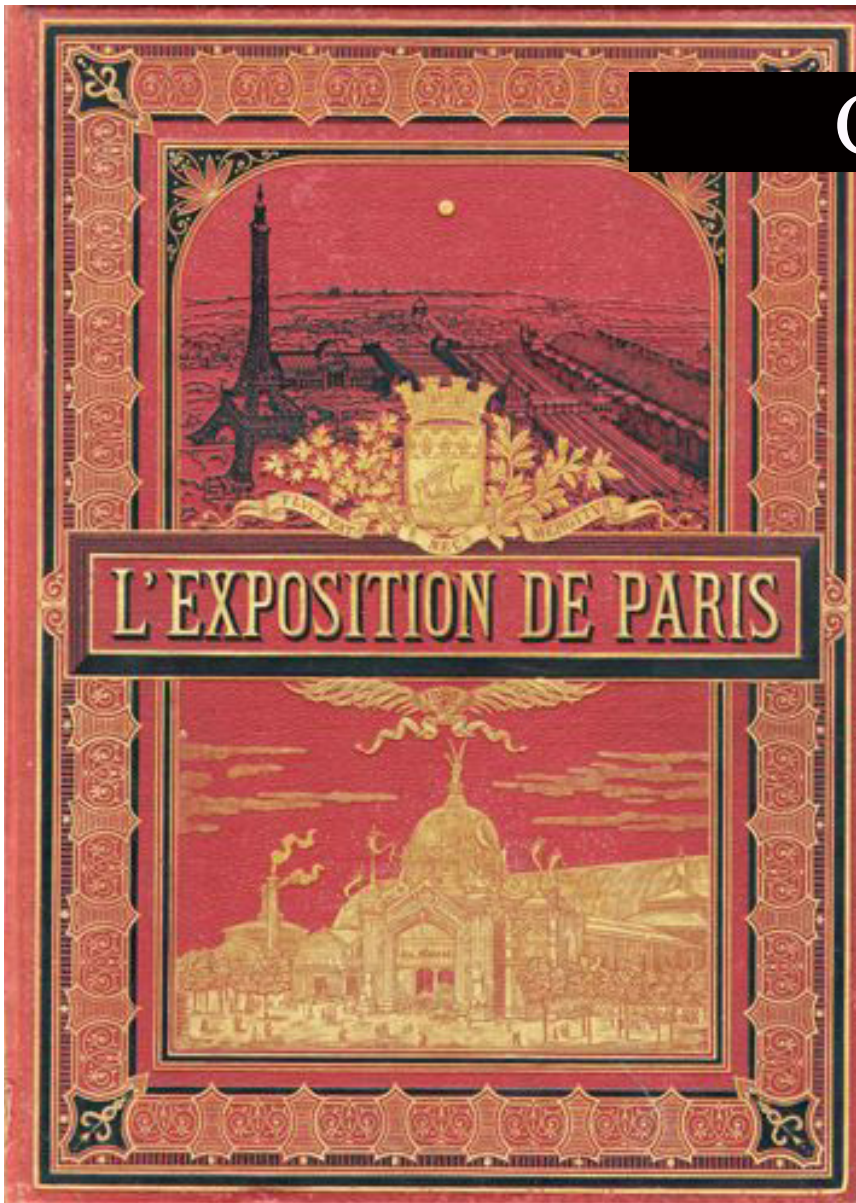
FALL COLLECTION 1



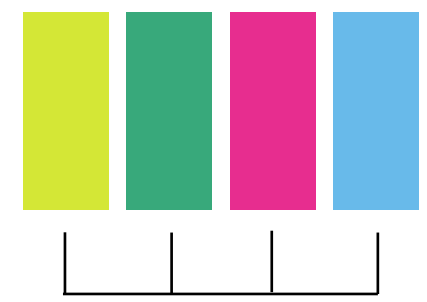
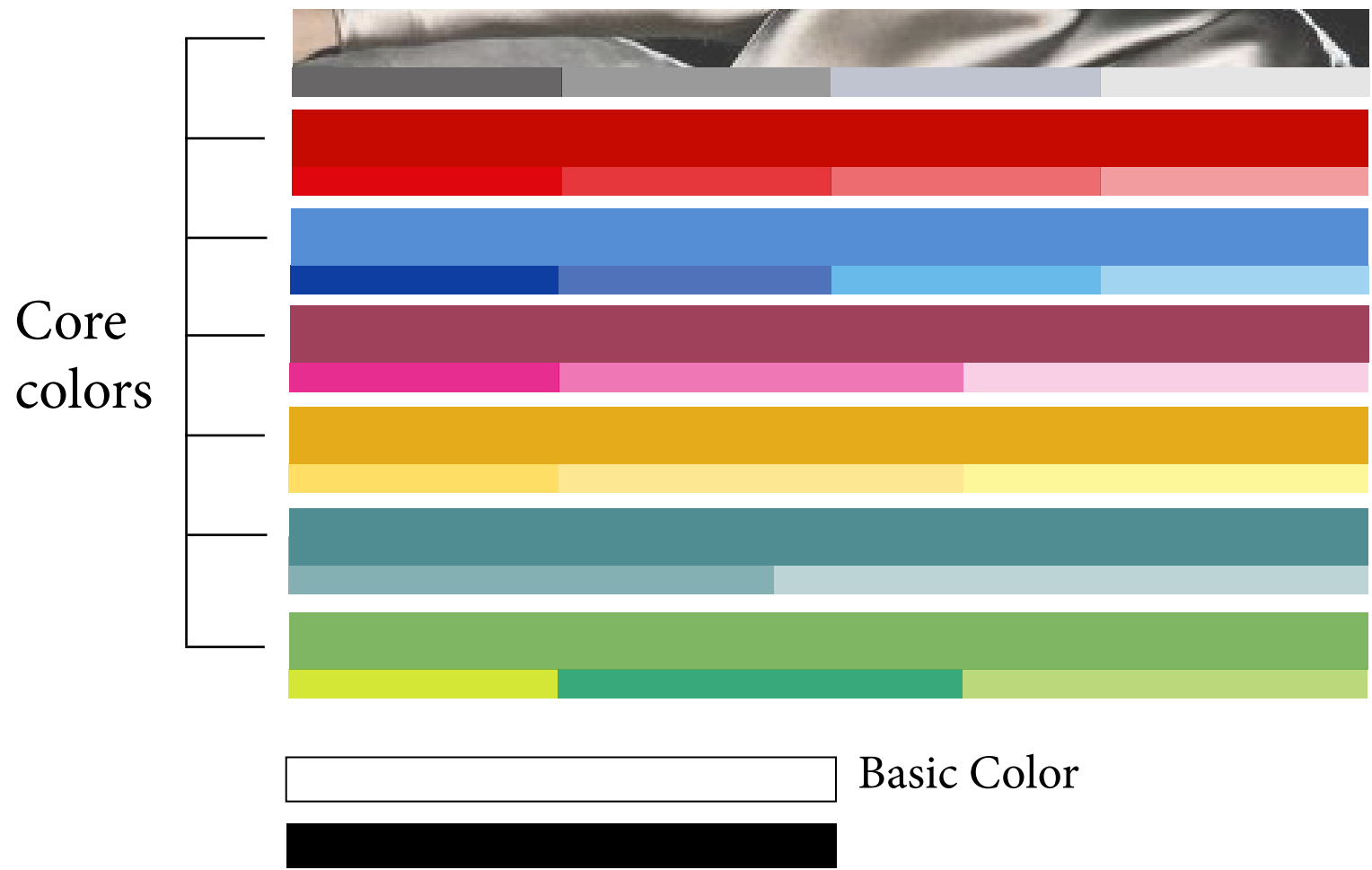
COLLECTION 1

The Universal Exposition held in Paris for the first time in 1889 was a great unification of country and products.

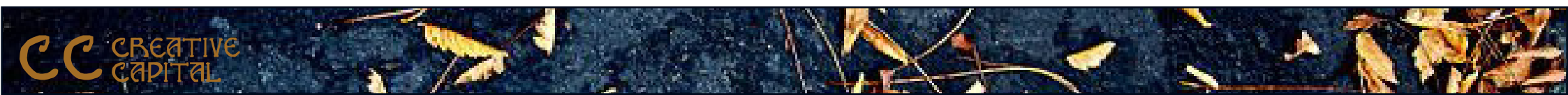
The Expo is divided in 4 subthemes that follow the same guidelines but they have their own features.



COLOR SET



Higher saturation,
SUGGESTION
in the collection
to give a brighter
touch.

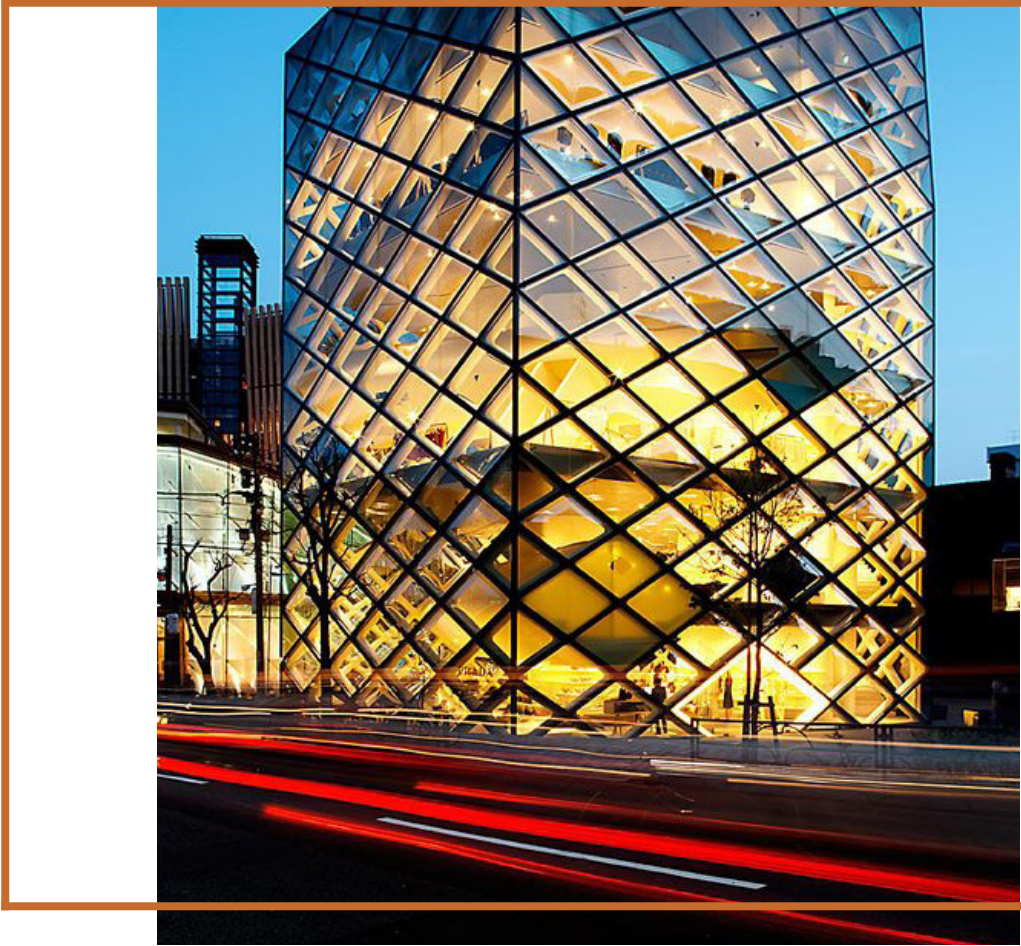


SUBTHEME 1



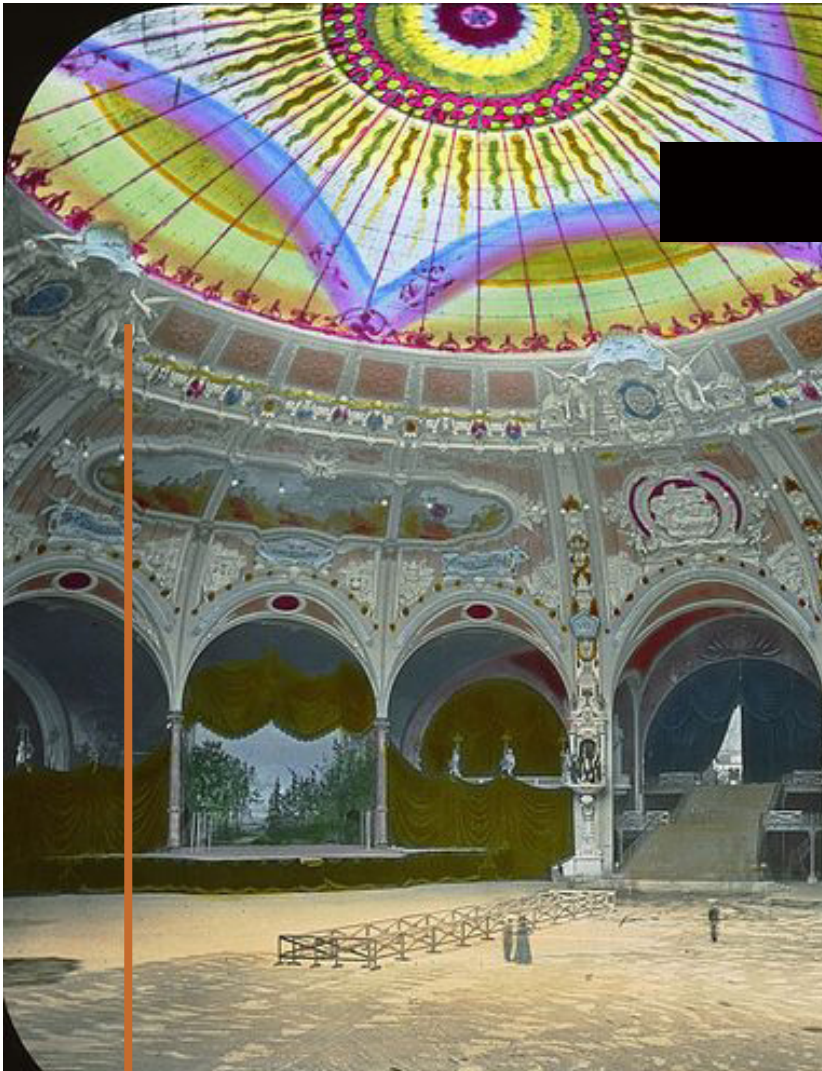
The first subgroup takes as inspiration the diversity of material of the Expo. Glass and Iron were innovative at the time for constructions. Now instead of glass we have PVC application and for the iron we have metallic finishing and details.

COLOR PALETTE



SUBTHEME 2

The second subgroup takes as inspiration the structure of the Expo and its soul of working space. Linearity and rhythm of the metallic innovative edifice are translated through striped patterns and sharp edges.



COLOR PALETTE



Thank you
谢谢

