

# **The writing samples of Erin Anadkat**

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a fashion magazine for the rest of us

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# EIGHT

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**retraction issue 35**  
page 40 "the essentials" reebok kool-aid shoe photo by tait simpson



## SLOW and STEADY WINS the RACE

Designer Mary Ping's diffusion line, Slow and Steady Wins the Race, concerns itself with both style and function, cataloguing its first-ever footwear collection, aptly titled Shoe. Shoe incorporates natural, unbleached canvas with signature touches on classic silhouettes, like the words "ballet flats" printed on the top of a pair of ballet flats, in the form of a tongue-in-cheek logo.

Slow and Steady Wins the Race, which was once a side project for Ping, has an entirely different take on the fashion industry from the designer's signature ready-to-wear collections. SSWR produces only 100 pieces of each style on simple and inexpensive fabric and materials.

"When I started SSWR it was more about the work itself: the item, or the product, or the garment itself. I wasn't designing for a particular demographic," says Ping. "The nice thing that has come about is that it has reached all different ages, all different people. Design conversation is what the line is *about*, not really what it's *for*. I like to think it's reaching a universal audience."

Ping studied visual arts and sculpture at Vassar College, launching her first line in 2001 with SSWR not far behind. For now, Ping's taking time off from her other collections to focus on SSWR. Future plans for the line involve a wedding dress in spring 2009 and rainwear-related gear as well as a first-time collaboration with Stand-Up Comedy.

SSWR is available at Opening Ceremony, On Pedder and 10 Corso Como.

words **erin anadkat**

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## IRINA ROHPETER

words [erin anadkat](#)**“I want to confuse and irritate,”**

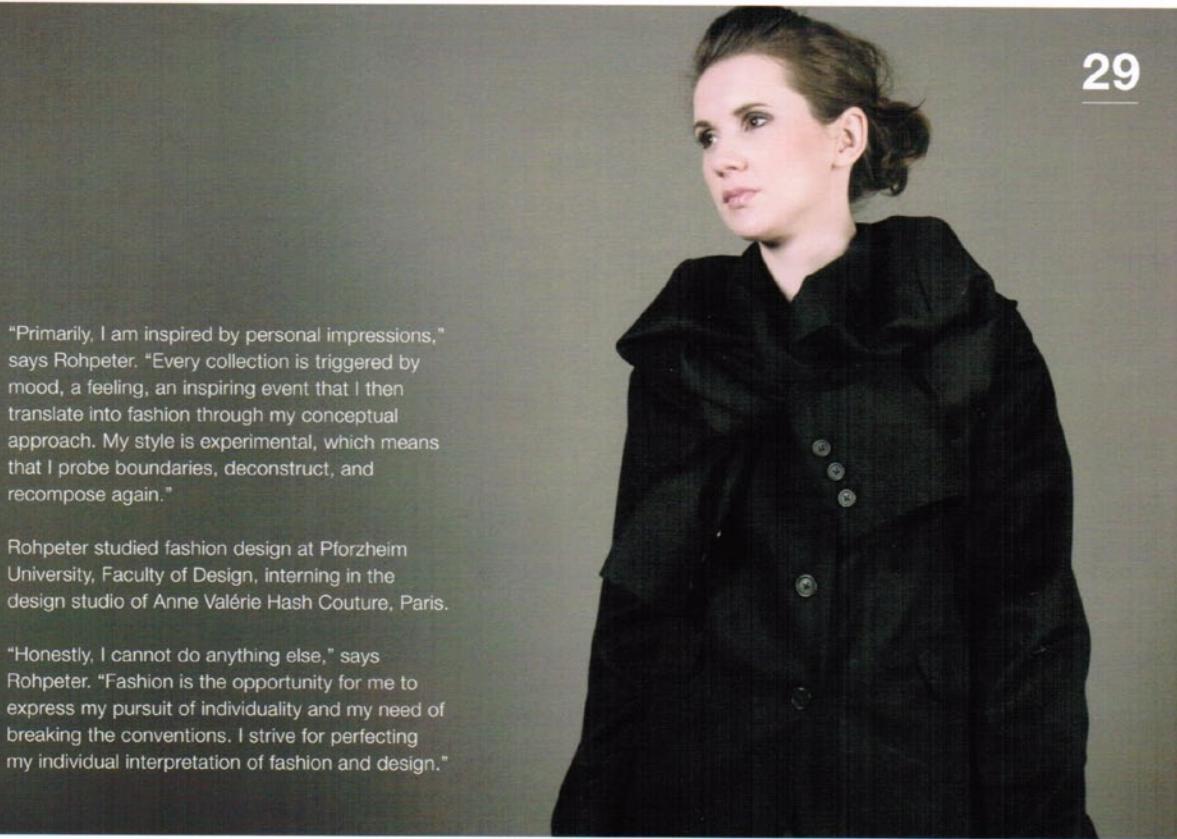
says designer Irina Rohpeter. “As a designer, I love to lend irony to a tailoring technique and try to create non-conformist fashion.”



Rohpeter says her challenge as a designer is to subvert traditional perspectives and opinions in fashion by reinterpreting conventional cuts. Rohpeter's collection “fragments,” which debuted at the projektgalerie showroom in Berlin this year, isolates men's silhouettes into androgynous shapes for women's wear. A key piece in “fragments” is a double-collar shirt that can be worn five different ways, including upside-down.

“There are some pieces in my collection without obvious tops and bottoms,” says Rohpeter. “This opens up the individuality of wearing them.”

Crucial concepts in Rohpeter's collections are based on confusion and alienation.



"Primarily, I am inspired by personal impressions," says Rohpeter. "Every collection is triggered by mood, a feeling, an inspiring event that I then translate into fashion through my conceptual approach. My style is experimental, which means that I probe boundaries, deconstruct, and recompose again."

Rohpeter studied fashion design at Pforzheim University, Faculty of Design, interning in the design studio of Anne Valérie Hash Couture, Paris.

"Honestly, I cannot do anything else," says Rohpeter. "Fashion is the opportunity for me to express my pursuit of individuality and my need of breaking the conventions. I strive for perfecting my individual interpretation of fashion and design."

Rohpeter cites designers Coco Chanel, Rei Kawakubo, Martin Margiela, Yohji Yamamoto and Anne Valérie Hash as her influences, as well as contemporary artists Erwin Wurm and Franz Erhard Walter.

The designer's upcoming spring collection, "24/7 'round the clock," is based on the winding hands of a clock at various points in time. The collection includes lapel collars, diagonal button panels, and jackets turned upside-down.

Rohpeter's designs are available from this August until October at LABO MODE Galeries Lafayette Berlin and Temporary Showroom.

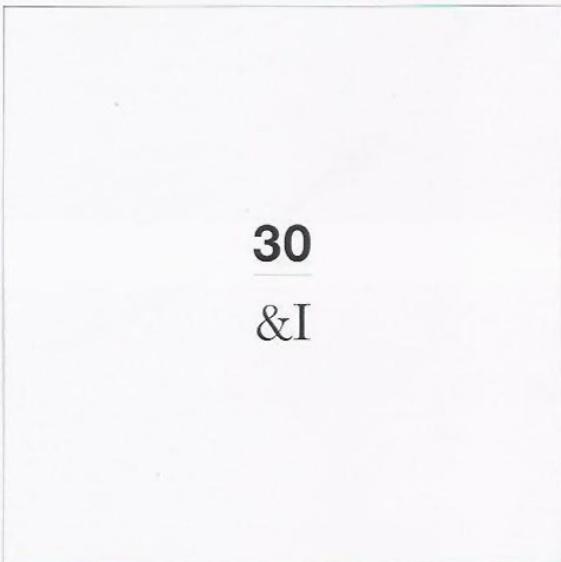
*irinarohpeter.de*

*galerieslafayette.de*  
*temporaryshowroom.com*

designs also available at:  
*sleepingdogs.de*  
*styleserver.de*  
*www.charmworld.jp*



finish.



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## DEVIL IN THE DETAIL

words\_ **erin anadkat**

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Devil in the detail," says Mark Budd of London-based designer duo &i.

Budd says &i's current menswear collection, "the quiet man," is for that guy in the corner, the observant one who says very little. Budd reveals this side of everyone in his subtle colors and detailed tailoring.

Previous collections have been somewhat outlandish, using very bright colors, which are less associated with menswear," says Budd.

Mark Budd and Quoc Phu Pham, the designers of &i, met in London while working at a boutique. Pham studied at the London College of Fashion, while Budd does not have a background in fashion design.

Eni Tzenkova, &i's sales agent, says that the duo corners the markets of men's sportswear and high-end urban streetwear, applying fabrics and details that aren't always applied to conventional men's clothing.

\_favorite &i design is a "hug-me," or mitten T-shirt. The mitten T-shirt has two mittens sewn on the back of a jersey T-shirt with basic pockets in front. Utilitarian yet comfortable enough to fall asleep in, other key pieces in &i's collection include louche T-shirts, knitted blazers and trousers, a heavy jersey double-breasted suit, a poplin bomber jacket and basic reversible men's tack-down collars. Personal details throughout "the quiet man" are dolman sleeves, mismatched buttons and angular cuffs.

Budd notes his influences as Zucca, Paul Harnden, and musician Robert Wyatt, and says their ultimate goal is to continue their designs without compromising the integrity of &i. Their spring collection incorporates a cable knitted "SS" cardigan and a dyed indigo and black blazer.

&i's designs are available on their website, [www.and-i.co.uk](http://www.and-i.co.uk), as of January 2009 and through Cyana Lab in the United States.

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## Q.E.D.



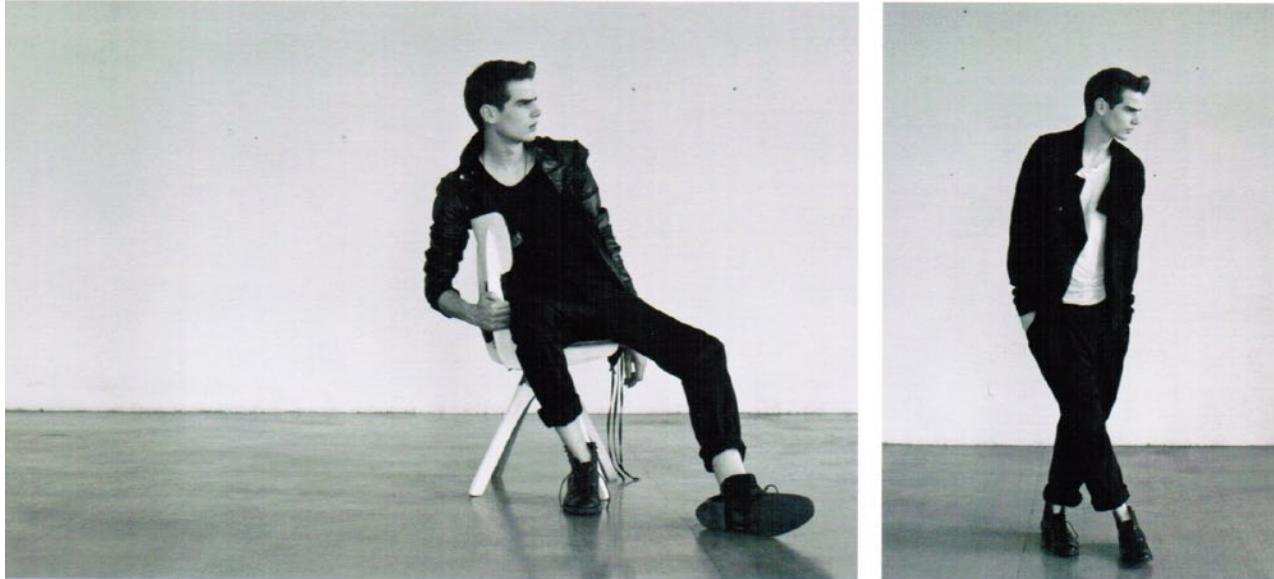
## **That which was to have been demonstrated.**

words **erin anadkat**

Berlin-based menswear label q.e.d.'s present collection, Cinesthetic, is a tribute to the flipbook as an antecedent to film, and to the Skladanowsky brothers. As a flipbook displays an optical illusion of static pictures into motion, Cinesthetic contrasts moveable layers and prints with matte and shiny fabrics from geometric shapes.

"Up until this day, the simplicity of its effect and charm still fascinates us," says Julia Böge, a designer from the trio q.e.d.

q.e.d. is short for *quod erat demonstrandum*, a Latin phrase translated as "that which was to have been demonstrated." Julia Böge, Simona Gabrieli, and Jasmin Moallim, the designers of q.e.d., met at the ESMOD International Fashion University Group and formed their label after discovering a similar love for the color black.



"There are no particular trends allowing designers to be as different and inventive as they want, and that is our inspiration," says Böge. "And, of course, the color black, which is always in fashion."

Böge says q.e.d. encourages creativity and freedom in interpretations of their designs, so that its wearers themselves are as much a part of the collection. Some pieces in Cinesthetic include layered vests and plaid scarves, shiny paneled leather jackets, loose drawstring black pants and button-downs with cowboy Western trim.

"We feel the collection is not only streetwear-inspired, but also very elegant," says Böge.

Available in Germany and greater Europe, q.e.d. was accorded the 2008 Karstadt New Generation Award and for "the story of a mistake," a short film on their collection in this year's World Fashion Film Festival.

[qed-homme.com](http://qed-homme.com)

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## FRIEDRICH GRAY

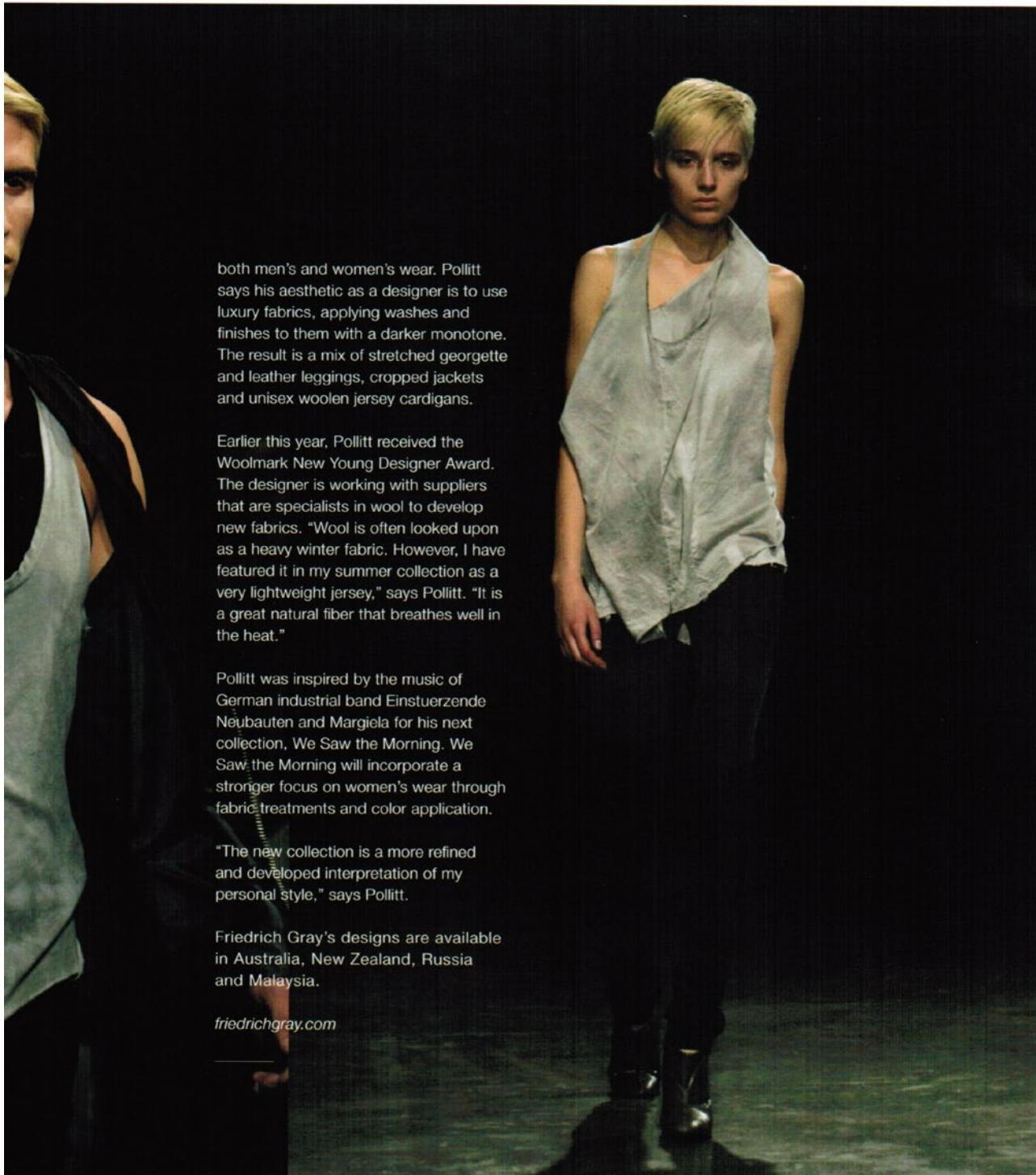
**The form and function of a building must reflect the surroundings.**

words **erin anadkat**

Australian designer Ben Pollitt incorporates his background in industrial design into fashion by comparing the construction of a building to collections for the label Friedrich Gray.

"The form and function of a building must reflect the surroundings," says Pollitt. "So, too, when designing a garment, you must respect the wearer and [his or her] needs."

In Pollitt's current collection, *So We Dug a Tunnel*, he combines distressed silks, washed and treated leather, merino wool jersey and hand-loomed wool knits for



both men's and women's wear. Pollitt says his aesthetic as a designer is to use luxury fabrics, applying washes and finishes to them with a darker monotone. The result is a mix of stretched georgette and leather leggings, cropped jackets and unisex woolen jersey cardigans.

Earlier this year, Pollitt received the Woolmark New Young Designer Award. The designer is working with suppliers that are specialists in wool to develop new fabrics. "Wool is often looked upon as a heavy winter fabric. However, I have featured it in my summer collection as a very lightweight jersey," says Pollitt. "It is a great natural fiber that breathes well in the heat."

Pollitt was inspired by the music of German industrial band Einstürzende Neubauten and Margiela for his next collection, *We Saw the Morning, We Saw the Morning* will incorporate a stronger focus on women's wear through fabric treatments and color application.

"The new collection is a more refined and developed interpretation of my personal style," says Pollitt.

Friedrich Gray's designs are available in Australia, New Zealand, Russia and Malaysia.

*[friedrichgray.com](http://friedrichgray.com)*

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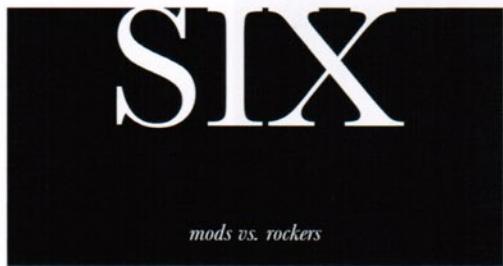
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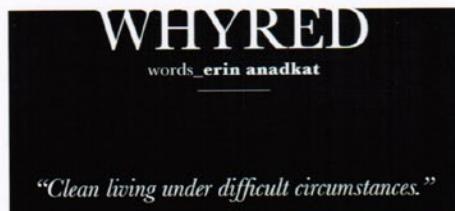


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mod.

Influenced by the saying, "Clean living under difficult circumstances," coined by former Who manager, Peter Meaden, Swedish label Whyred's current collection is based on a rock n' roll aesthetic under upbeat, yet practical terms.

"Whyred embodies a grown-up, no-fuss approach where collection pieces year after year become classic wardrobe staples," says Roland Hjort, head designer for the label.

Hjort says Whyred's current collections are inspired by David Bowie as "The Thin White Duke," The Jam's Paul Weller, who led the 70's Mod revival, and the early works of Swedish furniture designer Axel Einar Hjort.

Whyred favors that modern style, minimalism with an edge, referencing classic pieces and materials like the trench coat and parka. "The signature mod look blends a classic piece of garment with function, like a parka over a tailored suit," says Hjort. "This collection mixes and plays with contrasting elements inspired by the insides of uniforms, where functionality has created advanced cuts and combinations."

Whyred does not shy away from color, with high-waisted red trousers, sky-blue shift dresses and pink wedges for women. Key pieces include a long coat, folded trousers, an "old man's" jacket and wrap dress. Shoes are reptilian with hammered, shiny leather heels.

Hjort says the menswear collection has a "tramp/war veteran" silhouette with its long coats paired with wide knee trousers or wide lapels that incorporate both utility and uniformity through a focus on buttoning. The men's shoe collection sees toe shapes ranging from narrow to rounded for dress shoes adding bursts of cyan on canvas.

Besides silk and military wool, Hjort says Whyred would like to expand on their designs by utilizing ecological material.

Whyred also collaborates with artists for limited edition collections. The artist Jonas Nobel's collection is based on a fictional character obsessed with the end of the world, featuring basic items like scarves, hand mirrors and umbrellas with painted on messages of impending doom.

Whyred's online store is available at <http://www.whyred.com>.

