

J O H A N N A
P A R V

AUTUMN/WINTER 2018

Johanna-Maria Parv presents her first collection since graduating from the Central Saint Martins BA in 2017.

F/W 2018 is an adaptation of her graduate collection 'Safe Ride', and continues to explore female duality and the concept of misunderstanding by applying a bold contemporary twist to classic 1940's tailoring. By reimagining domesticated wartime women in surrealistic action-packed situations, Parv has designed multi-purpose garments that feature detachable accessories and hidden adaptations, creating more freedom than they initially suggest.

Colours, textures and materials clash purposefully to evoke sensation in clothing. Carnal symbols, such as the lips, featured in a sexualized manner raise the question of whether women can ever truly own themselves or if, by putting on show, women are simply objectifying themselves more.

It is this tension of a place for momentary comfort within a restricted or dangerous situation that inspires Parv to create a uniform for the wild woman.

This collection is sponsored by BESTE manufacturing, an Italian high-end production and textile development company.

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