

U
FASH ON



HAUTE COUTURE
SPRING SUMMER 2020

DRESS: STÉPHANE ROLLAND
JEWELRY: PIAGET

CREATIVITY

SPACE

DRESS: IRIS VAN HERPEN
JEWELRY: CHOPARD
HAIRBAND: BARBARA GUIDI
PAINTING: ALEXANDRA MAS
PH: MARCO TASSINI FOR MASTASSINI STUDIO



LOVE ALWAYS WINS

Lights, color and allure dazzled our eyes in admiring the Haute Couture collections during Paris Fashion Week Spring Summer 2020.

Captured and enraptured by such beauty, we abandoned ourselves to a unique, rare, and wonderful elegance.

We are proud to have witnessed a lot of work and a lot of research, which every maison scrupulously uses in every inch of a dress, which encompasses hours and hours of work, passion and research to become a true work of art, pure, essential, and unique.

UFASHON chose the most beautiful one admired during the Paris Fashion Week Spring Summer 2020, to share, as in every season, how many wonders we are surrounded by.

In the making of UFASHON MAGAZINE HAUTE COUTURE SS 2020 dazzled by that light, we immediately set to work to edit a new magazine that can convey to its readers as many emotions as we have experienced personally.

We met the designers, the team of some brands and admired together their masterpieces, their collections; we rejoiced, we embraced each other, in the celebration that once again the collections presented are sublime.

A hug that did not want to be a simple gesture of affection and approval, but above all the sharing for the great work that every dress, jewel or bag contains. A simple gesture that today seems to be a distant memory.

The whole world has been overwhelmed in recent months by a terrible pandemic that has spared no continent. UFASHON, with the publication of UFASHON MAGAZINE HAUTE COUTURE, wants to offer its contribution to testify and show that everybody, in compliance with the law and in helping the weakest, wants to shine those lights, those colors even like those who have never stopped and offered their support in total solidarity and generosity to save lives.

Sharing the experience of this pandemic has certainly contributed to a collective reflection, which although epidemics are part of the evolution of genesis, is certainly an event of nature that rebels against an uncontrolled and violent abuse of the earth.

In recent years, many designers who are aware of climate change have adopted different attention in the use of natural fibers or the recycling of materials, creating unique and extraordinary garments. Probably also our way of being and dressing in the future will change, just as our soul and our sensitivity have changed in these months where time seems to be suspended.

UFASHON MAGAZINE HAUTE COUTURE Spring Summer 2020 therefore does not want to be a light, but the "glow" of a large lighthouse, an awakening that also warms the soul and does not just satisfy the eyes in admiring the beauty of the collections presented.

#love always wins and defeats all evil. Therefore, do not be afraid to dare and let yourself be abandoned by reading this wonderful magazine, which is fortunate to be one of the spokespersons of true works of art, because culture and knowledge are the true food of the soul, which nourishes our existence and our emotions, true witnesses of our life.

"Besotted . . ."

PH. MARCO TASSINI
ART DIRECTOR & PAINTING
ALEXANDRA MAS

MODELS:
ALICIA LINDÉN GUÍÑEZ & CORTO AUPÉTIT
MAKE UP & HAIR STYLIST
ANNE ARNOLD

DRESS: STÉPHANE ROLLAND
JEWELRY: PIAGET



TOTAL LOOK: JEAN-PAUL GAULTIER
SILK HAIR SCARVES: ALIDA LIBERALE
TEXTILE DECOR SET: RICAMIFICIO PISONI

JEAN PAUL GAULTIER

FREAKING 50

Is the curtain down on the terrible child of fashion?

He took us down the history of his whole career with a sustainability sens. Simpler said, he reused, changed, modified things from his old couture and ready to wear pieces to offer us his first up-cycling collection. Word of wisdom, fashion is a constant renewal of things and above all, YOU can be your own designer. Handbags become skirts, perfume boxes turn into bracelets, an homage to his Hermes era with braided scarfs made into dresses. A master-hand playing around his marvellous wardrobe, you name it: jeans, corsets, mariners, lace, tattoos, androgyny, the French bleu blanc rouge (blue white red) for more than 200 looks applauded frenetically by the guest.

His muses and friends from the first day were there. To name but a few Boy George, live on the stage, Mylene Farmer, Dita Von Teese, Karlie Kloss, Winnie Harlow, Irina Shayk, Coco Rocha, Paris Jackson, Yasmin Le Bon, Farida Khelfa, Erin O'Connor, Rossy de Palma, Amanda Lear, and Estelle Lefébure modeling, and iconic Catherine Ringer of Les Rita Mitsouko.

After the show he told us about his new project:

"I do not feel anymore like the terrible child, next April 24 I'll turn 68. This is it, I have white hair even though in spirit I am still so young. The wish to continue is still there, so the couture goes on but, with a new concept I made. One I believe suitable for this times. So, why interrupt what I have been doing... there have passed 50 years and also for the young generation is good. But most of all because of "the Freak Show" I really enjoyed doing that. It allows me to do what I initially wanted to, as a child. I loved entertainment."

He shared that moment when he realised fashion is the way, the theatrical lights and movements from the movie that opened his mind to couture. We saw and extract from this iconic film in the beginning of the show: "Qui êtes-vous, Polly Maggoo?" by William Klein. The experience meeting and working with Pierre Cardin, the one he calls a visionary, the one who proved him one can take the freedom to design, manage and be who he wants in the fashion industry.

"Fashion is a total reflection of life, in her most chaotic way by the way, as it is with today's ecology or politics. This is the essence of my work, feeling what is happening in the society."

Alexandra Mas

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ALIDA LIBERALE

ART TO
WEAR

Passion, creativity, curiosity and the great desire for knowledge; we can bring them together in one person, Alida Liberale.

This artist has an extraordinary and inexhaustible expressive vein where creativity finds its realization in different pictorial techniques from oil painting to tapestries to silk painting. It is precisely painting on silk that gave voice to her main passion by reuniting the name of his Brand in "Art on silk". We are accustomed to admiring a work of art while observing a certain detachment despite emotional involvement. However, the art created by Alida can be worn. Therefore, a painting is no longer just a pure observation, but it envelops our body. Painting on silk becomes art that is worn. The painted silk scarves are unique, exclusive, and unrepeatable works.

The colors slide on the silk following the careful hand of the artist who knows how to direct the sign, as describing the nature that accompanies the themes of her paintings. She is inspired by nature and matter; the environment is a subject of great attention for Alida. It is precisely "reserve dyes" through the batik and shibori technique, which exploits the eco-sustainable respect of Art on Silk.

The silk scarves, the eco-sustainable pictorial techniques make everything return to nature as an inexhaustible circle where creation is born and turns into painted silks, which, thrilling us like a work of art, know how to respect nature.

The softness of silk with its exclusive texture, gives those who touch it very pleasant sensations. However, the silk painted by Alida acquires new awareness of new life, and adds value because the hand that directed it through its pictorial ideas add a new and different consistency giving to the touch a real sensation, the truth of the hands that have been able to transform it.





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SHOES: BOTTEGA23
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