



Avavav FW25, The Hole - From the Grave to the Runway: Crawling into Avavav's Darkest Show Yet

MILAN, February 2025 – For Milan Fashion Week, Avavav quite literally **unearthed** its FW25 collection—having models crawl out from underground. In a gallery space south of Milan city center fresh grass was laid out on the runway and the only way to enter it, was through a grave-like hole in the ground. A powerful visual metaphor for the collection's central themes: death anxiety and fragility of life.

With a mix of feminine tailoring and drippy goth street wear, set against a chilling, terror-infused backdrop, the Avavav FW25 collection is as unsettling as it is seductive. Covered in soil and blood, models clawed their way onto the runway with exhaustion and expression of surrender, an embodiment of Creative Director Beate Skonare Karlsson's recent personal journey of balancing vulnerability with perseverance.

“Lately, I’ve been grappled by a quiet fear – one that lingers rather than overwhelms. It’s not an urgent panic, but a slow, creeping unease. I’ve been dealing with some health problems recently – things I never would have expected to face so soon – and it has forced me to reflect on how I’ve treated my body over the years. I’ve never felt physically weak before, I feel like I’m not in control anymore. Rather than letting this fear consume me, I chose to channel it into this collection. As always, the creative process has been a form of therapy for me, translating the uncertainty into something tangible, something expressive.”

- Beate Skonare Karlsson, Creative Director

By exploring the uneasy relationship between control and surrender, the show named “The Hole” presents a collection woven with fragility and strength. As eerie smoke clouded the runway, zombie-esque models emerged from the ground, clad in garments featuring ribcage cutouts, and flowy skirts and furs with skeletal stained patterns. Distorted anatomical illusions—crafted through exaggerated wigs and intricate detailing—signaled bodily instability and decay. An exaggerated femininity was displayed with excessive use of bowties, dramatic draping, lady like bouclé blazers and sheer veils. Pleated details made a return, in oversized denims and microscopic tees, evoking the grandeur of gothic architecture. One particularly memorable look featured a model in a spectral sweatsuit, paired with sports gloves and sock-heels, her pregnant belly prominently exposed—an unfiltered display of vulnerability and power.

Blood and soil were not the only contrast to the frailness of tailored georgette, wool and satin. The delicateness was juxtaposed with looks featuring armor-like silhouettes,

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protective gears with broad shoulders reminiscent of American football players. The recurring sportswear influence took on a deeper meaning—imbuing the models with a fit-for-battle attitude, injecting raw tension into an otherwise eerie and ethereal setting.

The show also marked the second season of Avavav's collaboration with adidas Originals. This capsule collection introduced shredded skirts and tops, hoodies and shorts with frayed, washed-out details, and a vest with exposed baffles, deprived of its shell. For this season Avavav presents not only one, but two, totally new adidas Originals footwear toolings. A bold move for adidas, traditionally focused on reinventing its classics, nonetheless appropriate considering Avavav's reputation for delivering groundbreaking silhouettes into the shoes and accessories scene. The Moonrubber Megaride, a 90s modern running shoe trapped in a translucent ultra-sculpted sole resembling a clumsy bubble of fictional moon goo, provokes in a time of low profile domination, yet it is bestowing an original silhouette pushing boundaries of what a sneaker can look like. The second design is a reimagination of the classic Superstar, with a sculpted sole and toecap following the anatomy of human feet, resulting in a slightly wonky, distorted look offering a subtle, yet conscious reinterpretation.

Further amplifying the show's delicate yet powerful essence, Avavav partnered with Swedish jewelry brand Glitter for the styling. Models were adorned with shimmering embellishments and oversized bows, accentuating the collection's feminine, fragile undertones. One stand-out showpiece was a weekend bag covered in Glitter's satin bows, adding to the overall theme of hyper-femininity. Guests were also endowed with the runway pieces from Glitter as mementos of the show's evocative message.

Skonare Karlsson, known for her ability to subvert streetwear with avant-garde precision, delivered a lineup where the duality of strength and vulnerability is masterfully navigated. This women-led brand continues to challenge fashion's echo chamber, proving that in the face of uncertainty, creativity thrives and out of a hole of darkness, rises an unflinching vision that in fragility, there is undeniable force.

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About Avavav

Avavav is a female owned independent fashion house striving for creative freedom, driven by humor, entertainment and design evolution. Founded in 2021 by Creative Director Beate Skonare Karlsson, and fostered by the internet age, Avavav is focused on building a fashion house for the future, one that connects directly with the end customer. The collections exist of apparel, accessories and footwear, with an attitude and concentration on femme luxury streetwear. Most of the garments are crafted in Europe, with many unique pieces utilizing Italy's luxury deadstock fabrics, contributing to a sustainable value chain. Avavav has gained worldwide recognition for its conceptual and humorous ideas, abilities to stir strong emotions and its pioneering silhouettes. Avavav was founded in Florence and is based in Stockholm.

About Glitter

Founded in Sweden in 1992, Glitter is a Nordic fashion brand specializing in jewelry and accessories. With a focus on self-expression, affordability, and trend-driven design, Glitter offers selection of pieces that complement every style and occasion. Glitter operates both physical stores and e-commerce across the Nordic region, making fashion accessories accessible to a broad audience. As part of Bergendahl Fashion, a division of the family-owned Bergendahl & Son AB, Glitter blends decades of expertise with a modern approach to fashion retail.

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About adidas Originals

Inspired by the rich sporting heritage of adidas - one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel - adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on the courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.

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