

erdem

PRESS RELEASE

The Spring/Summer 2008 Collection Influences

Fashion legend Iris Apfel, vintage colour photographs of my mom from the 60s and 70s and The Rite Of Spring proved the predominant influences of the Spring/Summer 2008 collection. Iconic 80s French Vogue covers resonated too.

The structure of a classic 50s motorcycle jacket inspired a new dress shape.

Technically, it is all about contrast. Volume and texture, used with strong graphic prints offset with the delicacy of hand-made lace, form the basis of the collection. The standout features? Huge, voluminous dresses contrast with a new sleek body conscious silhouette.

Key Pieces

Erdem printed dresses

Macs

Embroidered biker gowns