

JIL SANDER

WOMEN'S AND MEN'S SPRING/SUMMER 2025 COLLECTION
MILAN, SEPTEMBER 2024

Strength, inspiration, imagination, the ability to find affinities among different things, and understand how these affinities illuminate a subject, a slice of the world, a person, come from the more unexpected folds of life. As the neon lights dramatizing the port and the lonely hearts of a haunting Vancouver, captured by Greg Girard from 1972-1982 - the source of the photographic prints and colour and emotional gradients traversing the collection. Or the hidden nightlife of a pre-technological Hong Kong. And the cinematic drama of a draped, continuous brown velvet curtain, with a contrasting, floral carpet, cold lighting. Soundtracked by synthesizers, drum machines, and shrill, yet soft, lyrics. An uncanny place, suspension, the interplay between our inner and outer lives.

In its intrinsic, ingenious, elevated diversity, this decidedly urban collection - sketches an atmosphere, an attitude as well as a style. The iridescent fabrics, the cityscapes worked into the garments, the no-nonsense silver necklaces, earrings, and pendants (Lonely Hearts) traversing the collection are key. High and low, the ringer T-shirts, day and night, feminine and masculine, new wave and craft, homemade, formal and casual wear merge. Squared-jacket suits, like inverted business gear, in Italian or Japanese wool and soft, long georgette evening gowns, with knitted and crocheted flowers, whatever sparks Lucie and Luke's imagination, from any time and place, defines a character and turns into a tender desire to be beautiful, glamorous, and pleased. A snapshot of real life rather than a staged photograph.

Silhouettes and shapes are more real and grounded. Low boots, the creased salaryman moccasins, sandals, the new, metal Cannolo bag, and the small and large briefcases are strong, sculptural, and bold. The shoulders of jackets and coats wider. Slender and long trousers soft and voluminous. The black embossed or shiny leather, a floral shiny raincoat, turn a certain romantic seediness into urban sophistication.

ABOUT JIL SANDER

JIL SANDER is the epitome of modernity and sophistication. Its unconditional dedication to design combines elegance and purity with innovative materials and exceptional quality. The refinement of cuts, the play on contrasts, and the perfection of details give form to an approach to fashion defined by deliberation, rigour, and artistry.

Under the Creative Direction of Lucie and Luke Meier since 2017, the Milan-based brand pioneers a modern conception of luxury, building on a legacy of minimalism with sensuality and craft. Collections for women and men include ready-to-wear, shoes, handbags and accessories.

The brand was established in 1968 by Mrs. Jil Sander and it was acquired by the OTB Fashion Group in 2021. Jil Sander is present worldwide through its network of around 70 boutiques and JilSander.com, as well as available in over 300 select multi-brand retailers.

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