



A3 LIMITED EDITION CAPSULE COLLECTION 2011/2012

This is AVA Catherside,
a new London based experimental label.

AVA Womenswear shows minimalism in its most extreme form. A monochrome palette, raw cut finishing, references to menswear as a constant of our work are a matter of pragmatism.

The garments are developed as a natural extension of the interaction between nudity and geometric shadows. A research purged of any utopian plans for development. Breaking outfits into their constituent elements, isolate details and shapes, reducing them to their basic forms. Putting them then back together again in new combinations, changing the scale and measurements. From small models via bigger assembled ones, ending up with the concept of cells as compact single items reduced to the absolute essentials in terms of shape and function.

The work is wrapped with the unsolved problem of modern life: how far can someone reduce one's material needs? In an age of technology where every communication becomes electronic and information becomes accessible and fast to reach and develop, AVA explores the fate of flexible men and flexible clothes, a cell in the highly technological and highly mobilized living condition of society today. The outline stays the same and doesn't have to be reproduced to date while the content keeps on changing and evolving.

Evolving acquires the meaning of subtraction whereby areas of the garments are removed.

For all this underlying notion of the work, AVA Catherside gives each item a highly individual design, starting from the pattern of an extra large tee-shirt. No size, no gender. So every collection is the development of the previous one, based on the progressive mutation of the same research, against consumerism of out of date seasons.

A limited edition made of raw cut perforated black suede: here's A3. The start.