

VIKTOR® ROLF

COLLECTION HAUTE COUTURE SPRING/SUMMER 2015 – VAN GOGH GIRLS

“I put my heart and soul in my work and have lost my mind in the process” Vincent van Gogh

Viktor&Rolf's Spring/Summer 2015 Haute Couture collection is inspired by the raw energy of Vincent van Gogh's exuberant depiction of the rural countryside. Flowerprint A-line babydoll dresses paired with straw hats and flipflops form the basis for a collection of increasingly colourful and sculptural looks.

Spring/Summer 2015 Haute Couture is a surreal exploration of print: Flower petals sprout outwards and escape the garments, transforming 2D prints to 3D, and essentially bringing the flat surface to life.

The essence of the countryside is translated into unexpected, sculptural looks that combine abstract graphic volumes with organic elements. Straw hats, put together with a spontaneous touch, form a surreal nod to countryside living. They enhance the bucolic mood of the looks, ultimately merging with the shapes of the garments, creating a new organic unity where hat and dress become one. Sandals made in matching printed fabric complete the summer look.

All fabric is manufactured through an authentic batik inspired "wax-dyeing & block printing" technique by VLISCO in the Netherlands. This ensures an unique high quality print with craquelé indigo lines and intense vibrant colours on both sides of the cloth.

The mood of the collection is set with a musical injection of femininity from the theme of 'Rosemary's Baby', which starts as a lullaby and grows into an eerie and mysterious vibe during the course of the show.

Art collector Han Nefkens, a longstanding collaborator of Viktor&Rolf acquired three pieces of the collection after the show debuted on January 28th on the catwalks of Paris Fashion Week. These three works will be donated to the Museum Boijmans Van Beuningen. Their longstanding collaboration has led to the purchase or commissioning of pieces that are donated or given as a long term loan to the Museum Boijmans Van Beuningen as part of the Han Nefkens Fashion on the Edge project.