

Red September

Ready-to-Wear - Autumn 2019



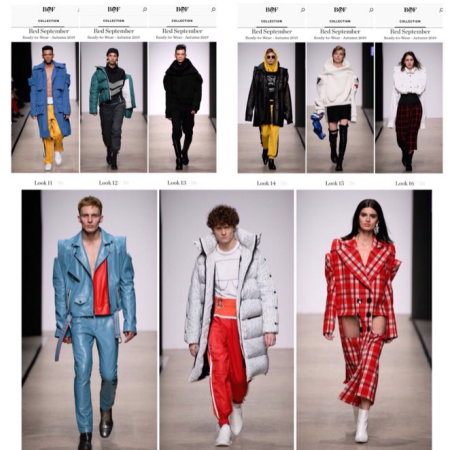
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Red September

Ready-to-Wear - Autumn 2019



Look 8 / 36



COLLECTION DETAILS BACKSTAGE FIRST ROW



Red September ⓘ

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COLLECTION DETAILS BACKSTAGE FIRST ROW



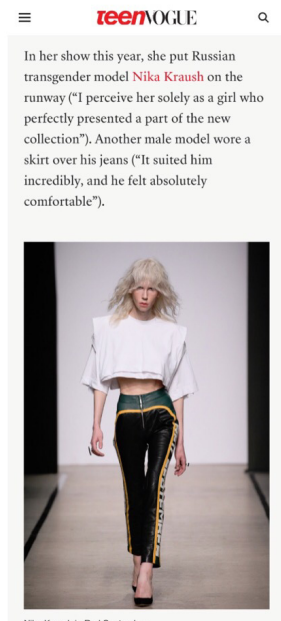
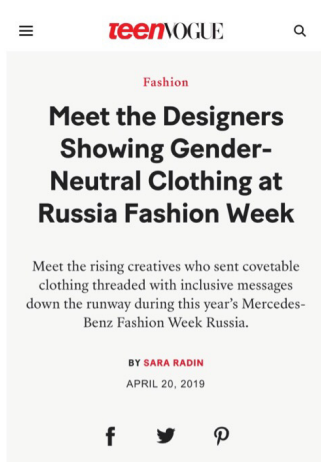


RED SEPTEMBER

Il brand propone un'idea di moda decisamente più aggressiva e a suo modo street, creando dei pezzi complicati e difficilmente portabili ma di grande impatto visivo, quasi tutti in pelle. La rielaborazione di grandi classici come il biker o il parka sono all'ordine del giorno per Red September; di maggiore interesse sono i capispalla e l'utilizzo della pelle che nel suo insieme rende interessante e unico, su Mosca, l'approccio del brand.

Red September

The brand proposes a decidedly edgier streetstyle fashion offering intricate and not easily wearable pieces with a strong visual impact, almost all in leather. The revisitation of staples such as the biker or the parka jacket is a distinctive feature of Red September; the outerwear is more interesting, and the use of leather as a whole makes the brand's approach original and unique.





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VOGUE

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Red September

Ольга Васюкова, основательница Red September, окончила курс Fashion Design в Polimoda и решила не тянуть с организацией своего дела. Так в 2018 году появилось творческое объединение, вдохновляющееся духом перестройки для создания мужской одежды. Коллекция сезона осень-зима 2019 носит брутальное название Sons of Anarchy: «Многие прототипы я разрабатывала и шила ночами после рабочего дня, часто не имея под рукой даже манекена. Коллекция стала своеобразным концентратом всех эмоций и впечатлений от локаций и встреч с новыми людьми», — говорит Васюкова. На MBFW команда бренда максимальное внимание уделила проработке плеч в форме tetra rak, а главным материалом стала кожа — любимый материал Ольги. Планы у Red September серьезные и грандиозные: «Самое время обсудить ошибки и двигаться дальше. Сейчас идет самая интенсивная работа».



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BAZAAR

> MAGAZINE

RED SEPTEMBER (レッド・セプテンバー)

Дизайнер — Олга Васюкова. Милано Филентуе в полимода фэшн дизайн усилила, Филентуе с 1-го шоу открыла ее. Сейчас в Москву вернулась, и продолжила коллекцию. Сейчас в сезоне, нейлон, деним, лезер и т.д. Различные материалы используются, олдскул или моданарт от инвайя коллекция. Особенно милккартон, как тренчкот или лезер-джакет, ее черты.

Text: Chise Taguchi



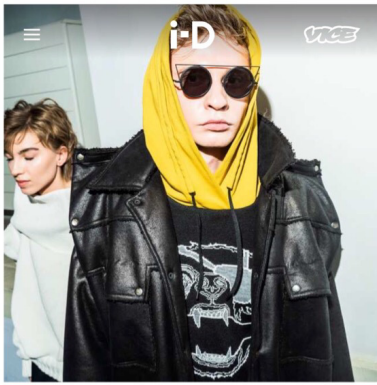
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DAZED

Although the Soviet Union fell in 1991, its influence is still prevalent in the art and culture of Russia. American culture that was first introduced after the fall is now blending with the existing culture, showing the young generation the start of new era. Mixture of contrasting cultures brought about the current Russian fashion, full of potentials and infinite possibilities that we have never seen before. Here we introduce two Russian fashion designers, leading the Russian fashion into the new age.

Unlike Alexander Arutynov who is bold in his approach to his design, Red September, a Russian designer, reinterpreted the contemporary fashion design to make it more approachable. Olga Vashukova, a Red September designer and a graduate of Polimoda in Florence, Italy, showcased a collection of streetwear with Rock'n'Roll and architectural silhouettes. Both angular and inflated shoulder forms were incorporated to accentuate the architectural silhouettes. Signature looks of Rock'n'Roll, leather pants and the biker jackets, were also shown. This unusual mixture of Rock'n'Roll and architectural silhouettes can be said to represent the current Russian fashion trend.





FASHION

the russian designer bringing back the shoulder pad

Olga Vasyukova's structured shoulders were inspired by a milk carton.



She speaks about her family with pride, describing her parents as "remarkable." "Perhaps in a past life, I saved the country or did something like that, so I was rewarded with them," she explains. "They taught me how to allocate my time correctly, set priorities, and focus on the main thing here and now." A self-confessed "workaholic," she thinks they might have "overdone it."

She also describes her childhood under USSR as "pleasant," while sharing memories of empty shops and "many restrictions." She's convinced people at the time were kinder and often feels nostalgic for her youth.

"I remember the long lines, in which I first queued up with my mother. Then mother was replaced by my father, and then my father was replaced by grandmother," she says. "It seems to be standing in line that we made friends in childhood, then gathered at somebody's home to watch different films on VHS tapes."



The idea for the collection first came to Vasyukova after she discovered a vintage motorcycle suit that was "completely scratched from asphalt" and she "sensed the story" while holding it. She describes the collection as a story about "a free rebellious spirit, about brave young hearts that demand changes."



Collages are an important element of her design process. For "Sons of Anarchy," she collected archives of photos around "everyday routine of ordinary Soviet people." She also studied post-Soviet youth in detail and listened to the legendary Soviet rock song "We want changes... It's the demand of our hearts!" on repeat.



Emerging Russian designer Olga Vasyukova grew up in what she says was the most usual scenario of a "respected Soviet family." Born in the USSR, her parents "worked a lot" in the field of science, she "studied a lot," and once a year they went to "visit the sea."

After graduating school she went on to study logistics, higher mathematics, and descriptive geometry at Moscow State University of Railway Transport. During this time, she was unaware of the existence of the fashion industry. "I had no idea about the fashion industry in '90s and no interest in it in '00s," she explains.



Vasyukova's scientific background and fascination with architecture heavily influence her designs. She approaches fashion with her knowledge of construction, geometry, and technical drawings. "It could be said that I use reverse engineering," she says. "I imagine the final shape of a thing in my head, break it into its component parts, and then I work with it in a flat."

She didn't fully commit herself to launch her brand "Red September" until November of last year. In a few short months, she has shown in St. Petersburg, Moscow, and Paris, in two showrooms under NOB during Fashion Week. Her new collection "Sons of Anarchy" was the brand's debut at Mercedes-Benz Fashion Week in Moscow last week.



While technically a menswear brand, she's not interested in casting by gender and hopes to "leave all divisions and labels in the past" and make casting decisions on who can best convey the spirit of the collection. She was one of the few "genderless" fashion shows at Mercedes-Benz Fashion Week Russia, casting a wide variety of models including Russian transgender model [Nika Kraush](#).



Now working full-time as the designer for her own label titled "Red September," she can "hardly remember" exactly when she decided to make the shift. After feeling unfulfilled in her engineering career, she found herself studying the website for Polimoda, a fashion institute in Italy, late one night and left her role at the Research Institute for Information Technology on Railway Transport in 2013. From there, she relocated to Florence to study Fashion Design at Polimoda then returned to Russia last year.



It's impossible not to notice that she has a fascination with shoulders and shoulder pads. She sees "so much more potential" in shoulders, compared with other design elements such as length and waist level, and calls them the "key moments of the figure." She found her signature silhouette after she discovered a photo of a Soviet boy and a milk carton while collaging. Drawing inspiration from the shape of the milk carton, she works to bring shoulder pads and shapes to new heights.

Vasyukova's introduction into menswear came after "failing in every aspect" to design a women's collection. Exclusively working on the male mannequin for the last few years, she has only just now returned to a female one.

While technically a menswear brand, she's not interested in casting by gender and hopes to "leave all divisions and labels in the past" and make casting decisions on who can best convey the spirit of the collection. She was one of the few "genderless" fashion shows at Mercedes-Benz



When asked what inspires her, Vasyukova explains that she doesn't believe in inspiration, but hard work. Her strict upbringing instilled diligent time management skills and a strong work ethic that will no doubt enable her to thrive under the tight deadlines and regimented seasons of the fashion industry.

With Russian fashion week over, her "most intensive work" is underway. She plans to "analyze everything, work on every mistake and move on." The collection will be available in concept stores around France and Italy and she's already working on a unisex spring/ summer collection.



Red September: streetwear sfrontato, combinazioni di tessuti come i tartan, il pvc, la pelle nera, il mood è punk e le silhouette mettono in evidenza le spalle.



purplehaze

RED SEPTEMBER

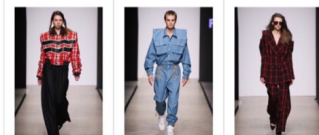
Polimoda graduate Olga Vasyukova brought us a fresh collection inspired by architectural design. Using leather, denim, nylon, cotton, and their various combinations, the designer boldly employs somewhat unconventional techniques – painting, burning, and burying textiles in the ground.

This time, we saw a varied streetwear collection, starting off with red and black tartan fabrics on jackets, coats and jumpsuits, using bold silhouettes and wide shoulder angles. Continuing the rock-n-roll in Paris feel with leather trousers and egg-yolk yellow vests and sweaters, Vasyukova brought an edgy and punky feel to her garments. Denim suits and wild, structured coats and trenches of veridian, amber, crimson, black and white, all accessorized with RED SEPTEMBER's trademark leather teddy bears, spiked and studded. Model Sasha Panika

purplehaze

walked out in a tartan coat with playful clear PVC inserts, while other models swaggered in skirts of teal leather. The brand's motifs – a raging bear face gnawing on a vodka bottle and jackets resembling milk cartons – were a common sight on the runway through this show.

As playful as it was aggressive and brave, Vasyukova's newest works will definitely suit those wild-at-heart fashionistas who are looking to spice things up this Spring or Autumn.



F.Y!



REDSEPTEMBER Fall/Winter
2019

by Eduardo G.

Share
8 Apr. COLLECTION, FALL/WINTER, MOSCOW.



F.Y!



Olga Vasyukova presents her new collection for **Red September** during **Mercedes-Benz Fashion Week Russia**. Red September tells the story not only about freedom and independence but about conscious rebellion and meaningful anarchy.

This upcoming season, the heart of the Red September brand has demanded a change and thus, Sons of Anarchy collection opened a new chapter of the brand. It is in those chapters that the post-Soviet aesthetics made its into details and color solutions. In-depth analysis together with the constructive adaptation of classic motorcycle pants found in vintage stores all over Florence daringly introduce notions of freedom to the compositional character of the collection.

www.instagram.com/redseptemberofficial

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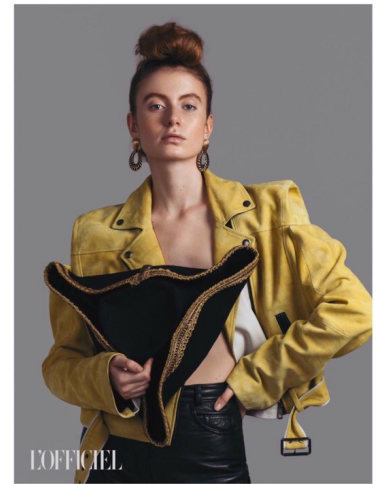
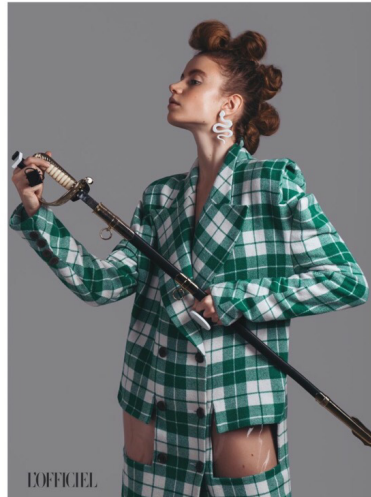


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FASHION

Meet Russia's Coolest Fashion Designers

We talked to six of Russia's most inspiring designers about their Fall 2019 collections.

04.08.2019
by Alex Frank



Describe your design process in three words.

Self-motivation, time management, caffeine.

How would you define the Moscow style?

Moscow is a huge city with people from various cultures, with different ethical norms, financial opportunities, and freedom of expression. In one space, you can meet both people who are obsessed with brands and those who wear the clothes of their grannies from the '80s. I like that more and more people are starting to combine all sorts of things—haute couture and things from flea markets, vintage and mass-market.

Who is your most important style icon?

I try not to create idols for myself. For this collection, it all started when I found a stunning vintage motorcycle suit the size of a 15-year-old guy in one of the markets in Florence. It set the entire direction. I studied the moods of the youth of the post-Soviet period, and I was listening to the legendary song by Victor Tsoy, "Changes." The collection is one big story about a free, rebellious spirit, about brave young hearts demanding change. I used a lot of different leather, Italian wool, plastic, nylon, materials that at first glance do not match, but in this collection they perfectly complement each other.

What music do you listen to in the studio?

Silence. The primary stage of creating an idea is that moment when I need to focus, concentrate on words that I want to say and how they should be heard. Usually all this happens at night in silence. When the process of implementing ideas begins, jugglers and circus acrobats can run around me, yet there is little that can distract me.

What's cool about being living and being in Moscow now?

Moscow is my hometown, my place of power and inspiration. Moscow is difficult to identify and comprehend, which in my opinion is a sign of a living pulsating city. All these contrasts and inconsistencies keep me in a creative mode and mood.

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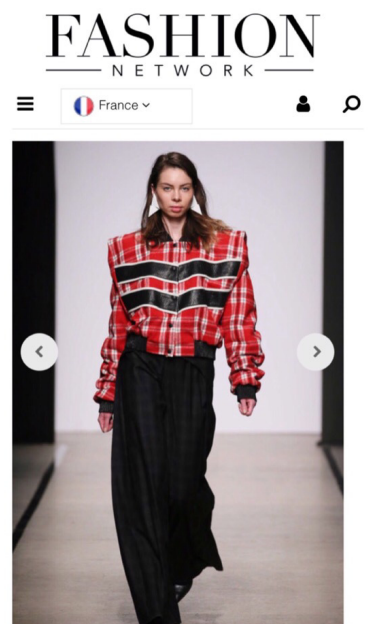
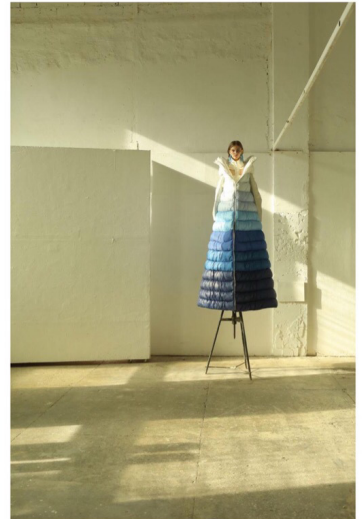
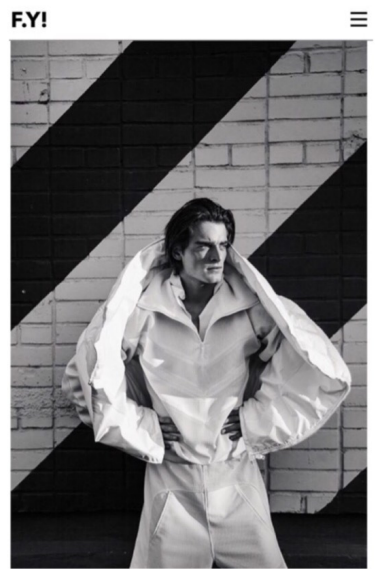


Red September

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Red September



MODE RUSSISCHE MODE-DESIGNER

Zwischen Provokation und Sowjet-Nostalgie

Veröffentlicht am 13.04.2019 | Lesedauer: 6 Minuten

 Von **Silvia Ihring**



welt ABO    



und Perücken. Etwas martialischer, aber ebenso experimentell mag es Olga Vasyukova, die Ende März mit ihrer Marke Red September ihr Schaudebüt auf der Fashion Week Russia feierte. Auch ihre an den breiten Schultern spitz zulaufenden Jacken, ledernen Rennfahrer-Leggings und an Arbeitskleidung erinnernden Overalls sollen Männer wie Frauen ansprechen.

„Meine Generation reist mehr, wir haben internationale Freunde, haben im Ausland studiert. Grenzen spielen für uns keine Rolle mehr, und ich glaube, das macht auch unsere Mode mutiger“, sagt die Absolventin der Polimoda-Akademie aus Florenz. Gerade wegen ihrer Studienerfahrungen in Italien weiß Vasyukova genau, was den Aufbau einer Modemarke in Russland so schwer macht: Produktionsstätten, die hohe Qualität garantieren und auch in kleinen Stückzahlen herstellen, gibt es kaum, Stoffe müssen für viel Geld aus dem Ausland importiert werden.



InStyle

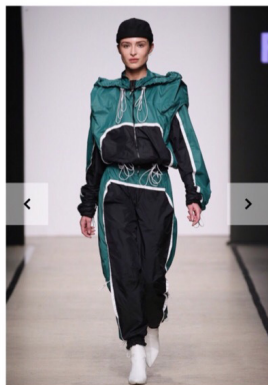


30 look dalla Russia Fashion Week

Oltre 200 brand in scena sulle passerelle della settimana della moda a Mosca. Ecco il nostro best of. Look anni Ottanta, palette dell'arcobaleno e flash al neon... iniziate a prendere nota per la prossima stagione

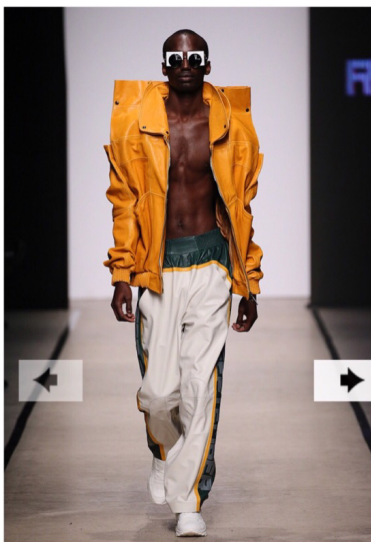
 di Alice Abbiadati
administrator



FGUK



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POLIMODA

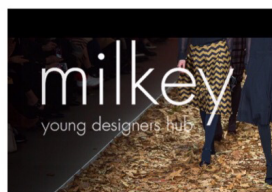


Brave young hearts

Polimoda alumna Olga Vasyukova is on the grind. The emerging Russian designer's gender-inclusive brand Red September launched last year and has been making waves on a global scale. "I imagine the final shape of a thing in my head, break it into its component parts, and then I work with it in a flat," she explains to *i-D Vice*, revealing the milk carton photo that inspired her signature shoulder pad silhouette, strict work ethic and new collection, *Sons of Anarchy*. The future's looking bright for the young visionary.



Read the interview on [i-d.vice.com](https://www.vice.com/en/article/fashion/red-september)



RED SEPTEMBER AW19 – SONS OF ANARCHY

[milkeymagazine \(http://milkeymagazine.com/author/milkeymagazine/\)](http://milkeymagazine.com/author/milkeymagazine/) • [Uncategorized \(http://milkeymagazine.com/category/uncategorized/\)](http://milkeymagazine.com/category/uncategorized/) • ♥ 2



Limor Helfgott

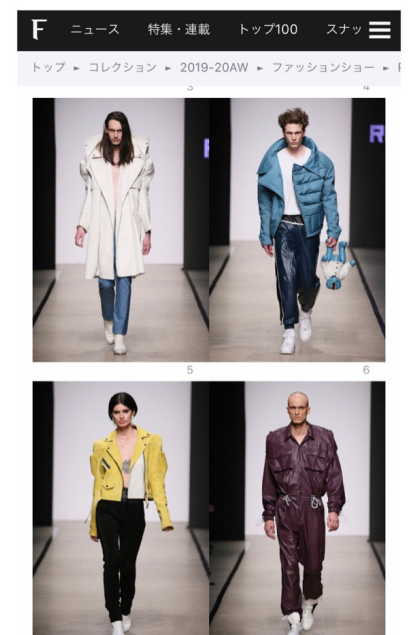
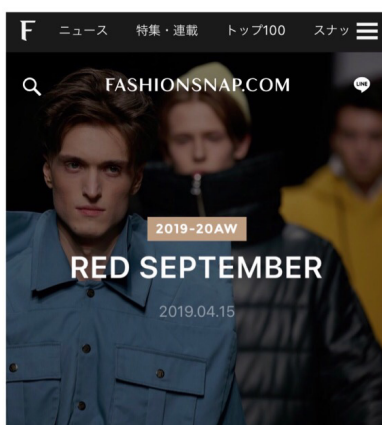
Red September presented their AW19 collection SONS OF ANARCHY at Mercedes-Benz Fashion Week Russia in Moscow, opening a new chapter for the brand.

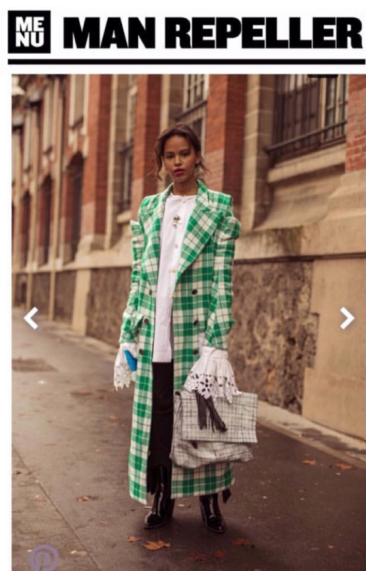
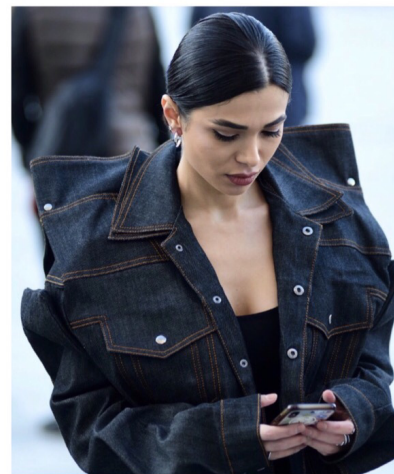
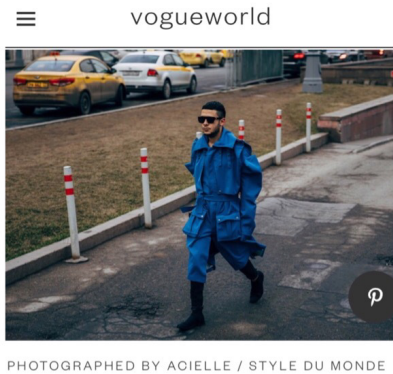
Inspired by industrial and architectural design, designer Olga Vasyukova clearly reflects her background in design in her collections. Each one takes an ideological direction, focusing on a mix of old school aesthetics and adopting key points of various modern art disciplines.

This season the designs feature an in-depth analysis together with constructive adaptation of classic motorcycle trousers found at vintage stores in Florence, daringly introducing notions of freedom to the compositional character of the collection.

Enhancing the balance between volume and form, the collection features cut-up and various textiles with a complexity of colour combinations, a selection of Italian leather and suede with weightless nylon and knitted linen of natural wool, providing depth and conceptual completeness to the unique designs.

A new implementation of the unique shoulder design, a defining feature of the brand, appears in a variety of forms and fabrics: from the couture version in cashmere and denim to the most adaptive commercial leather, cotton, and knitwear options. In the new season, **Red September** tells the story not only about freedom and independence, but about conscious rebellion and meaningful anarchy.





KALTBLUT.

BY MARCEL SCHLUTT /
FASHION / FEBRUARY 4, 2019

RED SEPTEMBER - SONS OF ANARCHY



#Campaign - This upcoming season, the heart of the Red September brand has demanded a change and thus, Sons of Anarchy collection opened a new chapter of the brand. It is in those chapters that the post-Soviet aesthetics made it's into details and colour solutions.

In-depth analysis together with a constructive adaptation of classic motorcycle pants found in vintage stores all over Florence daringly introduce notions of freedom to the compositional character of the collection. Sons of Anarchy, featuring cut-up and various textiles with a complexity of colour combinations have enhanced the balance between volume and form. Compilation of noble Italian leather and suede with weightless nylon and knitted linen of natural wool provides depth and conceptual completeness to the collection.

The unique shoulder design, a defining feature of the brand, found its new implementation in a variety of forms and fabrics: from the couture version in cashmere and denim to the most adaptive commercial leather, cotton, and knitwear options. In the new season, Red September tells the story not only about freedom and independence but about conscious rebellion and meaningful anarchy.



≡ MENU

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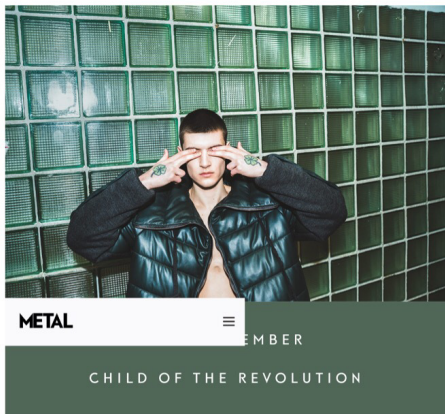
MORE

FASHION NEWS

Red September - "Sons Of Anarchy"

This upcoming season, the heart of the Red September brand has demanded a change and thus, Sons of Anarchy collection opened a new chapter of the brand. It is in those chapters that the post-Soviet aesthetics made its into details and color solutions. In-depth analysis together with constructive adaptation of classic motorcycle pants found in vintage stores all over Florence daringly introduce notions of freedom to the compositional character of the collection.





Gosha Rubchinsky is not the only designer to ever come out of a childhood in the USSR. Meet Olga Vasyukova, whose inspiration ranges from her job as a perishable food transportation coordinator to studying in Florence. Luxury leathers meet clean, worker-style jackets that nod to Russia's communist past. *Red September* presents a hybrid, exciting take on modern, rebellious identities.

Red September garments, cut with boxy functional pockets and popper fastenings, have a strong work-wear quality that is elevated by luxury materials like Italian leather. The lines between sportswear, work-wear and high fashion seem to be blurring more and more. Was it a conscious choice of yours to be a part of this movement?

No, it's a coincidence, this is just happening at a very good time. My designs show my engineering background, fashion design education, my own taste and serendipity mixed up in good proportions.

What's in your headphones when you're designing – punk, classical, techno, pop?

Kino, Zemfira, The Retuses, Scriptonite, Oxxxymiron, etc. A sick mix of old-school Russian rock, indie folk based on lyrics from the silver age of Russian poetry, rap. I'm pretty sure I forgot something. I may sound like I have a nervous disorder but in the last week before the deadline, silence is the best.

How do you get inspired?

I do not believe in inspiration. Only hard work, perfect time management and a clear deadline can give you a good result.

difference. I do clothes for people, no matter what gender they are.

You're a young, emerging designer. What are your dreams and hopes for the future? Where do you see yourself and your brand in two or three years?

Hope my people stay with me, my parents will be fine, and I will be as obsessed with my work as I am now.

Launched at Paris Men's fashion week Fall/Winter 2019, Olga's first collection, *Sons of Anarchy*, sets the tone for this new designer's future. The ex-engineer follows a strict work ethic punctuated by the dates of each seasonal release that echoes her seemingly regimented upbringing. Olga's designs have a surrealist edge aiming to "make the familiar strange".

Red September's sculptural tailoring reflects her fascination with architecture, which she builds into garments. *Sons of Anarchy* presents another post-Soviet style that reworks conservative work-wear into luxury, rather than imagining a new identity through western sportswear. Olga Vasyukova is one to watch, whose coffee-fuelled delirium led to milk cartons deciding they would become the defining silhouette of her brand.



You were born in USSR (The Union of Soviet Socialist Republics). Do you remember any of your childhood growing up under communism?

For *Sons of Anarchy*, your Fall/Winter 2019 collection, "Red September tells the story not only about freedom and independence, but also about conscious rebellion and meaningful anarchy." Anarchism, like communism, means equality championing hierarchy and dissolution of the exploitation we experience under capitalism. Anarchist thought is a punk staple and something increasingly adopted by the youth of today. Is your collection directly political or more focused on aesthetic and spirit?

After the collection leaves my working space, everyone explains it for themselves in their own way. I like your point of view, it's interesting. Let's say I prefer to move along parallel paths with political movements, politics is too far away from my daily routine.

In a recent article, you discuss the importance of colour in your collection. I was initially surprised that you don't even use a swatch of the obvious, cherry red that I associate with the Post-Soviet aesthetic. Was this a choice to move away from stereotypes of what it is to be a young Russian designer?

This brand is not a statement with soviet logos and Lenin portraits; it's my direct speech. The events I've seen with my own eyes, I have put into my own words. I was lucky enough to be a witness of so many changes in the history of my country and it has all formed my vision and way of thinking. It was not my choice, it is simply who I am.

Red September has a more grown-up take on Post-Soviet identity inspired by industry and architecture that manifests in tailoring, compared to other brands. A defining feature of Red September is its unique shoulder design, inspired by milk cartons. Why did you choose milk cartons?

They chose me, I swear. As I remember, the whole table was littered with pictures, photos and collages and a milk carton from one of the photos told me, "Use us, ginger girl, use us as much as you want". I just couldn't say no.



I was growing up under my parents' eye, not political theory. At that time, it was difficult to buy things in the shops, they were empty and if something appeared, we could stand in the line for hours. Everyone knew each other. Few people could go abroad. I don't know, many things that were my normal daily routine may sound strange now. I am grateful for my childhood with all the difficulties and positive moments that formed my character.

Did it have an influence on the name of your brand, Red September?

Every time someone asks me this question, I promise myself to come up with some melodramatic horror story in the future that lies behind the brand name, but now, I have just the pathetically boring reality that my sarcastic sense of humour mixed up with my personal present and my grandmother's past. The end.

Railway Transport Logistics researcher was your first professional title after studying logistics for five years at Moscow State University of Railway Transport. What inspired you to change paths and study fashion in Italy?

My mother is a scientist; there was no chance for me to stop my studies after just one diploma. After a few years of an engineering career and lots of extra courses and hobbies, I had a strong feeling of wasting my time. I can hardly remember how I even started thinking about design but I clearly remember myself late at night sitting in my pyjamas in front of the computer studying Polimoda's website. Now I feel that I'm in the right place at the right time doing the right things.

Although it was after many cups of coffee very late at night, so the real situation could be very different.



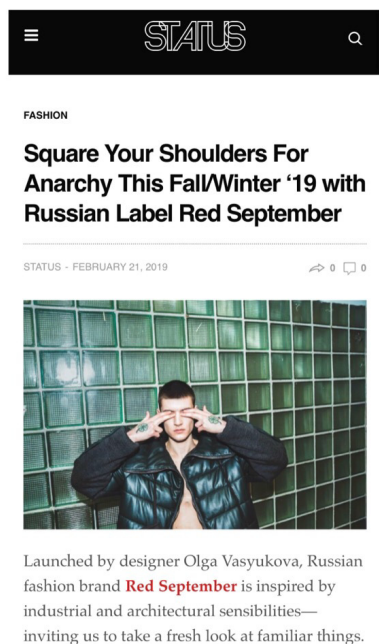
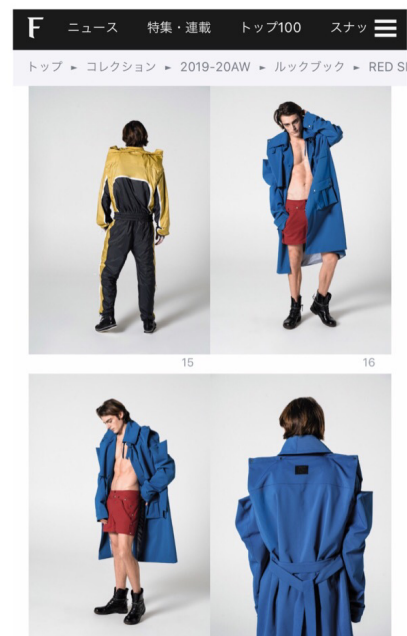
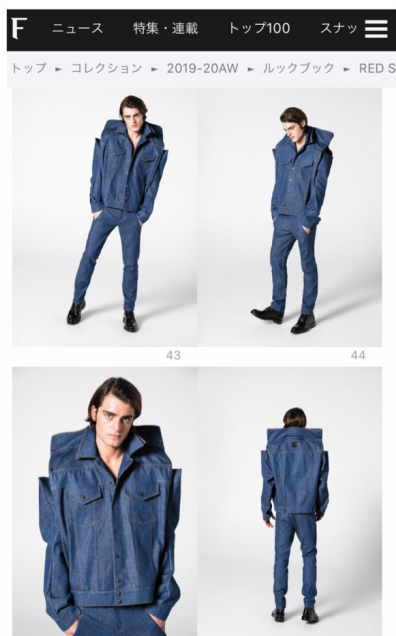
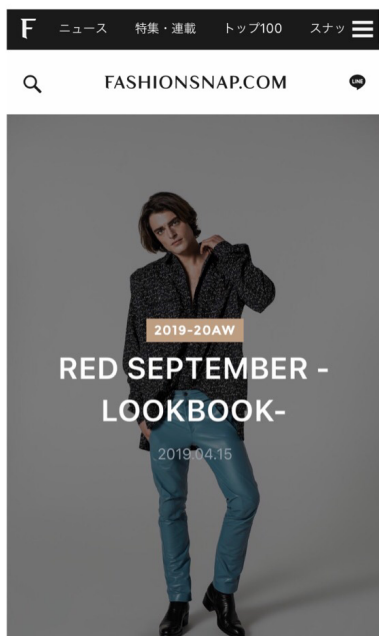
What do you think about the increasing amount of western mainstream brands using slogans in Russian to emulate the Post-Soviet style that was born with eastern millennials forging their identities? Is this a form of cultural appropriation?

This matter is not on my list of things I need and want to think about. I hope at least they know proper spelling and correct translation.

Sons of Anarchy collection is shot on male models, but in your Instagram feed, I spied some Balenciaga heels, worn by model Alise Marie, styled with Red September jacket and leather trousers. Is Red September a gender-inclusive brand that can be worn by everyone?

Garments are just pieces of fabric or leather stitched together. Some shapes I construct on male mannequin, others on female, so the fitting is the only



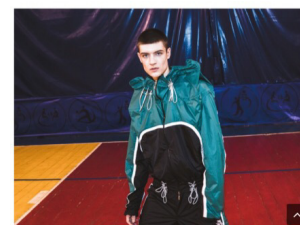


By boldly employing somewhat unconventional techniques—painting, burning, and burying textiles in the ground—*Sons of Anarchy* is the change Red September needed for a fashion uprising. The collection features a mix of Fall-spun styles—athleisure, trench coats, and leather jackets resembling milk cartons, which has become the trademark of the brand. From knitwear to commercial leather, the brand's signature square shoulder design finds a new implementation in a variety of forms and hues.

Check out Red September's A/W '19 lookbook and campaign for *Sons of Anarchy* below:



For their A/W '19 collection *Sons of Anarchy*, *Red September* holds steadfast to its Soviet roots. By intertwining post-Soviet detail into their aesthetics, their autumnal range, *Sons of Anarchy* revolutionizes the constructive adaptation of vintage pieces to introduce notions of freedom to their compositional characters of the collection.





Идеи для осеннего гардероба: 5 очень разных новых коллекций

В преддверии нового сезона бренды начинают публиковать свои лукбуки. Выбрали пять по-разному интересных — один не похож на другой.

22.08.2018
L'OFFICIEL Россия



Reading time 35 seconds



Red September

Обычно мы обходим стороной мужские коллекции, но для молодого российского бренда Red September сделаем исключение — потому что эти вещи с удовольствием носили бы сами. Марку запустила художница и дизайнер Ольга Васюкова, финалистка общероссийского конкурса дизайнеров NOB Talents, чей талант и трезвый подход к работе вызывает восхищение (без шуток). «Вдохновение — это лирика. Если есть цель и кайф от работы, то к результату приводят только усидчивость, трудолюбие, грамотный тайм-менеджмент и четкий дедлайн. Мозг уже сам, обрабатывая всю визуальную информацию, будет искать связи с текущим проектом. Эти процессы работают всегда, часто в автономном режиме».

Собственно о проекте: осенне-зимняя коллекция построена вокруг воспоминаний о советском детстве. При этом в ней нет места чрезмерной прямолинейности и плакатности, к которым прибегают некоторые другие бренды, взявшиеся за эту же тему. Вместо буквального изображения дефицитных продуктов из прошлого Red September решили передать ощущения от долгих часов в очередях за ними. Поэтому в коллекции так много синтетических материалов (для тепла) и молочных расцветок, напоминающих упаковки Tetra Pack.



