

Sies Marjan

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Women's Spring '20 Collection

Sunday, September 8, 2019

Sies Marjan presents its Spring '20 Women's Collection in New York. The palette, taken from make-up and nail polish colors, is elaborated upon in lavish new silhouettes and through an exploration into volume and draping. Strong attention to craftsmanship reflects a desire for a sophisticated and exquisite wardrobe.

From Creative Director Sander Lak:

"This collection is a rejection of irony, bad taste, satire, reality TV, and kitsch. It celebrates the beauty of having the time and freedom to create and consider your choices... the antithesis of rushing."

Lak utilizes denim in new and unexpected styles and shapes. Unwashed and untreated basic denim is tailored as if it were a fine wool into sharp suiting, while soft, bleached denim is draped into elegant dresses and fluid trench coats.

A fascination with the look and feel of animal skins leads to stunning textures – crocodile-embossed double duchess satin and airy reptile-embossed silk – in majestic navy and sun-kissed apricot hues. Lacquered crocodile-embossed leather, reminiscent of glassy lip gloss, pops in shades such as vibrant red, rich emerald, sumptuous vanilla, and deep navy.

"I have a desire for the beauty of wealth and time, but never in excess," says Lak. "Strolling over running. Quality over quantity."

Surrogate's Courthouse

Styling by Marie Chaix

Production by KCD

Makeup by Nami Yoshida @MACCosmetics

Hair by Duffy

Nails by Priti

Casting by Anita Bitton

Music by Michel Gaubert

Communications by PR Consulting and Lucien Pages

Jewelry in Collaboration with Pamela Love

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