

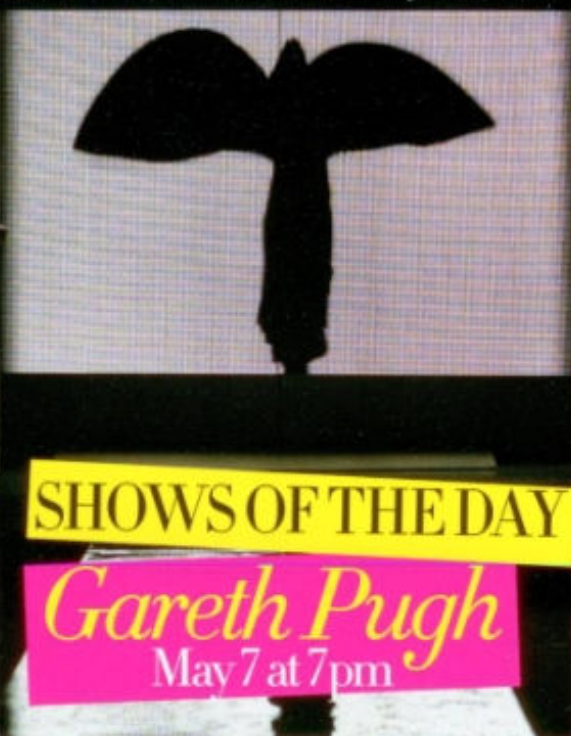
AUDI FASHION FESTIVAL 2009

Harper's BAZAAR *daily*

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SINGAPORE

YOUR DAILY FASHION FIX *Where to be, what to wear, who to kiss!*



SHOWS OF THE DAY

Gareth Pugh
May 7 at 7pm

"People [have the impression that] my clothes are futuristic," Gareth Pugh said, "so this season I wanted to do something earthy." In the video presentation that opened the show, "earthy" manifested itself in the starkly architectural dresses morphing into organically shaped ink blots. Last night marked the British enfant terrible's first fall 2009 runway show, where androgynous models wore hauntingly pale faces and wet hair that clung to their temples. The inverted triangular silhouette, a Pugh signature, was apparent in the strong shoulders and cropped funnel-necked jackets. Meanwhile, leather was manipulated to either fall into buttery drapes or create structure via quilting. But the show's pièces de résistance were the most theatrical: a singlet generously covered with protruding pins, a voluminous dress of gently tufted feathers and thigh-high platform boots that jutted out angrily when seen at an angle. If he took inspiration from the earth, then Pugh's earth must be one where morose, brooding creatures and fantastical, fabled beings reside. Dark as his tale may be, this is one story every savvy fashion player will want to be a part of.



Nicholas
by Nic
Wong

Hansel
by Jo
Soh

Innovator 2009 May 7 at 9pm

Local faves Hansel and Nicholas were at the forefront of this fashion charity event. The finale then saw ten red dresses by Asian rising talents put on live auction for Go Red for Women.



Elohan

Reckless
Erika

Blueprint 2009 May 7 at 11pm

Five designers from around the region, whose designs are carried at über-hip store Blackmarket, presented their signature style of fashion – young talent at its most promising.

REACTIONS on GARETH PUGH



"It was amazing. Such a different silhouette. I hope it gets people to wear really structured clothes."

— Karen Ng



"I'm so glad Singapore is the first to see the real thing. It's as good as the video, if not better."

— Johnny Khoo



"I enjoyed the video, an inspiring way to represent a show, juxtaposed with seeing the actual clothes."

— Tracy Phillips