

ERNEST W. BAKER

SPRING / SUMMER 2024

For this Spring Summer 2024, the collection began by referencing back to Ines and Reid's childhood memories of family summer vacations. Time spent together with parents, siblings and friends conjure up fond and sometimes bittersweet memories, vacillating between fantasy and reality. An occasion away from the predictable normal routine, transported to a place that feels more ethereal and timeless. These feelings were referenced to develop a collection that brings us to a surreal place, an imagined fantasy holiday.

The collection flows with a lightness of an otherworldly summer vacation. Looks are refined and pared down to give a refreshing new look, yet still continue to build on the codes of the brand. The pool slide sandal, a vacation staple, is given an update with a bulky gold chain, a hotel towel is styled to look as if emerging directly from the water, while the irony of peacocking vacationers was inspiration for the layering of jewelry.

The summer hues of color in the collection also serve to further develop upon this fantasy. Pink and purple cut together on a lapelless blazer, intended to stir up a minimalistic 80s feeling. Snakeskin boucle & a spider embroidered twin set reference the surrealness of nocturnal insects seen on a tropical get away.

Playing with holiday stereotypes gives inspiration to several looks in the collection. Fireworks, a cliché holiday experience, are reinterpreted in a gold stud appliqué seen on a leather sleeveless jacket, shorts and bag. A gold payette embroidered suit styled with a black & gold hemp boucle vest, give nod to a night spent gazing at the stars.

Repurposed vinyl sofa covers from the 70s are converted into garments and accessories that evoke a retro futuristic sentiment, paralleled to the identity of the brand.

A dark complexity emerges in the final looks of the collection, as the notion is found that maybe the reimagination of memories past, may be better than the experience itself. By choosing what we want to remember, we become disconnected to what we were. Re-writing the lines of our memories, if we had the chance to do it again, would we?