

STARRETT LEHIGH
601 W 26th ST
NEW YORK, NY
10001

A R E A

S P R I N G
S U M M E R
2 0 2 4

R E A D Y - T O - W E A R
A N D C O U T U R E R U N W A Y

INTRODUCING AREA'S SPRING SUMMER 2024 COLLECTION, WHERE EYES NOT ONLY CAPTIVATE BUT ALSO SYMBOLIZE THE ESSENCE OF VIEWERSHIP, UNVEILING A WORLD OF NEW PERSPECTIVES SHAPED BY THE CRUCIAL ROLE OF OUR AUDIENCE. A PLAY BETWEEN VIEWING AND BEING VIEWED.

IN THIS COLLECTION, TAKE NOTE OF THE IMPORTANCE OF WARDROBE WHERE WE EXPLORE THE DYNAMICS OF ESSENTIALS AND THE EXTRAORDINARY, AS OUR DESIGNS RECONSTRUCT THE INTERCONNECTION BETWEEN EYES, FASHION, AND THE OBSERVERS WHO PLAY AN INTEGRAL PART IN SHAPING THE NARRATIVE.

INSPIRED BY 1920S CARTOON EYES, SURREALIST REFLECTIONS ON THE EYE AS A PORTAL BETWEEN INNER AND OUTER WORLDS, AND THE VIBRANT GRAPHICS OF 60'S POP ART, OUR DESIGNS TRANSFORM EYES INTO DALMATIAN SPOTS, BLOOMING FLOWERS, AND DELICATE CRYSTAL EYELETS.

JUST AS EYES OBSERVE, CRITIQUE, AND APPRECIATE, OUR COLLECTION MIRRORS THE EVOLVING DYNAMICS OF VIEWERSHIP IN THE DIGITAL AGE. THROUGH THESE EXPLORATIONS, WE REEXAMINE AREA'S CODES - QUALITY CRAFTSMANSHIP, TEXTILE DEVELOPMENT, AND INNOVATIVE EMBELLISHMENT - PRESENTING A MODERN INTERPRETATION OF DRESSING FOR BOTH THE VIEWER AND SELF.

IN THE WORLD OF AREA, OUR DESIGNS BECOME A CANVAS FOR THE INTERPLAY BETWEEN DESIGN AND ITS OBSERVERS, WHERE BEAUTY IS NOT JUST IN THE EYE OF THE BEHOLDER, BUT ALSO IN THE SHARED EXPERIENCE BETWEEN THE ARTIST AND THE AUDIENCE.

CO-FOUNDER & CREATIVE DIRECTOR
PIOTREK PANSCZCYK

STYLING
KATIE BURNETT

HAIR
RYAN MITCHELL USING MR.SMITH

MAKEUP
KANAKO TAKASE USING ADDICTION TOKYO

MANICURE
NAOMI YASUDA USING ADDICTION TOKYO

CASTING
DANIEL VON DER GRAF & ANDREA PRATO

MUSIC DIRECTION
SENJAN JANSEN

FEATURED MUSIC:
"FIRST THING" BY SEKUCCI

SHOW PRODUCTION
REPLICA

P.R.
LUCIEN PAGES COMMUNICATION

PRESS INQUIRIES
AREA@LUCIENPAGES.COM

SALES INQUIRIES
SALES@AREA.NYC

WWW.AREA.NYC

OUR SPRING SUMMER 2024 RUNWAY IS SPONSORED BY LUXURY STORES AT AMAZON, WHICH WILL BE SHOPPABLE VIA OUR NEWLY LAUNCHED LUXURY STORE AT AMAZON BRAND STORES. AREA'S VISION IS TO BECOME THE NEW FACE OF GLOBAL LUXURY, AND WE ARE THRILLED TO COLLABORATE WITH AMAZON TO CREATE AN INCLUSIVE, ENGAGING AND INNOVATIVE SHOPPING DESTINATION FOR OUR CLIENTELE.

LUXURY STORES AT AMAZON FEATURES ESTABLISHED AND EMERGING LUXURY FASHION AND BEAUTY BRANDS. CUSTOMERS CAN ACCESS THE LATEST COLLECTIONS AND EXCLUSIVE ITEMS FROM LUXURY BRANDS, WITH FAST, FREE DELIVERY. CUSTOMERS CAN SHOP LUXURY STORES AT AMAZON AT WWW.AMAZON.COM/LUXURYSTORES.

SPECIAL THANKS
THE AREA TEAM BOTH LOCAL AND ABROAD, OUR DEDICATED MILLS, SUPPLIERS AND CRAFTSMEN, OUR AMAZING CAST, KATE BURNETT, THE TEAMS AT LUCIEN PAGES COMMUNICATION, GIUSEPPE ZANOTTI, ADDICTION TOKYO, MR.SMITH, AND LUXURY STORES AT AMAZON



luxury stores | 