

Storytailor_z

PALINDROME

PREFACE

PALINDROME

Summer 2018

A Palindrome is a word, sentence, number, sequence of symbols or elements that can be read or interpreted the same backward as forward.

“I open my eyes and I am someone in a time and place, I open them later and I am a different being, in another place and time. Before or after. Time is fluid. Space is fluid. Gender is fluid.

We explore messages from angels and universal energy. Of liberty, flexibility and unexpected contrasts – a sensorial reality in which we open our eyes in a time, in a body, and the next moment we are someone else, in another time, in another body. We are man, we are woman, we are child, going through time

Storytailors

and space, we share bodies and reincarnate in them in a sensorial experience. We understand, we feel. We are energy in each body cell...”

THE COLLECTION

The collection represents the gathered experience of 16 years of the brand, where the classical Storytailors images mingle with the introduction of new pieces and styles.

It unveils a contrast between geometrical cuts and loose forms, genderless and sensual, materialized in the details of the structure and in the iconic corsets.

The collection shows us how easy it is to transform the silhouette, where several parts can be used and explored in different ways, powering the creative and interpretative freedom, the emotions, the self-expression and the sharing. Merging art, craftsmanship and technology.

With the current world evolution and the shortness of raw materials, we have decided to approach the pieces in a zero-waste logic, respecting the principle that nothing is lost, all is

Storytailorə

transformed. We apply this philosophy to the way we use our materials, how we structure our design and how we cut the pieces. For example, the fabric remains from the cutting process are used as embellishments.

This season we explore materials like cupro, cotton poplin, denim, satin, georgette and tulle.

We combine the natural raw materials with the technological materials within the principal colors like red, white and black using greys and blues as secondary colors in denim.

The message within the collection:

The Universe is made of light and shadow; White is Light, it is hope, from where all colors emerge, black is the mystery and the darkness but also the sum of all colors. Red symbolizes love and passion which we believe is the greatest universal force.

Storytailors

THE PRESENTATION

Instead of the more usual runway show, we chose to present the Palindrome collection as an hour lasting performance in the bar nightclub *RIVE ROUGE* in Lisbon. Amongst the spectators, in a dreamy atmosphere, at the sound of music played by DJs, the models interacted with each other in a sensual, sensitive way, with a complicity inspired by the concept of the collection – that they were all at some point the same person, or fragments all.

©Storytailors