

VIKTOR® ROLF

VIKTOR&ROLF HAUTE COUTURE AUTUMN/WINTER 2018 THE IMMACULATE COLLECTION

An ode to 25 years, Haute Couture Autumn/Winter 2018 is a collection of memories, an immaculate renewal of the vows which represent Viktor&Rolf's longstanding union to fashion. The approach, a typical Viktor&Rolf antithesis speaks to the designer's personal fascination with time: consciously cherishing the past, yet always looking forward and pushing the boundaries of transformation.

Highlights from the past 25 years are refreshed into a total white collection of 25 looks reimagined with Swarovski crystals - ultimately forming an intimate reflection inspired by the creation of the Viktor&Rolf Fashion Artists 25 Years exhibition currently at the Kunsthall in Rotterdam. A curated selection of iconic pieces from the past 25 years - abiding by the house's signature design codes - present a timeless and cohesive story celebrating Viktor&Rolf's conceptual body of work.

About The Immaculate Collection, curator of the exhibition, Thierry-Maxime Lorient states: "The singular and enchanted vision found in Viktor&Rolf's work offers a unique dialogue between art and fashion for the past 25 years. Their art of performing fashion, their strong identity and silhouettes, and the timelessness of their creations never followed trends or rules of the industry: it shows how they pushed the boundaries with sincerity and authenticity to their creativity, savoir-faire and craftsmanship. This collection, inspired by the exhibition 'Viktor&Rolf Fashion Artists' that we worked on together, is not a nostalgic look back to their past, but a celebration of their future, a new beginning that shows how the strength of their style and their codes over the years are still relevant and belong to the History of fashion."

With special thanks to Swarovski, long time collaborators who have supported this collection with a mixture of recycled and new crystal products. Custom-made shoes by Repetto complement the collection.

Celebrating 25 Years

In honour of 25 years of Viktor&Rolf, various moments throughout the year have marked the silver anniversary:

Viktor&Rolf Fashion Artists 25 Years exhibition curated by Thierry-Maxime Lorient at the Kunsthall in Rotterdam, presents Viktor&Rolf's notion of wearable art. The exhibition is on display until September 30, 2018. The exhibition is complemented by the Viktor&Rolf Fashion Artists 25 Years catalogue by Thierry-Maxime Lorient and published by Nai010 publishers.

Viktor&Rolf: *Cover Cover* by Irma Boom, the acclaimed graphic designer who also conceived and designed this book which brings to life the legendary duo's conceptual creations.

Like Viktor&Rolf, Irma Boom is renowned for her bold, experimental, conceptual-led approach to design and *Cover Cover* elevates bookmaking to a whole new level. Entirely made up of eight-page covers that reference the dramatic layers that feature in the

designers' work, *Cover Cover* is hand-sewn and made with papers that start super fine and become thicker as the reader discovers each collection. *Cover Cover* is a sculptural book which reflects the work of Viktor&Rolf including many details of their beautifully made haute couture and ready-to-wear collections, worn and loved by contemporary cultural figures such as Tilda Swinton. Fully illustrated with images by celebrated photographers such as Tim Walker and Inez and Vinoodh as well as sketches and catwalk shots - all of which have been inverted and reproduced as negatives - each gatefold showcases a specific show or special event, which together give a complete overview of the Viktor&Rolf label.

Celebrated for challenging the convention of traditional books, Boom has created an object that mirrors Viktor&Rolf's signature style and serves as an homage to the spectacle of fashion. From the interior spreads to the pink acetate jacket complete with V&R seal, *Cover Cover* is an object of beauty to be explored and treasured.

In collaboration with Visionaire, Viktor&Rolf plan to have a dedicated Viktor&Rolf exhibition on occasion of the designers' 25th anniversary at The Gallery at Cadillac House free and open to the public starting September 4 through November 4, 2018.

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