

JORDANLUCA

JORDANLUCA SPRING / SUMMER 2025

JordanLuca Spring/Summer 2025 is a ballet
and a clash – traditions are considered, but not bound by truth.
Emotions are abundant, but are manufactured.

It is a dance between the ethereal grace of the ballerina, and the stark,
synthetic world that revolves around her.

But in this collection, desires are captured in plastic forever.

The result sees the brand expand on its signature duality: while the ballerina dances
for her and herself only, the JordanLuca man is the embodiment of unambiguous sexual desire.

An idea of what is real and what is not is cemented in the frequent use of synthetic appliqués.
The raw beauty of the ballet is likened to that of a rose, casting it in 3D-printed resin
so that love is ever-lasting.

It is about lust and wanting. Evolution. Timelessness.

A story of contradictions unfolds – the idea of the ballerina's tutu is ravaged in black.
Duchess Silk is rich in opulence, but conflicted by the pairing of thigh-hugging lycra.

Feelings of luxury are fragmented. Silk blends are glazed in plastic, as are signature denim,
tailoring, and outerwear pieces. The paradox of Japanese Tweed is the man's ticket to peacocking;
cropped, boxy, shoulder-padded jackets with antique-effect metal buttons
and slithers of shimmer offer hope – zippered functionality is, elsewhere, pragmatic.

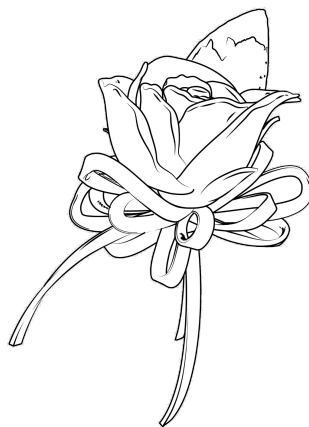
JordanLuca sets ornamental black lace in a veil of silver foil, and laminates men's Halter Neck
tops in metallics. In doing so, a dichotomy of societal expectations against freedom is studied.

In a world where nothing lasts forever, SS25 captures an ephemeral rawness.

Hedonistic floral dresses are hand-torn and re-pleated, blazers consume the body,
and parkas are plastic-coated to protect.

The SS25 collection is accented by elongated black leather pumps and slanted harnessed
kitten heel boots for men. Three sizes of the JordanLuca Gotham Bag
and a Weekender are sexed up in crocodile-effect leather, laminated florals, and Italian suedes.

JordanLuca SS25 studies the concept of savage intimacy. Two seemingly separate worlds
are fused into one disturbed, confrontational image.



BYRREDO

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A collection by Jordan Bowen and Luca Marchetto.

A special thank you to BYREDO, for working with JordanLuca and for providing the make-up products for this SS25 runway show. Make-up looks are created by Inge Grogard, using a full range of BYREDO skin and make-up products.

Credits:

Creative Director: Jordan Bowen and Luca Marchetto

Stylist & Consultant: Samia Giobellina

Hair: Anthony Turner

Make-up: Inge Grogard using BYREDO

Casting: Irene Manicone

Movement: Ryan Chappell

Music: Joshua James

Production: Antony Waller

Communications: Rémi Villard

PR: Purple PR

Italian PR: Beside Communications

Words: Eric Brain

Products: BYREDO

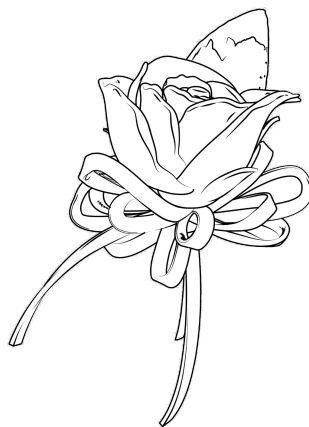
JordanLuca finds authenticity through its English and Italian origins.
A sensual design language reflects in the contrast of the unembellished human life.

Raw intensity disrupts the ideologies of tradition, finding symbiotic harmony
in two seemingly different worlds.

JordanLuca ignites a cultural discourse. It questions the status quo by redefining conventions.

www.jordanluca.com

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