
ANONYMOUS

CLUB

Anonymous Club Spring-Summer 2024
Collection Notes

There's this saying; "If you know what your life is worth, you will look for yours on earth."

This always resonated in Shayne Oliver's work, life and dreams. Minnesotan by birth, Saint Paul of all places. Raised by his Trinidadian Mother. Trinidad and Tobago is rooted in his mechanics as he spent most of his childhood on the Island.

Closing a profound deal of his life and now into a new shaped chapter in Berlin. Where anonymously, Berlin has become a familiarity and creatively, a homecoming community for Shayne.

Live and Let Live, and guess what, when you learn you grow. It's not something new but it's about time! For Shayne common sense is as such as self realization.

HBA was a philosophy of the past, the Shayne Oliver Group a religion for the community. Oliver's design language began with streetwear hoodies sweats etc and he uses this fundamental language to bring in his new perspective. Back to his roots and to the 10th power.

This collection is about recollection , funny enough with my original self. I want to celebrate the past, my truth, my form.

It's a new day for me, a chosen path if I can be very honest.

The realization of the status quo which I was so fond of, into a newer message for myself, friends, family and my entire community.

It's about restoring, hard work, tirelessly and anonymously.

SHAYNE OLIVER GROUP / ANONYMOUS CLUB

The innovation division of Shayne Oliver Group®, known as Anonymous Club, is the creative studio led by Shayne Oliver. Working in the idioms of art, performance, and music, fostering a space of unique and unparalleled expression. Anonymous Club serves as Oliver's laboratory, a place where experimentation is encouraged, collaboration with fellow artists is fostered, and creative boundaries are transgressed.

INTERVENTION

Intervention is the new format developed and curated by the Berlin & Milan-based Communications Agency Reference Studios under the artistic direction of Founder and CEO Mumi Haiati. "I am grateful for the trust of secretary of state Michael Biel and Fashion Council chairman of the board Christiane Arp, as well as a new quality of collaboration between all parties and stakeholders of Berlin Fashion Week. Such alignment will help us push things forward in the long run. Thank you to all our wonderful designers for their trust and important contribution." The mission is to create a novel platform for national and international designers, integrated into the official calendar of Berlin Fashion Week. 'Intervention' unfolds through a meticulously curated series of progressive runway shows and presentations, hosted within the confines of a former department store and true gem of post-modernist architecture situated at the heart of Berlin-Neukölln.

For the start of Berlin Fashion Week on February 5th, the new format is characterized by an intersection of innovative installations, retail-centric pop-ups, captivating showcases, and more. These elements will breathe new life into the iconic space, creating an immersive experience for attendees. Among the features in the 'Intervention' lineup are Berlin debuts by Gerrit Jacob at 12PM and back2back (by Marcelo Alcaide & Yolanda Zobel) at 2PM. Special guest Shayne Oliver takes an overarching role. While the top floor

hosts a runway show for his Anonymous Club collection at 8PM, the ground floor transforms into his art-centric pop-up concept 'MALL OF ANONYMOUS,' which not only serves as a spatial showcase for Anonymous Club but introduces an array of additional brands, among them London based prodigy Olly Shinder with a special collection refucked by NOVACAINE. In a first time partnership with Berlin Contemporary, Intervention also presents LUEDER's first runway show in Berlin on Wednesday, February 7th, 9PM. The show will be held at an alternate venue.

Commissioned by the Senate Department for Economics, Energy and Public Enterprises, Intervention is part of the Berlin Fashion Week calendar. For more information about BFW, click [HERE](#).

Intervention spatial design by TOR Studio: Lead architect Andrea Belosi | Designer Hannah Rose Stewart | Art direction Fritz Schiffers

SHOW CREDITS

Shayne Oliver - Designer - [@shaynenathanieloliver](#) [@ano.ny.mousclub](#) [@shayneoliver.group](#)

Hair:

Michael Delmas - Hair Artist - [@michael.delmas](#)
Dogukan Punar - Assistant - [@dogukanpunar](#)
Jana von Oheimb-Rosta - Assistant - [@jana.vonoheimbrosta](#)
Elizaveta Fogel - Assistant - [@elizabett_fogel](#)
Shaw Cain - Assistant - [@blackpopstar](#)
Sephora Makosso - Assistant -
Adeshola Zainab - Assistant -
Masami Hanyuda - Assistant - [@masamihanyudahair](#)

Make-Up:

Karin Westerlund - Make Up Artist - [@karinwesterlundd](#)
Morgane Nichole - Assistant - [@morgane.nicol](#)
Czar Ventura - Assistant - [@theczarisalive_mua](#)
Ranhee Park - Assistant - [@ranheemakeup](#)
Julian Hutcheson - Assistant - [@julianhutcheson](#)
Juliette Ruetz - Assistant - [@julietteruetz](#)
Mai Anh - Assistant - [@maianh.makeup](#)

Casting Director:

Affa Osman - Casting Director - [@affaosman](#)

Styling Support:

Jalil Howard - [@wxzard](#)

Models:

N'Dioba Diagne
Nursulta Ondassynuly
Dor Samuel Koang
Vasily Chetverikov
Don Divin Nahumuremy
Chenming Wang
Abdallah Khalid Elfarjani
Yosuke Yukimatsu
Zainab Jama
Markus Hausmann
Kristin
Ida
Kristina Nagel
Xidir
Stefano Pilati

Music by:

Ashland aka Total Freedom - [@bobbybeethoven](#)

Set Design:

TOR Studio - [@tor_tor_tor_studio](#)

Andrea Belosi - Lead architect - @andrea.belosi
Hannah Rose Stewart - Designer - @6footstranger
Fritz Schiffers - Art direction - @fritzmarlon

Location:
CANK - @cank.berlin

For more information on Intervention, please contact:

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