

Proenza

Schouler

When the exercise of reduction has run its course, perhaps the only logical step is the act of reconstruction, of carefully rearranging the few remaining elements into a fresh and novel form. How can we preserve a fundamental identity while striving to push into new and uncharted territory?

“Every act of creation is first an act of destruction.” – Pablo Picasso

After the streamlining and paring back of recent seasons, for Spring 2025 the pendulum begins to swing in a new direction, employing elements of craft, color, and print in a careful and considered fashion. An ever-present urban quality is cut through with a wayfaring spirit. The reconciliation of the two are representative of the collection’s broader focus: finding harmony in traditionally incongruous elements.

Stripes make up a dominant motif in the collection and nod as much to the work of Barnett Newman as they do to more traditional maritime references. Prints are painterly and abstract in places and small, floral, and delicate in others, the latter made modern when cut through with large panels of floating “sail” panels. Frayed, undone fringe is found throughout, sometimes pierced with grommets. Belts are woven throughout the collection, cut mostly in sturdy black leather and give a new perspective when used to fasten soft, pastel-hued, pleated jerseys. Glitchy printed silks coexist with embroidered feathers, body-hugging technical knits are worn with hand shredded silk organza skirts, the all-important element of the human hand alongside machine-made precision.

Handbags lend an air of reality or practicality to the lineup and include the Tate Tote, the new Tetra shoulder bag, and the Silo bag, a recent brand hero, made new for Spring. Shoes are varied in silhouette exhibiting the breadth of the Proenza Schouler shoe collection. The Proenza Schouler x Sorel Caribou Mule and Chelsea Boot juxtaposed with Tee sandals, monogram sneakers, loafers, soft buttery slippers, and new pointy toe kitten heels all help to tell a story about versatility, individuality, and emerging from a stripped-back winter into the joys of spring.