

Rosetta Getty shoots the brand's lookbook at the stunning MODULIGHTOR Building by Paul Rudolph

Offering an ideal backdrop for the Spring 25 Collection, Rosetta Getty shoots the lookbook at the stunning Modulightor Building on 58th Street in NYC. "I've always been drawn to photographing my collections in spaces considered architectural masterpieces," Rosetta says. "I've done lookbook shoots at a Marcel Breuer building, a house designed by Louis Kahn, and even at Jackson Pollock's home and studio: each location brings a story that activates the clothing. For this collection, the Modulightor Building by Paul Rudolph felt like the perfect backdrop; his bold, modernist designs align beautifully with the structural elements and clean lines I explore in my work."

Those characteristics are portrayed throughout the collection in literal and imaginative ways. Lines appear as stripes, knitted in cotton nylon mélange and covering an airy caftan—one of Rosetta's personal go-to's for both vacation and daily wear. A voluminous maxi skirt in stretch cotton poplin features directional seaming and a twisted bubble hem, showcasing the stripes and allowing them to dictate the overall style of the piece.

Figuratively, clean lines shape the new Fitted Sheath Dress, cut in double-layer stretch fluid organza as a slimming, longer version of the best-selling tank top from Pre-Fall 24. The precision tailoring and thoughtful seaming of brand favorite Stretch Plongé is highlighted by its fresh, springy, white hue, amplifying the lines that enable flattering silhouettes. Rosetta relates: "The Modulightor Building is a beautiful marriage of structure and fluidity, similar to my designs. I wanted to showcase the collection in a space that mirrored this balance."

A casual approach to the season appears in breathable fabrics and comfortable, wearable silhouettes. Lightness reflects the season, appearing in a new trench coat, pointelle mesh, hand-crocheted styles, as well as oversized pieces like the new Bermuda short. In turn, volume is explored through twisted shaping—a characteristic of previous seasons—and draping. "Paul Rudolph's architectural approach, with its focus on light and form, is the perfect backdrop to highlight these lines and sculptural forms in the collection," Rosetta shares.

Additionally, the brand commits more intensively to the eco credentials that typically qualify many of its fabric choices. This season, most fabrics used in the collection are deadstock or inspired by vintage fabrics. Deadstock mélange jersey, sourced in Los Angeles, is a soft and lightweight addition; cotton nylon yarn from a fully vertical mill in Japan, features in different striped, knit styles.

About Rosetta Getty:

Rosetta Getty founded her eponymous luxury womenswear line in 2015, intending to create modern, multifaceted clothes crafted from the finest materials. Getty developed a seasonless approach to dressing for women who, like her, are looking for ease and elegance in their everyday lives. Deeply inspired by the art world, Rosetta's ready-to-wear collections have been informed by the work of contemporary luminaries such as Analia Saban, Alicja Kwade, Kayode Ojo, and Anna-Sophie Berger. In its sixth year, the Rosetta Getty brand continues to evolve. It is championed by a magnitude of influential women, including Alicia Vikander, Beyoncé, Brie Larson, Elle Fanning, Dakota Johnson, Michelle Obama, Patricia Arquette, Phoebe Waller-Bridge, Rihanna, and Selena Gomez.

Rosetta lives in Los Angeles with her husband Balthazar and their five children.

For all press enquiries, please contact: press@rosettagetty.com