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## Style Icon Hwahwa Lala Launches Debut Capsule Collection with Moscow-based brand Red September

The 16 piece collab collection is set to launch during Paris Fashion Week for Spring/Summer 2020

**Paris** – On September 28, at 7PM (CET), renowned style icon of the fashion inner circle, **Hwahwa Lala** is set to release her **first-ever female capsule collection** in collaboration with Moscow-based brand **Red September**. The 16 piece collection runs under the title LALA x RED SEPTEMBER and challenges the wearability of art and the societal predetermination of beauty.

### **Raw talent unleashed**

Over the last few years, Lala has been the vanguard of architecturally draped outfits in any contemporary setting: from the most renown Fashion Weeks to international Art Fairs and has thus naturally created a large base of loyal followers. The avant-garde devotee and transcendental being is now set to deepen her physical mark on this scene through the LALA x Red September collaboration.

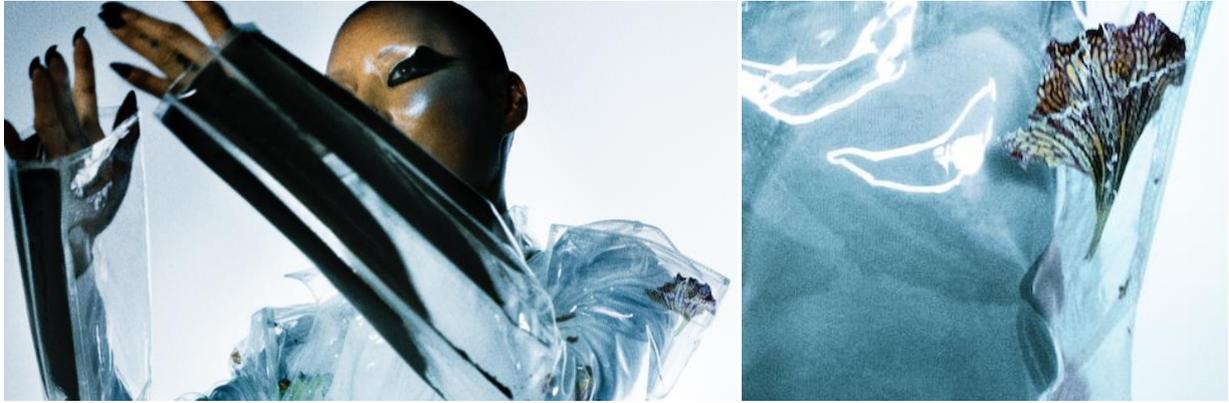
### **Aesthetic and freedom of expression**

Lala defines her aesthetics as *“sophisticated, poetic, playful, minimal yet brutal”* and always reflecting the nuances of her, *“being fragile and fierce at the same time”*. This philosophy of beauty has been echoed and translated into the collaboration with Russian designer Olga Vasyukova of Red September. The designer explains, *“When I first met Lala, I was struck not only by her integrity, authenticity and dissimilarity to others, but first of all by how confidently she presents herself and her style. Such freedom of expression and strength of character - truly admirable.”*

### **Effortlessly incorporating conceptual art into workwear**

The capsule collaboration grasps the total span of garment construction with a geometric approach, where seams and sutures play a pivotal role. Vasyukova’s scientific background, a former engineer herself, plays into the conceptual integration of sculptural tailoring mixed with ancient workwear tendencies and contemporary aesthetics.

The interplay between archaic and futuristic elements is set at the core of the design process. Within the foundation of the capsule lies a range of leather jackets, complex cut silk pants, and jumpsuits with geometric sutures. A recurring design element is the tetra pack detail, which elevates on the wearers’ shoulders. An ode to craftsmanship. This concept is only furthered through the use of the meticulously sourced material that shapes each of the pieces: Italian sheepskin from a Tuscan tannery, wet silk, organza, and boucle appear in the collection. Despite being known for a brighter colour scheme, the designer Olga Vasyukova plunged into the aesthetics of Lala and explored the realm of the darker, natural colors, such as dark olive, burgundy, white and blue.



The key features of the collaboration are the three wearable signature art pieces, all made to order:

- **Earth**, a loosely fitted, transparent jacket. Horizontal seams divide sections in which sand will depict the geologic component layers of Earth. Atop dried blossoms imitate the effect of sprouting flowers.
- **Air**, a transparent puffer jacket, which consists of a set of square parts interconnected hermetically, which can be individually in/deflated - in a gradient of air.
- **Water**, a transparent raincoat. Within its vertical seams, water and colored oil are mixed to an immiscible liquid, which allows the oil to move in droplets within the given seamlines.

*“Break down the set rules of what is product, and what is art. Art is a feeling, and what for some people might be a product or an outfit for others might be art”, states Lala.*

With this collaboration, the creative aims *“to challenge the concept and values of beauty.”* With beauty defined as *“the moments when we feel free, like authentic human beings. It’s all about the conscious feeling that what I wear becomes part of me. Being an individual and not just blending into the surroundings is what personal style and expression are all about.”*

### **The Rise of Red September**

Moscow, a hub which became synonym for re-defining aesthetics, has given the designer Olga Vasyukova a platform to explore her creative urges to found Red September in November 2018. Her work is a discourse of the symbiosis between the present and the bygone days, a realm where her design language discloses a subtle nod to Russia’s communist past whilst echoing brutalist architectural tendencies. Consequently, the aspect that stirs the international news is correlated to her countries past. Her so-called Tetra Pack shoulders got inspired by a collage she made with an ancient image of an ordinary Soviet boy who held a milk carton in his hands.

### **Through The Lens Of Nadia Bedzhanova**

The accompanying video addresses the alienation in suppressing spaces, escapism, and the duality between the powerful and vulnerable.

### **A Visual Interpretation by Elizaveta Porodina**

The editorial is captured through the lens of experimental photographer Elizaveta Porodina. She bridges the endless abyss of bland fashion editorials by merging surrealist elements with cinematic shadowplay, which highlights the progressive melancholy of the collaboration between Lala and Red September.

The **capsule collection consists of 16 items** available within a luxury price segment and will be **officially launched on the 28th of September at NOB Showroom**. Thereupon being showcased and sold to retailers at NOB Showroom in Le Marais during Paris Fashion Week.

Click **here** to be forwarded to the Online Press Corner for media material, High-Res logos and further brand information. The video can be found **here**.

### **Credits:**

The Muse: [Hwahwa Lala](#)  
 The Designer: [Olga Vasyukova](#) for [Red September](#)  
 Make-Up and Styling: [Zam](#)  
 Still Life Photography: [Elizaveta Porodina](#)  
 Cinematographer: [Theodore Guerlain](#)  
 Directed by: [Nadia Bedzhanova](#)  
 Production: [NOB Agency](#)  
 Creative producer: [Simon Utkin](#)

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