

« ONLY LOVERS LEFT ALIVE »

"This collection holds great personal significance for us, as it delves into our profound encounters with reason and the fascinating fusion of reality and dreams, giving birth to heroes within ourselves and in the world around us. What was once an integral part of our daily existence has transformed into a theatrical performance, an authentic story etched in the annals of the past rather than those of the present. At its essence lies the poetic embodiment of pain."

— EGONLAB, January 2024.

The ONLY LOVERS LEFT ALIVE collection is a manifesto on the power of the body, both physically and psychic, to regenerate from traumas. It serves as a satire of a modern world where the normalization of our existence thrusts us into the eye of the storm. A true cry of hope, where each piece has been conceived and designed to embody the rebirth of an entire generation.

Battered, exposed, the body has become the tool of representation for the new generation, an aesthetic accelerated by the pressure of the screen. In a highly personal exploration, our ninth collection takes shape around the obsessive sublimation of bodies and their overexposure.

At the dawn of adolescence and the age of possibilities, we want to raise awareness about the contemporary pressure of appearance and the constant pursuit of imposed perfection. Filtered smiles, transformed bodies - these are tools for a world that judges and validates us. We denounce this injunction that wounds everybody and provide the weapons to resist.

With an iconoclastic soul, each piece illustrates the obsession with bodily change, accelerated by the prism of social networks. A tailored urban punk spirit in the look and continuous cut fuels our approach for this collection. In this chapter, we crudely reveal the skin, visible lacerations for these invisible wounds. Time and color pass, but the pain remains within us - what can we do but resist?

The combinations harmonize the silhouettes like a second skin; they take center stage this season and complement the main pieces of our wardrobe. We protect the bodies that bleed invisibly.

Sequins adorn the costumes of light; each piece is conceived in a signature tailoring spirit that plays with forms. Bottoms are loose, tops are fitted - a contrast to show the dysmorphias and heal them. Fringes adorn our leathers that play on the green of hope. Denim is dyed with rust and blue, torn, lacerated. Fragile but beautiful bodies are celebrated, unveiled, sublimated. The diversity of this ultra-visible generation is claimed in the roundness of forms and in attitude.

As a nod, the EGONLAB label - 100% HUMAN - reminds us of where we come from. Beyond the body, we take care of the mind. EGONLAB now commits to mental health through a partnership with the organization PSYCOM to raise awareness about the care of the mind. Human before anything else.

EGONLAB | UGG

For the FW24 COLLECTION, EGONLAB is proud to champion self-care and advocate for personal protection. Through a strategic partnership with UGG and their groundbreaking UGGextreme™ line, EGONLAB elevates this commitment to unprecedented levels, pushing beyond traditional boundaries. The collection not only encapsulates the essence of self-care but also artfully integrates cutting-edge elements from the UGGextreme™ line, heightening the physical dimension of the self-protection message.

In this collaboration, the focus was on employing molded leather in tandem with traditional resin, creating a meticulously crafted blend. The choice of molded leather introduces a distinctive touch, infusing the

collaborative project with a unique and sophisticated aesthetic. The addition of resin enhances its luminosity and brilliance. This departure from conventional materials underscores the innovative spirit driving the partnership, resulting in a product that seamlessly blends artistry with functionality.

EGONLAB | PSYCOM

EGONLAB is proud to support PSYCOM, a public organization providing information on mental health. "We all have mental health," asserts PSYCOM, whose main mission is to raise awareness about the challenges related to this crucial dimension of our health. This involves disseminating reliable, accessible, and independent information on topics such as mental health, psychiatric disorders, care, treatments, social support, as well as the rights associated with these aspects.

By focusing on demystifying misconceptions and breaking down the stigma and taboo surrounding mental health issues, PSYCOM positions itself as a crucial player in the fight against discrimination towards individuals living with psychiatric disorders. Through its innovative tools and concrete initiatives, PSYCOM works towards creating an inclusive environment, thereby contributing to a more just and compassionate society.

EGONLAB | PERS

To prepare the models' skin for the runway, EGONLAB has partnered with PERS, a French-made vegan skincare brand inspired by a renowned Parisian doctor's prescription. PERS extends an invitation to embrace the essence of simplicity through a straightforward and intuitive skincare routine consisting of six gender-neutral products organized into four intuitive and essential steps: PROTECT, ENHANCE, REPAIR, and STIMULATE. This curated routine represents the optimal preparation for models, ensuring a flawless canvas before they hit the runway

For all inquiries please contact:

egonlab@karlaotto.com

Selim Chikh | **selim.chikh@karlaotto.com**
Mathieu Malbec | **mathieu.malbec@karlaotto.com**
Lucas Moisset | **lucas.moisset@karlataotto.com**