

DERNIER-CRI

If you absolutely had to, which would you choose and why: Colour or shape? We'd choose shape because colour is dependent on trends. Shapes are long-lasting and are therefore perfect to embody an idea.

Old or new? Dernier-Cri stands for the discovery of new shapes and solutions and for making them wearable (e.g. a shirt with an asymmetrical collar). We get our ideas exclusively from all sorts of different musical styles.

Jeans or jersey? When working on the SS 08 collection MDC, we realised that denim is extremely versatile. There is a good reason why more jeans are being sold and worn than other trousers.

PROFILE

In 2006 the designers Anna and Alexander Sova, who had been working for the Brazilian designer Marcello Sommer, opened their first shop "Maison Dernier Cri" in Vienna.

Both describe their style as avant-garde, urban and minimalist-opulent.

Dernier-Cri's new AW 08/09 collection, which will be premiered at the Prêt à Porter Femme Paris at Zip Zone Montaigne, deals with the theme of architecture, with geometric trompe l'oeils and uses sports- and streetwear elements.

A certain multi-functionality of clothing forms another very important aspect. New ways of fastening, high-tech fabrics as well as an intelligent cutting method complete the overall picture of the collection.

Dernier-Cri's understanding of fashion as a cross-over industry already led them to taking part in various art-, film- and music projects.



SHOWING AT

Zip Zone Montaigne
Designers Gallery
Avenue Montaigne 15
75008 Paris

27 February – 2 March 2008

