

A R E A

Fall winter 2023 Ready-To-Wear And Couture Runway

This season we explored the idea of the primal instinct and its evolution through fashion history. Starting with bones and fur, materials originally used as means for survival, these transformed through generations into symbols of aristocracy and wealth, and eventually into today's excess.

In this collection we try to break down those notions and redefine these symbols through alternative material explorations.

FUR TROMPE L'OEIL

Our initial research brought us to fur, one of the oldest forms of clothing. A material once used for warmth and protection, developed into a status symbol glamorized throughout history. Often a signifier of prosperity, this trade created a polarizing contrast between the rich and the poor. We wanted to take this symbol of wealth and transform it into something modern and inclusive through exploring fur as trompe l'oeil denim, fluid crepe viscose and silk jacquard.

First, we photocopied vintage fur pelts then warp-printed this artwork onto various fabrics. Next to the graphic texture, the allure of fur lies in its dramatic volume and construction. We translated this by draping godet-like volumes into skirts, dresses, and monumental couture coats. This technique was also applied to jeans and outerwear, hybridizing high-octane glamour with wardrobe staples.

Bones

Jewelry and adornment have always been important to our DNA. This season we looked at prehistory where one of the first jewelry pieces was made of bone. In attempts to marry a craft so primitive with modern jewelry-making, we rendered abstract bone shapes in various techniques of lacquer, Swarovski crystal bombé, and molded claws.

Lacquered Bones

Our first exploration of bones was through hand-sculpting exaggerated bone-like shapes that are lacquered in resin enamel and encrusted with Swarovski rivoli crystals. These bones are then knotted into dramatically draped couture gowns and abstract jewelry.

Crystal Bombé Bones

We reimaged bones and skulls as adornments by crafting thousands of Swarovski crystals into bombé skull heads, bracelets, and colliers. This technique was then translated through embroidered crystal and paillette cups on dresses, tops, and fully encrusted catsuits.

Molded Claws

We wanted to infuse a sense of savage beauty into the collection by creating hand-molded jewelry claws that slice open elegant suiting pieces, body-hugging cocktail dresses, and slashed denim, offering a new take 'distressing'.

Creative Director / Co-Founder: Piotrek Panszczyk
Styling: Katie Burnett
Hair: Ryan Mitchell using Mr. Smith
Makeup: Kanako Takase using Addiction Tokyo
Nails: Yukie Miyakawa
Music: Senjan Jansen
Production: REPLICA
PR: Lucien Pages Communication

Special Thanks

The AREA team both local and abroad, our dedicated mills, suppliers and craftsmen, our amazing cast, Katie Burnett, the teams at REPLICA, Lucien Pages Communication, Sergio Rossi, Addiction Tokyo, Mr. Smith, and EMCEE.



This season AREA has partnered with EMCEE to connect their creators with our brand to highlight looks straight off the runway. Beyond sales and commissions, EMCEE empowers creators and brands to build their businesses through online showrooms, exclusive events, collaborative partnerships.

ADDICTION TOKYO

To celebrate the launch of Addiction Tokyo within the US – AREA has partnered with the brand and makeup artist Kanako Takase in executing the beauty look this season.

MR.[®]SMITH

AREA has continued its long-standing partnership with Mr. Smith and has worked with hair stylist Ryan Mitchell in executing the hair look this season.

ABOUT AREA

Founded in 2014 by designers Piotrek Panszczyk and Beckett Fogg in downtown New York City, AREA is a fashion and accessories design studio specializing in quality craftsmanship, textile development, and innovative embellishment. Since its launch, AREA has garnered a cult following with their modern and timeless take on beauty and glamour.

Beckett is originally from Lexington, Kentucky, and Piotrek was born in Poland and raised in Holland. After experience at Calvin Klein Collection and Chloé, respectively, they met at Parsons while pursuing their Masters in Fashion Design and Society. The designers meld their uniquely diverse backgrounds to explore history, aspiration, and conceptualized ideas of glamour through AREA.

Exploring perceptions of femininity and beauty are an ongoing reference for AREA; the ways in which these ideals evolve and change across time and cultures is a driving inspirational force for the brand. Through examining and challenging the evolution of beauty ideals, AREA celebrates duality and togetherness.

AREA's signature style is multi-faceted; witty, inherently glamorous, playfully decadent and injected with a pop energy. The brand shares its name and spirit with the iconic 80s Manhattan nightclub, known for its fusion of art and performance in conceptually-themed nights attracting an eclectic mix of uptown and downtown scenes along with international celebrities.

Currently stocked at leading retailers around the globe, AREA has grown beyond its Downtown roots, spreading its ethos of inclusiveness and irreverent glamour around the globe.