



Press Release AW12 13

When nature is the projection of a free mind in an empty space, the urge of controlling the uncontrollable and defining the undefinable restores a lost equilibrium between human thoughts and physical bodies.

For the Autumn Winter 12 13, AVA Catherside creates outfits as structures to delimitate the distance between social individuals in a labyrinth of conventional behaviours.

A monochrome palette delineates simple, austere, coherent shapes marked out by overlapping layers and vertical incisions through the fabric.

The entire collection is raw cut finished and made of two different qualities of fine Italian virgin wool: the classic and plain felted wool, sharp and soft, and the rough and thick Casentino felted cloth, with its characteristic curls on the surface that make it warm and waterproof. Considered high fashion in the '50s, Casentino was used for monks tunics, to cover animals and worn by peasants back in the 14th century.

AVA Catherside works on establishing a new extreme in tailoring, stripping garments from details and experimenting with shapes and function, innovation and classic, contradictions and exceptions.

A series of very straight rules are applied to the idea of the garment to turn it into something defined and unique, details then get analysed and compulsively developed for each outfit in different combinations.

AVA Catherside AW12 13: learning from tradition, finding new ways to improve it, seeking a purified fashion.