

# VIKTOR®ROLF

## **VIKTOR&ROLF SOIR**

For Fall/Winter 2019, fashion artists Viktor Horsting and Rolf Snoeren re-imagine the classic lookbook of their luxury eveningwear collection Viktor&Rolf Soir as a surreal fashion show.

Following the successful collaboration of the Mariage collection - which is crafted in collaboration with partner Justin Alexander - Viktor&Rolf Soir continues the pursuit of design for special moments, paying homage to classic couture, with a Viktor&Rolf twist.

The Soir collection highlights an offering for the contemporary woman. Warm autumnal colours are mingled with striking highlights of fuchsia and citrine, a total colour palette which is ultimately juxtaposed with a classic black and white touch. Graphic, dual toned gowns are contrasted with flirty statement minis. Styles featuring masculine design undertones are complemented with boldly feminine pearl and crystallized embellishments. The signature Viktor&Rolf bow in draped and graphic detailing, as well as statement couture flowers, make their striking appearance to complete the look of the season.

### **About Justin Alexander:**

Justin Alexander is an award-winning designer and manufacturer of mid to high-end wedding dresses under five collection labels: Justin Alexander, Justin Alexander Signature, Lilian West, Sincerity Bridal, and Sweetheart Gowns. Justin Alexander is a global company with offices in New York City, New Jersey, London, Rotterdam and Hong Kong, and is sold by more than 1,000 authorized retailers worldwide. For more information, please visit: <https://www.justinalexander.com>

### **About Viktor&Rolf:**

Viktor&Rolf is the avant-garde luxury fashion house founded in 1993 by fashion artists Viktor Horsting and Rolf Snoeren after their graduation from the Arnhem Academy of Art and Design.

Widely recognized and respected for its provocative Haute Couture and conceptual glamour, the house of Viktor&Rolf aspires to create spectacular beauty and unexpected elegance through an unconventional approach to fashion.

Staging signature collections for over twenty years during Paris Fashion Week – ever since the first Haute Couture collection in Spring/Summer 1998 – Viktor&Rolf creations evoke a provocative spirit infused with surreal contrasts. With Mariage and Soir, Viktor&Rolf presents its luxury bridal and eveningwear collections - an exploration of iconic elements inspired by classic couture influences.

Viktor&Rolf's luxury products include exclusive eyewear line Viktor&Rolf Vision, and an addictive catalogue of fragrances featuring worldwide bestsellers: Flowerbomb, Spicebomb, Bonbon and Magic.

[www.viktor-rolf.com](http://www.viktor-rolf.com)

**For More Information:**

Nicolas Delarue  
Senior Vice President  
**KARLA OTTO PARIS**  
8 avenue du Président Wilson  
75116 Paris - France  
Phone: +33 142619479  
[Nicolas.Delarue@karlaotto.com](mailto:Nicolas.Delarue@karlaotto.com)

Alexandra Tutuianu  
Head of Marketing & Communications  
**VIKTOR&ROLF**  
Danzigerkade 55  
1013 AP Amsterdam – Netherlands  
Phone: +31 204196188  
[Alex@Viktor-Rolf.com](mailto:Alex@Viktor-Rolf.com)

Mandy Chua  
Marketing Director  
**JUSTIN ALEXANDER**  
1 Union Square West, Suite 701  
New York, NY 10003  
Phone: +1 845 369 6631 ext.103  
[Mandy@justinalexander.com](mailto:Mandy@justinalexander.com)