

« LA CASA »

CASA MALAPARTE

JUNE 10TH 2024 , CAPRI, ITALY

AFTER “LES SCULPTURES”, JACQUEMUS ARRIVES AT THIS 15TH ANNIVERSARY COLLECTION. A PANORAMIC EXPLORATION OF ESSENTIAL FORMS: MINIMALIST GEOMETRIES, CLASSICAL GREEK DRAPING – RADICALLY TRANSCRIBED, THE PUREST POSSIBLE. FRESH SILHOUETTES SIGNAL A DUALITY, WHERE ARCHITECTURAL SHAPES EMERGE WITH ABSOLUTE LIGHTNESS AND SENSUALITY.

SUBLIME WITH THE SLIGHTEST SURREALIST TOUCH, HER LOOKS SPEAK FROM ALL SIDES WITH JERSEY CASCADING, PEELING BACK, CURVING LOW DOWN THE SIDES OF THE BODY OR REVEALING THROUGH SHEER MOUSSELINE LIKE A LAYER OF WATER. CONSTRUCTED JACKETS ARE SELF-CONTAINED STATEMENTS WITH ANGLED PORTRAIT COLLARS AND PRECISE PANNELLING. THOSE IN BONDED SUEDE HAVE EDGES PAINTED AND HAND-FINISHED. THE FLOUNCED BRIM OF A SUN HAT IS TRANSPOSED TO THE TORSO WHILE EXAGGERATED A-LINE SKIRTS AND A CONTOURED, FLOWING BUSTIER DRESS HIGHLIGHT DIFFERENT WAYS TO FRAME THE FIGURE.

HE DRESSES WITH A CHIC YET PLAYFUL POLISH. SUITS APPEAR WITH GRAPHIC ZEBRA STRIPES, WHILE ENSEMBLES ARE GIVEN CURVING OUTLINES AND DEFINED WAISTS. OTHER FAMILIAR PIECES ARE RECONSIDERED: SCOOPING TANKS, LOOSER PANTS, FRONT-PLEAT SHORTS, AIRY BOATNECKS AND TROUSERS IN CRISP, DARK DENIM, AND MARINIÈRE POLOS – SHARPLY DESIGNED YET EXUDING EASE.

REFERENCES TO CURZIO MALAPARTE’S HOME AND GODARD’S LE MÉPRIS SUBTLY CONNECT THE COLLECTION TO ITS SETTING – FROM THE FLOOR TILES AS AN ARTISTIC MOTIF TO THE INTENSE CAPRI BLUE, EXPRESSIVE RED, SHADES OF YELLOW AND BRIGHT SAGE THAT ANIMATE THE MONOCHROMATIC SCHEME.

MAKING ITS DEBUT, “LA SPIAGGIA”, A HAND-CRAFTED, ROND-CARRÉ BAG BIRTHED FROM THE BEACH: SQUARE WITH A ROUND OPENING; ROUND WITH A SQUARE OPENING. ALSO “LE BOMBOLA”, A BUCKET BAG WHOSE ANGULAR SHAPE RESEMBLES THE ARCHITECTURE. WHETHER IN LEOPARD JACQUARD OR SMOOTH, SAND-TONED LEATHER, IT IS PUNCTUATED WITH A LARGE, SCULPTED MAGNETIC RING. STACKED BALLERINES, SQUARE-TOED ESPADRILLES AND MOCCASINS EXTEND THE SILHOUETTES THROUGH REVISITED BOURGEOIS ARCHETYPES. THE ESSENCE OF SUMMER, CAPS, HATS AND MORE BOAST CAPRI BRANDING.

THE SHOW MARKS A FULL-CIRCLE MOMENT. FOR SIMON, CASA MALAPARTE CAPTIVATED HIS IMAGINATION 15 YEARS AGO AS HE LAUNCHED HIS BRAND. TODAY, THE PERSEVERANCE IN CRAFTSMANSHIP, DESIGN PRECISION, ATTENTION TO MATERIALS, AND SILHOUETTE DEVELOPMENT REFLECT THE SETTING. EVERY STEP, UPWARD; AN INDESCRIBABLE HONOUR MADE REAL.

ABOUT JACQUEMUS

JACQUEMUS WAS FOUNDED BY SIMON PORTE JACQUEMUS IN 2009 IN PARIS, FRANCE.

DEDICATED TO THE MEMORY OF THE DESIGNER'S LATE MOTHER, A PASSION FOR CULTURE INSPIRES THE JACQUEMUS READY-TO-WEAR AND ACCESSORIES COLLECTIONS FOR MEN AND WOMEN THAT REFERENCE A FRENCH WAY OF LIFE AND UNIVERSAL GESTURES OF BEAUTY: FROM FINE ART PHOTOGRAPHY TO THE DECORATIVE ARTS, CINEMA, PAINTING AND SCULPTURE.

THROUGHOUT THE YEARS, JACQUEMUS HAS STAGED RUNWAY PRODUCTIONS IN SUCH UNEXPECTED LOCATIONS AS A PARISIAN SWIMMING POOL OR INSIDE THE MUSÉE PICASSO, WINDING THROUGH A LAVENDER FIELD IN PROVENCE OR A WHEAT FIELD OUTSIDE OF PARIS, A SALT MARSH IN THE CAMARGUE, A BEACH IN HAWAII, AND AT THE CHÂTEAU DE VERSAILLES.

TODAY, BASED IN THE 8TH ARRONDISSEMENT OF PARIS, JACQUEMUS IS AN INDEPENDENT FASHION HOUSE WITH OVER 300 EMPLOYEES. WELL KNOWN FOR ITS FAST GROWING DIGITAL PRESENCE AND ITS WORLDWIDE BUSINESS SPREAD, JACQUEMUS HAS HOSTED NOVEL RETAIL EXPERIENCES AROUND THE WORLD, BEFORE OPENING THE FIRST PERMANENT FLAGSHIP STORE OF THE BRAND AT 58, AVENUE MONTAIGNE IN PARIS IN 2022.

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