

ANN DEMEULEMEESTER

Autumn / Winter 2024-2025

“This is my second show. The sophomore effort is always particularly arduous, in all creative fields. It is the moment when a vision truly becomes apparent. The roots of my idea of what Ann should be lie in the power of indefiniteness, in an ambiguity of dressing, being and behaving that allows the freedom to be as one wants, boundlessly. I see Ann as a mindscape more than a brand. As such, it demands to be built piece by piece, adding, taking away, morphing things as we go along. The elephant in the room, in such a plan, is the archive: the extraordinary corpus built by Ann in her viscerally personal career. I aim at being just as personal, which essentially means free. The archive to me is a forest, in which to enter and get lost, discovering myself as I discover things while continuing getting lost, maybe forgetting something familiar to find something new. There is no other way, I believe, to move forward. This collection is what came out of the first thoughtful and yet instinctive delving into that forest, following a raw, barbaric urge that allowed me to break out of certain codes and explore others, in shapes as well as in color. The enveloping volumes of the greatcoats and jackets, the flow of negligè-inspired long dresses, the way we worked with pleating and aprons, but also the wildly tactile touches and totemic elongation of the stricter silhouettes all riff on things I feel particularly close to. There is a rawness, but also a delicacy, to it all that is an unfiltered translation of my way of being. Sending all this out on the catwalk today, surrounded by sounds performed live by Neuf Voix that are integral to the mindscape, gives me a sense of nakedness. I feel exposed and fragile, but also protected by the awareness of being utterly authentic in my process.”

Stefano Gallici

About Stefano Gallici

Born in 1996 in Teor, in the district of Udine, Stefano Gallici grew up between this little burg and Venice. Crossing the threshold of punk rock, indie and garage he discovered fashion, attracted by the continuity between musical and aesthetic expression, making it the foundation of his own creative quest. He learned the rudiments of sewing from a seamstress, precisely to be able to dress according to the fantasies he had. In 2016 he enrolled at the Fashion Design course at IUAV university in Venice, a school which, shaped by the vision of Maria Luisa Frisa and Mario Lupano, addresses fashion in its technical and cultural aspects. In these early years he sharpened his knowledge of sewing and pattern making through various apprenticeships. In 2017 he collaborated with Haider Ackermann for nine months, swinging between Paris and Antwerp, before returning to Venice and graduating in 2018. At the beginning of the following year he moved to Milan and began working for Antonioli Group. Since 2020, the year of the brand's acquisition, he has been part of the Ann Demeulemeester team. In 2023 he has been appointed creative director. His vision of the brand is nourished by a mixture of musical leanings and respect for Ann's work, synthesized in a vibrant and individual signature.

About Neuf Voix

Neuf Voix, pseudonym of Elvio Seta, is a composer and musician specializing in sound synthesis and experimental composition. His work delves into sound and harmony perception, connecting the combination of avant-garde compositional systems and their alternative use. Most of his works are conceived by exploiting the qualities of multichannel sound projection to explore the deeper aspects of acoustic perception.

Creative Director: Stefano Gallici

Styling: Elodie David Touboul

Hair: Anthony Turner

Make Up: Inge Grogard

Casting: Ben Grimes

Music: Neuf Voix

Production: Urban Productions

Video : Videogang

Press: KCD Paris