

‘ Thread Blossom ’

rokh Spring Summer 25 Collection

Paris, 30th September 2024

One of the essential processes of creating a rokh collection invariably takes place in the studio. Here, the team spends endless hours cutting fabrics, weaving textiles, and connecting threads to threads to create new shapes and sculptures using fabric as the medium. This process of dismantling and remaking continues until the forms are refined and perfected.

This season's central theme involves crafting flower blossom shapes by hand from leftover recycled fabrics, laces, and threads, giving them entirely new forms and life. Through numerous washes, stitching with threads, and knitting, these initially shapeless recycled materials have been transformed into new creations.

Beyond mere textiles, each piece tells a story through unexpected compositions of form and line, moving beyond the ordinary to occupy a space where dynamic movement and serene stillness coexist.

Central to this collection is a sophisticated dialogue between the prestigious and the avant-garde, seamlessly blending heritage with innovation. Each garment serves as an expressive tableau, rich with subtleties that challenge conventional aesthetics of elegance. Intricate cuts breathe life into the silhouettes, creating a visual symphony that captivates and resonates deeply.

These garments are narratives themselves, crafted with meticulous attention to detail. Sculpted shoulders exude architectural grace, conveying poised confidence, while carefully defined waists celebrate the captivating tension between structure and softness—a tribute to balance and contrast.

Proportions are balanced carefully, creating playful narratives of their own. Trousers, folded with draped fabric, turning each step into a lyrical dance. These subtle design changes invite observers to see new perspectives, transforming dressing into a fresh encounter with the world.

Each piece engages in a silent dialogue, an eloquent exchange between material and muse, encouraging deeper introspection and connection. This is not merely garment construction but an artistic exploration, inviting an engagement that transcends surface aesthetics.

This evolution is like crafting a poetic love letter—a whispered conversation with the wearer, shaping identities and changing perceptions. It envelops the individual in tales of elegance intertwined with daring, creating a realm where tradition and boldness merge.

These creations transcend their functional beginnings to become a sophisticated language—expressive, innovative vessels poised to tell countless untold stories. Within the folds and drapes of fabric, narratives lie dormant, awaiting a curious mind to discover them.

Ultimately, this collection is a celebration—of the relentless pursuit of beauty, an intricate dance of form and innovation, where the past, present, and future are interwoven into the fabric of our shared imagination.

Credit:

Creative Director : Rok Hwang

Stylist : Robbie Spencer

Make-Up : Thomas de Kluiver

Hair : Holli Smith

Casting : Rosie Vogel

Music : Frédéric Sanchez

Show Production : GW+

PR : PR Consulting Paris