

VIKTOR® ROLF

COLLECTION SPRING/SUMMER 2014

Viktor&Rolf's Spring/Summer 2014 Haute Couture collection blurs the border where skin ends and where clothes begin. Of the collection, designers Viktor Horsting and Rolf Snoeren said: "We wanted a soft, sweet and feminine look, that is modern and edgy at the same time." Body-hugging, skintight silhouettes are combined with fluid draperies while the sugary sweet colour palette consists of skin tones and soft pinks. To counterbalance the sweetness, the collection is entirely executed in latex - a material chosen for its close resemblance to skin. Embellishments, reminiscent of tattoos, are all hand-painted. The tattooed decorations are trompe l'oeils, inspired by clothing elements like bows and ruffles - as such they perform a surreal function. Two-dimensional painted bows uphold three-dimensional latex draperies; painted ruffles adorn hems of skirts; a painted draped bodice mimics a couture corset.

The atmosphere of the show is ethereal, intimate and soft. The Dutch National Ballet ballerinas walking on point emphasize a sense of personal freedom and artistic elevation.

The meticulous craftsmanship and highly technical structure of virtually seamless garments render them as a second skin. Interior netting supports the structure, hidden seams and the latex's technical properties. The simplicity of each piece is a result of technical pattern-cutting, which creates an effortless and body-conscious mirage.

With the finale of the show, Viktor&Rolf proudly unveil their new feminine fragrance: Bonbon. Bonbon is a timeless sensation inviting a pure and absolute pursuit of pleasure. Seduced by an auto-erotic sensory experience, she who wears Bonbon, dresses herself in perfume whilst creating her own story. This self-indulgent moment belongs exclusively to her. She is empowered, beautiful and complete.

The advertising image was shot by Inez van Lamsweerde and Vinoodh Matadin and features model Edita Vilkeviciute.