



Press Release AW 2013

"Therefore rejoice, you, the living, in your lovely warm bed, until Lethe's cold wave wets your fleeing foot"
(Goethe)

Free individuals hide behind a simplified code of communication conforming to predictable roles in an organised space

Finding their pattern of a tragicomic existence between joy and discomfort, paranoia and control.
For the survival and regeneration of a pastel coloured society

Ava Catherside AW13 reinvents the classics of the outdoor outfits playing with the irony of a formal appearance in contrast to the comfort of loungewear: close fitting wool jersey pyjamas look like uptight suits, austere oversized coats feel like warm duvets, double layered tops change their appearance from elegant to casual when reversed inside out

The research is affected by dullness and continuity.
Homogeneity becomes thrilling, monotony is unwillingly ostentatious

Unisex versatile styles in 3 fabric variations and different combinations turn the AW13 into a monochrome collection that focuses on high quality, precision and practicality

1_heavy weight coated felt: this 100% virgin wool Casentino cloth has a firm high twist yarn and a slightly rubbery coating that gives the typical Casentino texture a unique appearance and touch

2_medium weight acetate jersey: a distinctive shine and a compact appearance are the main characteristics of this stretch material

3_medium weight wool jersey: a soft and spongy elasticated fabric gives a comfortable and relaxed fit

Every piece is cut individually by hand and finished following high tailoring standards

Invisible magnets and chunky tone on tone vislon zips are integrated within the garments

AVA Catherside AW13: uniformity and conformity reveal their radical potential

info@avacatherside.com
www.avacatherside.com