

casablanca®

# VENUS AS A BOY

AUTOMNE-HIVER  
2024 RUNWAY



Our idea of time as a linear composition obliges us to believe that we live in uninterrupted progression – that what we know now more than we did before, and that the promise of the future holds more keys to understanding our nature, and our world, than the past. Whilst that maintains an ongoing spirit of discovery, sometimes it breeds a resistance to past ideas, and what, perhaps, is of vital necessity, is to now find an interplay between the past and the present. In Casablanca’s new collection, we turn our eye towards ancient Greece.

This collection, Venus as a Boy, is about reimagination. We take our name for the collection from the Bjork song of the same title, which in of itself points towards a reimagination of the idea of Venus, where Venus herself was a Roman reimagination of Aphrodite. Venus as a Boy, whilst becoming a significant metaphor for the essence of this collection, also holds a strong relationship to Charaf Tajer, founder and creative director, a song in which the music – a symphonically unique arrangement of classical strings of an almost Arabic influence, combined with a drum-pattern of a distinguished nineties rhythm, and the lyrics, which deeply with resonate with Tajer. Friends and colleagues have often discussed how Bjork’s lyrics in the song reflect his outlook on life, a pure curiosity and desire for beauty; “He believes in a beauty, He’s Venus as a boy.” In playing with the ideas of time, re-contextualisation, and weaving together history and the contemporary, we present our Autumn/Winter 2024 collection.

We draw our primary inspiration from the mysterious and transformative Eleusinian mysteries for our upcoming collection, aiming to seamlessly fuse classical beauty with contemporary allure. Eleusis was an ancient Greek city located in Attica, a short trip away from Athens. It was there that a religious festival was held, and the Eleusinian Mysteries, a secretive rite, drew some of the most notable figures of that time – Plato, Aristotle, Herodotus, Sophocles, and Euripides are just some of the figures that are believed to have attended this rite. Inspired by the ancient Greek pilgrimage and the revelatory rituals at Eleusis, where elites delved into mind-expanding experiences facilitated by psychedelics like LSD and mushrooms, we sought to weave together a collection that reflected a shared philosophy – Casablanca’s influence and continuous affirmation of the expansive nature of psychedelics and that a collection can communicate an idea. Tajer, and Steve Grimes, art director, have always been fascinated with ancient Greece, invoking and nodding to the unified vision that spread across art, architecture, philosophy and the general make-up of society, mirroring it in Casablanca’s wish for the idea of beauty to penetrate every facet of Casablanca’s identity. This passion was to become fully realised in a collection dedicated to ancient Greece.

This collection transcends the mere replication of antiquity, presenting a refined narrative that underscores the enduring relevance and advanced nature of ancient Greece. Through the interplay of philosophy, architecture, and sports, coupled with Casablanca's distinctive idealistic and psychedelic identity, the collection becomes a captivating mosaic, illustrating the timeless connection between the past and present. In essence, what may be perceived as ancient reveals itself as a fount of wisdom and sophistication, creating a visual and conceptual bridge that illuminates the continuous thread of ideas and societal evolution.

We are eager to showcase two collaborations that are introduced in this collection. One, proudly with renowned artist Jeff Hamilton, a designer whose embroidered leather jackets are a staple of sports and fashion pop culture iconography. For Casablanca, we've joined together to produce two jackets, one employing hotfix embroidery and a fusion with crystals, and the other a reimagination of his iconic patchwork leather jackets, both decorated with seasonal artworks, a characteristic of the dynamism we've pushed to explore this collection. Two, our collaboration with the iconic sandal brand, Ancient Greek Sandals. Renowned for its local craftsmanship and innovative approach to design, together we have re-imagined some of their most loved silhouettes, integrating embroidered laurels and shearing details across a number of styles.

The men's line offers tailored suits and blazers with ancient Greek-inspired draping, including a black satin wrap-tailored tuxedo and an embroidered evening suit. Women's wear includes wrap and double-breasted suits featuring new logo buttons and one-sleeve dresses crafted from cutting-edge fabrics like crepe jersey. The collection incorporates various textures, from structured materials to stretchy fabrics, with highlights including packable coats and varsity jackets for men, and blanket coats and wrap-skirts for women, which are just some of the spotlights of our new collection that embraced ancient Greece as a ground for reimagination.



## CREDITS

Thank you to our Casablanca® team for making this show possible.

Founder & Creative Director: Charaf Tajer @charaftajer

Art Director: Steve Grimes @steviegrimes

Production by: La Mode En Images @lamodeenimages

Show styled by: Helena Tejedor @helenatejedor

Casting by: Anita Bitton - Establishment

Makeup by: Masaé ITO

Hair by: Karim Belghiran

Choreography by: Sadeck Berrabah

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Show publicity by: Lede Company

Press by: Purple PR US & UK

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Sales represented by: UpNext, Axiom & Diptrics

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Merci, Charaf & the Casablanca® team

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