

PRESS NOTE

ROKH SS24

The Rokh Spring/Summer 2024 collection represents a thoughtful response to the ever-evolving lifestyle we inhabit. It captures the essence of individual dynamics while celebrating the enduring charm of timeless attire.

Designer Rok Hwang dedicated substantial time to reimagining contemporary wardrobe essentials. His approach involves a deep dive into the construction and intricate details of each garment. The SS24 collection places a paramount focus on the artistry of garment construction and the quest for the ideal fit, aligning with the modern preferences and desires of discerning individuals.

This collection presents an ability to draw inspiration from the world around us, reshaping the familiar into something refreshingly original. It remains firmly rooted in the classic staples of a well-rounded wardrobe—trousers, sweaters, shirts, blazers, suits, and evening dresses—yet it introduces a novel sense of proportion by meticulously deconstructing these garments. They retain their inherent character while forging a new relationship with the contours of the human body.

For instance, the military jacket undergoes a modern transformation, subtly revealing the body's natural curves. Trousers and wide-leg culottes are crafted with unwavering dedication to impeccable cuts and fits, bestowing an elegant poise and attitude. As classic wardrobe elements intertwine, glimpses of their construction are unveiled, paying homage to the spontaneity of the creative process.

This ethos of reconstruction extends to the inclusion of menswear, where wardrobe staples are reimagined in washed twill wool, drill ivory cotton, or vintage blue denim. These choices evoke textures reminiscent of Ivy League heritage. Garments are distressed or reinterpreted on varying scales. The fusion of aged, vintage-inspired workwear in washed cotton results in a distinctive, nuanced appearance. Striped shirts and athletic pieces exude an aura of sun-bleached nostalgia. The 1900s sailor trouser undergoes a metamorphosis, yielding a dual effect. The Oxford-style shirt is reimagined and meticulously constructed using technical fabrics, and the trench coat is reassembled to introduce additional layers and drapery, creating entirely new forms.

The colour palette evokes a sense of nostalgia, featuring vivid magenta and washed and bleached tones such as pebble beige or delicate blush pink. These hues intermingle with classic black, white, and denim blue, collectively conjuring a vintage ambience.

In the realm of attire, both everyday essentials and modern workwear serve distinct purposes, each bearing unique significance. This collection stands as a remedy to superficial novelty, diving deep into the fundamental realities of clothing, and meeting the sartorial needs and desires of individuals.

Materials

Deeply rooted in authenticity, the materials employed in this collection draw inspiration from the straightforward craftsmanship traditionally linked to classic workwear attire. They include heavy drill cotton, cavalry twill, knitted wools, and double-bonded cotton gabardine, which have longstanding associations with menswear. These unpretentious materials stand in stark contrast to the more delicate or opulent choices, such as chiffon, crepe silk, crochet applique lace, and intricately textured woven knits. This harmonious blend is occasionally disrupted by the audacious presence of vinyl, silicone coatings, heavy leathers, and rubberized textures reminiscent of a Mackintosh.

Technique

The approach to reinvention in the Rokh collection introduces a new silhouette and practicality for this season. This process of transformation involves simplifying a garment to its core and then introducing fresh elements. The outcome is clothing that carries the echoes and memories of its predecessors.

This approach breathes new life into classic techniques, delivering a blend of tradition and innovation that defines the collection.

Accessories

A generously-sized, soft-textured Rokh bag takes centre stage. Crafted from lightweight vintage Italian cowhide, this bag offers both a soft touch and fluid contours.

The Rokh leather cloud bag boasts versatile features, making it suitable for various activities. Enhanced by deep greens, the predominantly neutral colour palette highlights skilfully blended hues and distinctive rose gold metal accents.

The jewellery collection mirrors the vintage and collectible motifs found throughout the overall collection. Earrings and necklaces are plated and polished in rose gold tones reminiscent of vintage cars or classic car chrome finishes. These pieces reflect the decorative elements found in automobiles, adding a touch of automotive nostalgia to the ensemble.