

GERRIT RIETVELD ACADEMIE | FASHION SHOW 2011

On Saturday the 18th of June the collaboration between Fashion students, Graphic Design and Fine Arts students had its climax in a crossover experience of art, design and fashion. All fashion students presented their work in one titillating event at the Rietveld Academie with the graduate's individual collections as the proverbial cherry on the cake.

The five graduate collections consisting of elegant fragile dresses, Japanese workman's wear, magnetic office suits, feminine shades and a colourful street wear collection were shown against a background of controlled light effects designed by Robert Alex Petersen (Fine Arts) in collaboration with graphic student Daniel Nørregraad. Black and white trailers created by graphic student Zara Zerny introduced each collection after which carefully mixed contemporary music accompanied the models on the designer's custom made walking paths.

Jana Chochołácková, Joshua Enker, Amos Tranque, Elvira 't Hart and Pablo Londono Sarria started their fashion careers with a bang.

Entering the Rietveld building the visitors were welcomed by the first and second years of the fashion department who presented their projects in the realm of a self made 'Rietveld' fragrance. The fragrance resulted from a research of smells with guidance from guest lecturer and perfumer Alessandro Galieri from Milan, Italy.

Mathias Ringgenberg ends the show with a bow, the theme of his editorial, which can be viewed on www.fashion2011.rietveldacademie.nl. The web design he is responsible for as well. All the creative output of the fashion show is shown here altogether honouring the collaboration once more.

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