



NO.7 From Mexico

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Dear readers,

With each new issue, Erode becomes an intimate portrait of the tensions, impulses, and silences that define our time. April is no exception. This seventh edition brings together fragments of aesthetics, identity, memory, and provocation, woven by the desire to understand how what we wear, what we see, and what we feel is eroded and reinvented.



e begin with Sinners, a film that opens this edition not just as a work of art, but as a state of mind: a portrait of the human condition where desire and guilt intersect through visual language. It is followed by a visual conversation with contemporary fashion: Margiela's new bag, more sculpture than accessory; Vivienne Westwood's bridal show, both radical and ceremonial; and Sabrina Carpenter's presence for Versace, reminding us that glamour has never been incompatible with irony.

We dedicate a special space to the Class of 2026, a generation of designers unafraid to take over the industry's most iconic houses with fresh, unsettling, and necessary visions. From Matthieu Blazy to Duran Lantink, this is a present shaped with a future.

We also revisit materiality: buttons as symbols, Acne Studios' scarves as visual shields, and vintage posters, vinyls, and archive t-shirts as tactile relics that bring us back to the physical. Nostalgia, when redefined, stops being the past and becomes a language.

At the heart of this edition lies the city itself: Milan and its Design Week, Seoul with Hermès' SS25 collection, Amsterdam as a glass showcase for the brand, and New York, where Ralph Lauren's runway felt more like a manifesto than a fashion show.

We add unexpected perspectives: Kendrick Lamar as Chanel's ambassador, A\$AP Rocky reimagining Ray-Ban, Ferg debuting as a visual artist, and Kai Cenat fronting the BAPE x KidSuper collaboration.

We also revisit figures who left their mark without asking for permission: Rick Owens and his Mexican roots, Miuccia Prada as both legacy and rupture, and Bert Padell, the accountant to the stars who understood that numbers, too, tell stories.

From a hotel signed by Christian Louboutin to the flowers —yes, real flowers— dressing today's collections, this edition of Erode is an invitation to pause, to observe, and to reinterpret. Because beauty doesn't always shout. Sometimes, it simply erodes.

Thank you for continuing to be part of this conversation.

We'll meet again on every page.

Eduardo Menéndez Gaber Editorial Director





The collection featured 34 dresses that distilled both Westwood's iconoclastic spirit and the technical mastery of her atelier. Structured corsetry, asymmetric draping, and noble fabrics like organza, lace, and duchesse satin took center stage. Alongside the classic shades of white and ivory, delicate touches of dusty pink and pale blue added an unexpected breath of freshness.

Each dress seemed to tell its own story. Some pieces evoked baroque splendor, others suggested an almost ethereal fragility, while several embraced surrealism, with rose prints and orange blossom appliqués that made it seem as if the models were blooming as they walked.

In keeping with Vivienne Westwood's disruptive legacy, the show boldly embraced real diversity. Models of different ages, sizes, and genders walked the runway in a statement that made it clear: love and the art of dressing to celebrate it has no single face and no single form.





In a setting brimming with art, history, and cultural depth, Ralph Lauren unveiled his Fall-Winter 2025 collection at New York's Jack Shainman Gallery. Titled The Modern Romantics, the American maison presented not just a new fashion season, but a statement of intent: elegance can be reinvented without losing its essence.

The show struck a perfect balance between classic heritage and a renewed spirit. Staying true to his signature American sophistication, Lauren embraced a palette of deep, rich tones burgundy, charcoal black, forest green, and toasted browns — in dialogue with emotionally resonant textures: velvets, lace, heavy wools, and weathered leather. The result was a collection filled with character, understated sensuality, and quiet strength.

The collection explored the tension between masculinity and femininity a duality Ralph Lauren navigates with ease. Silk blouses with ruffles were paired with worn aviator jackets, floor-length velvet dresses with riding boots, and belted coats that seemed to embrace the body rather than merely dress it. Each look felt lifted from a modern romantic novel: intimate, refined, yet undeniably powerful.

This was not nostalgia, but reinterpretation. Ralph Lauren doesn't revive the past; he reimagines it through a lens that understands the now. Here, romanticism wasn't about excessive delicacy, but rather a considered luxury structured, soulful, and visionary.

8





RALPH LAUREN













Por Oscar Santamaria

n an industry recently saturated with franchises and remakes. Sinners emerges—unusually—as a genuine breath of fresh air.—quickly establishing itself as one of the year's most significant successes, both in cultural impact and box office performance. The film rose to the number one spot in popularity without relying on pre-existing concepts or cinematic universes.

Directed by Ryan Coogler (Creed. Black Panther) and starring Michael B. Jordan in a groundbreaking dual role. Sinners has captivated both critics and general audiences alike. In its first week alone. the film grossed over \$160 million USD worldwide. with numbers continuing to rise as its popularity spreads far beyond Hollywood.

THE PLOT

Set in 1930s Mississippi. Sinners tells the story of twin brothers Smoke and Stack (both played by Michael B-Jordan). who return to their hometown to open a blues nightclub. Their dream is quickly threatened during the club's grand opening, when they discover a vampiric presence among the guests. Blending horror, body terror, drama, and music. Sinners delivers a cinematic experience unlike anything else this year, establishing itself as a truly singular film.



You keep dancing with the devil... one day he's gonna follow you home.

Jedidiah Moore



<u>Variety</u> "IT'S A VIBRANT **AND RICHLY PERFORMED** FILM."

MUSIC

Music plays a central role in Sinners, not only within the story but also in how that story is told-The film's score was crafted by Ludwig Göransson, a longtime collaborator of Ryan Coogler. The two first met in the dorms at USC. where their friendship and creative partnership began a bond that has carried through every one of Coogler's major projects. For Sinners, Göransson composed a soundtrack

deeply rooted in Southern blues, using a 1932 Dobro Cyclops resonator guitar to capture the raw, authentic sound that Coogler was visually evoking. The musical production also featured contributions from legendary artists like Buddy Guy and Brittany Howard In addition, Hailee Steinfeld who plays one of the film's lead characters contributed the original song "Dangerous," adding another layer of emotional depth to the film's sonic landscape

WE ARE ALL SINNERS

Sinners grossed \$48 million in its opening weekend in the United States and Canada – a box office success that far exceeded expectations, especially considering its estimated budget of \$90-100 million. Two weeks after its release, the film remains the highestgrossing title worldwide, surpassing even the buzz around A Minecraft Movie Beyond its commercial triumph, Sinners earned an "A" CinemaScore - a rare feat for a horror film-With Sinners, Ryan Coogler once again proves his mastery as a storyteller, reaffirming his ability to craft powerful narratives outside the confines of cinematic universes. Through this film, Coogler elevates the horror genre as a vehicle for exploring deep social themes within the Black American community. The combination of an original story, powerful performances, and a hypnotic soundscape has solidified Sinners as a contemporary landmark in the genre-

Sleeve

Setting aside Sinners' core essence its deep connection to blues music and social commentary – the storyline appears to draw inspiration from Robert Rodriguez's From Dusk Till Dawn. The 1996 cult classic follows two brothers on the run from the FBI and Texas police, only to stumble upon a far greater threat: a swarm of violent vampires hidden inside a remote desert bar





Ryan Coogler directing the climactic scene in Sinners alongside Michael B. Jordan.

By Oscar Santamaria

BRIGHTEST BRIGHTEST FUNDAMENTAL STATES TO SERVICE STATES TO SERVIC

The collaboration
between A\$AP Rocky and
Ray-Ban merges Rocky's
unique creative direction
with a collection defined
by cutting-edge design
and cultural relevance.



BAPE x KidSuper: The Graphic Creativity of Streetwear Meets Kai

Cenat

By Eduardo Menéndez

In one of the season's most vibrant collaborations, BAPE® and KidSuper joined forces in April 2025 to launch a capsule collection that not only celebrates the fusion of urban cultures but also marks a pivotal moment at the intersection of fashion, art, and the digital community. The face of the campaign: Kai Cenat, one of the most influential streamers of the moment chosen not just for his popularity, but for his authenticity as a symbol of the new generation that lives and transforms streetwear-

FASHION AS A GENERATIONAL LANGUAGE

The collection, titled A SUPER APE, was unveiled during Paris Fashion Week and quickly became one of the most talked-about releases in the urban fashion circuit. The result of the collaboration between Japanese brand BAPE and New York-based artist Colm Dillane, founder of KidSuper, was an explosion of color, visual irony, and graphic technique. Far from being a one-off collaboration, the collection proves that streetwear is no longer a subculture – it is the new dominant language of contemporary fashion-Kai Cenat, alongside fellow streamer Ray, starred in the campaign as the central face of this creative

dialogue. Their participation reflects the transformation of the celebrity model in the industry today, style icons are no longer limited to musicians or traditional models, but also include content creators with their own voice and a direct connection to millions of followers-

SUPER CAMO: A PATTERN WITH **ATTITUDE**

The visual centerpiece of the collection was the introduction of the new "SUPER CAMO" pattern – a reinterpretation of BAPE's classic camouflage infused with KidSuper's signature elements: hand-drawn strokes, humorous graphics, and bold, defiant color palettes. The collection featured hoodies, graphic tees, utility pants, and $custom\,versions\,of\,the\,iconic\,BAPE\,STA\,sneakers$ - all under an aesthetic that blends the absurd with the functional-

Dillane, true to his style, brought a playful and provocative approach, while BAPE preserved the structural and technical integrity that has defined the brand since its origins in Tokyo. This duality transforms each piece into a narrative object: you're not just wearing something you're telling a story about who you are and where you come from-







Kai Cenat's selection as the face of the campaign wasn't just a marketing move. His authenticity sharp sense of humor, and ability to connect with younger audiences make him the perfect figure to represent this new chapter in urban fashion-He's not a model playing a role – he's simply himself, and that sincerity is exactly what makes

Cenat doesn't just pose· He lives the clothes· In the campaign visuals· his presence injects energy and realness into each piece· making it clear that this collection is made for the street· for the stream· and for the fast-paced rhythm of the

it work

MORE THAN FASHION: A CULTURAL CELEBRATION

BAPE x KidSuper is not just a commercial collaboration – it's a celebration of streetwear's ability to transcend cultural and creative boundaries. The collection was released on April 12 through select stores and digital platforms and since then, it has positioned itself as one of the most relevant drops of the year – both for its bold graphic design and the symbolic weight of its key figures.

At a time when fashion is desperately trying to be part of the cultural conversation this collection proves that some brands don't have to try – they simply are-



A\$AP Ferg Presents CHOSEN: Intimate Art, Identity, and the Other Side of Rap

In a bold and deeply personal move A\$AP Ferg – known worldwide for his music. fashion influence, and role within the A\$AP Mob collective – officially debuted as a visual artist with his first solo exhibition: CHOSEN. Far from the bright stage lights and the fast pace of the recording studio. Darold Ferguson Jr. (his real name) stepped forward in April 2025 as a visual creator with a clear message: there is more to him than the public has seen so far-

FROM THE STREETS TO THE CANVAS

Although the world came to know him through hip-hop, art has always been a part of Ferg's life. Raised in Harlem and surrounded by design, aesthetics, and visual expression, he grew up under the influence of his father, who worked in graphic design and textile printing. That artistic sensitivity, nurtured from childhood, began to resurface in recent years especially during the forced pauses of the pandemic and ultimately crystallized in this exhibition.

Curated by Anne-Laure Lemaitre and collector Larry Warsh, the show took place in a SoHo loft. But beyond the location, what truly stood out was the content: a collection of works that portray Ferg's emotional world with striking sincerity. worldwide A\$AP FERG 2025



PORTRAITS OF THE SOUL

In CHOSEN, ASAP Ferg doesn't hide behind cryptic styles or hollow references. What we see are intense portraits and compositions, ranging from figurative drawing to abstraction all deeply marked by his personal history. One of the centerpiece works is "French Tips", a visual tribute to his mother the same figure who has appeared time and again in his lyrics and artistic journey portrayed not just as a mother, but as a symbol of beauty, strength, and emotional grounding-Through painting, collage, and graphic elements, Ferg constructs a visual narrative that speaks to his music but doesn't rely on it. There is no alter ego here. No stage. Just skin, memory, doubt, and affirmation-



Unlike other musicians who approach the art world from a decorative or commercial angle. Ferg built this exhibition without pretense. He didn't seek out an established gallery or a multimillion-dollar campaign. CHOSEN wasn't launched for the market it was created for the soul-

It is a genuine extension of his need to express himself. The exhibition space itself felt like a reflection of his current life: in one room, his paintings; in the other, his recording studio. Everything connected. Everything coexisting without hierarchy. It is there that Ferg proves art isn't a side project it's part of his life story.

MORE THAN A FORAY: AN EVOLUTION

A\$AP Ferg isn't walking away from the microphone but with CHOSEN he shows that his voice can also speak through color, through form and through the silence of the canvas

This exhibition is not a departure but an addition And if it proves anything it's that art doesn't need spectacle when it's rooted in truth





FASHION HOUSES TAKE OVER DESIGN: MILAN DESIGN WEEK 2025

by Erode

Milan Design Week ²⁰²⁵ made one thing clear: major fashion houses no longer just dress bodies – they shape spaces, atmospheres, and experiences. In an edition defined by sensory experimentation and visual storytelling, brands like Stone Island, Hermès, Louis Vuitton, Gucci, Loro Piana, and Prada brought their aesthetic identity into immersive installations, reaffirming their influence far beyond the runway.

What happened at Milan Design Week 2025 wasn't just a showcase of objects it was a reaffirmation that fashion houses are ready to approach design not as a complement, but as a natural extension of their vision. Where we once saw garments, we now see installations, materials, sounds, and emotional architecture. Because the luxury of the future isn't something you wear – it's something you live.

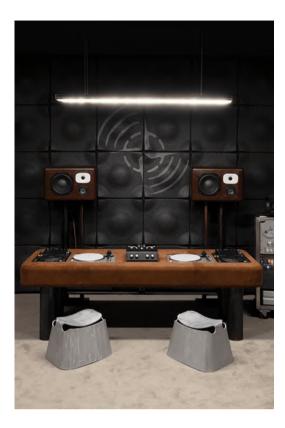


STONE ISLAND: SOUND IS DESIGNED TOO

One of the most surprising presentations came from Stone Island, which debuted a radically different project: a modular high-fidelity sound system. Titled Friendly Pressure: Studio One and unveiled at Capsule Plaza, the project combined technical design with a multisensory installation that featured DJs. custom furniture, and sound architecture. It was a clear statement: design isn't just something you see it's something you hear.

HERMÈS: PURITY AND PRECISION

Hermès chose sobriety to take our breath away. At La Pelota, its installation featured home objects suspended in floating white structures, framing cashmere blankets, ceramics, and glass tables with a zen-like, almost scientific aesthetic. It was a lesson in how luxury can also be invisible, restrained, and deeply emotional.



LOUIS VUITTON: OBJECTS IN TRANSIT

At Palazzo Serbelloni. Louis Vuitton showcased its Objets
Nomades collection – a series of designer furniture pieces
marked by playful touches and impeccable craftsmanship.
The space featured everything from a luxury pinball machine
to an architectural reinterpretation of a Charlotte Perriand
beach house, reaffirming that the maison doesn't just design
fashion – it creates entire worlds.

GUCCI: THE SOUL OF BAMBU

Gucci returned to its roots with an installation titled Bamboo Encounters dedicated to its historic use of bamboo as a core material of identity. The project took over the cloister of San Simpliciano, featuring pieces by contemporary artists who explored the versatility of bamboo through sculptures, utilitarian objects, and meditative structures.

LORO PIANA: NOSTALGIC TEXTURE

At its Via Moscova headquarters. Loro Piana transformed a brutalist courtyard into a ¹⁹⁷⁰s-inspired set with the help of Dimore Studio. The scenography complemented ultra-high-quality textiles in a soft color palette-evoking intimacy. warmth- and elegance. It was a quiet celebration of craftsmanship at its finest-

PRADA: DESIGN IN MOVEMENT

With Frames. Prada transformed a train designed by Gio Ponti into a traveling forum at Milano Centrale station. More than just an installation, it served as a platform to discuss sustainability. mobility, and the role of design in everyday life. It was Prada doing what it does best: rethinking the system from within-





By Rodrigo Castaneda



The sale of Versace to Prada marks the return of an iconic Italian fashion house to national hands, ushering in a new era of strategic consolidation within the highly competitive world of global luxury.



In a strategic move that sent shockwaves through the luxury industry, Prada S.p.A. has announced the acquisition of Versace, previously part of the American conglomerate Capri Holdings. The news, revealed on April 10, 2025, marks a significant milestone in the world of high fashion — not only for the scale of the €1.25 billion transaction, but for the symbolism of returning a legendary Italian fashion house to Italian hands after its 2018 acquisition by Capri Holdings.

Versace will now join Prada's portfolio. At first glance, the merger might seem like a stylistic contrast. However, the Prada Group frames the union as a powerful synergy — bringing together two distinct forces under one roof, with a promise of mutual growth and expanded reach across the evolving landscape of global luxury.

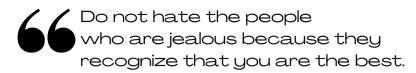
While their aesthetics may differ, Prada Group has a clear objective: to preserve Versace's identity while accelerating its growth in the global luxury market, thereby strengthening Prada's position against major French conglomerates and other international rivals.

For Versace, this marks a return to its Italian roots under a new leadership that promises investment and a long-term vision. The recent appointment of Dario Vitale — from within the Prada Group — as head designer, along with Donatella Versace's new role as brand ambassador, signals a transition aimed at honoring the house's legacy while exploring new creative frontiers.

The fashion industry now watches with anticipation as the acquisition is expected to close in the second half of 2025.

The union of Prada's avant-garde elegance with Versace's iconic spirit sets the stage for a bold new chapter in Italian luxury — one poised to reshape the global fashion landscape.

PSACE AN PARTIO









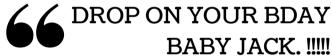


Travis Scott — rapper, artist, and the visionary behind Cactus Jack — has once again ignited fan hype with the announcement of the highly anticipated JACKBOYS 2. As a sequel to the original JACKBOYS, which shook the music scene with its sound, vibe, and style, featuring standout collaborations with Don Toliver, Sheck Wes, Pop Smoke, Quavo, Offset, and Young Thug, this new installment promises to push even further the sonic and aesthetic boundaries that Travis has so meticulously crafted.

JACKBOYS 2 isn't just an album — it's an immersive experience, launched through a carefully orchestrated rollout designed to build massive hype leading up to release day. The trailer, dropped on April 30, 2025, plunges us into a world that perfectly matches the aesthetic of Travis and the Jackboys: a universe where party and dystopia collide, saturated with the visual elements that have become hallmarks of Travis Scott's distinctive style.



Travis Scott in the Mainstage at Coachella 2025.



Travis Scott (Instagram)

As part of the rollout's kickoff, the website jackboys.travisscott.com is now live — accompanied by the launch of a highly anticipated line of merch. Graphicheavy tees, collectible box sets, and deluxe editions of the album are just a glimpse into the tangible universe expanding around JACKBOYS 2. This strategy doesn't just monetize fan loyalty — it builds a sense of belonging and exclusivity.

While the official release date of the album remains under wraps, the availability of pre-orders starting May 1, 2025, hints that the drop is imminent. Clues left by Travis himself — like referencing his mother's birthday on April 30 (which is also his own birthday) — only fuel speculation and keep the community in a state of heightened anticipation.

As is typical with Travis Scott, the release of this album is shaping up to be a full-blown cultural event — one that merges fashion, visual art, and his signature sound. With a bold creative vision and a deep connection to his audience, this project is poised not just to meet expectations, but to surpass them — cementing Travis Scott's place even further in contemporary culture. The countdown has begun, and the world is ready to dive back into the JACKBOYS universe.



NO.7 FRODE From Mexico

FELINE LUXURY TO CELEBRATE 20 YEARS OF THE BIG BANG

Hublot has taken an unexpected and brilliant turn to celebrate the 20th anniversary of its iconic Big Bang collection: naming Choupette, the legendary cat of Karl Lagerfeld, as the face of its new campaign.

The most famous feline in the fashion world stars in a series of bold, surreal, and sophisticated visuals that redefine elegance in luxury watchmaking.

The campaign, photographed by Carlijn Jacobs, features
Choupette styled in haute couture looks, joined by models and Big Bang timepieces in scenes that swing between extravagant and enchanting. With the slogan "Own It," Hublot champions radical individuality — and who better to embody that philosophy than Choupette herself, a cat with a million-dollar legacy and an unmistakable personality.





KENDRICK LAMAR FOR CHANEL:

CHANEL:

THE NEW LOOK OF

INTELECTUAL FASHION





In a move as unexpected as it is visionary, Chanel has named Kendrick Lamar the ambassador for its eyewear line for the Spring-Summer 2025 season. This isn't just a visual campaign — it's a quiet statement about where luxury is headed in this new decade. A brand historically tied to femininity, classicism, and Parisian refinement now chooses a cultural and musical icon to expand its narrative.

The campaign, shot by Karim Sadli, features Lamar in a series of black-and-white portraits that reflect both his inner depth and Chanel's restrained aesthetic. The eyewear, with its understated design and metallic accents, is more than just an accessory — it becomes a symbol of introspection, of presence, of thought. Kendrick doesn't pose. He inhabits.

The artist himself shared in interviews that his connection with the brand isn't about a forced image construction, but a genuine identification with its legacy: "Chanel has a timeless language, and that has always been part of what I respect as an artist," he stated. With Chanel lacking a traditional menswear line, his appointment as eyewear ambassador carries even greater weight — it serves as a bridge between worlds, an expansion of identity. Lamar is no ordinary artist. A Pulitzer Prize winner, a generational storyteller, an introspective and political figure — his inclusion in Chanel's universe isn't a superficial gesture, but a reflection of the brand's desire to align with minds that don't just wear fashion, but think about aesthetics. In an era where luxury must reconnect with substance, Chanel finds in Kendrick the perfect interlocutor.

It's not the first time their paths have crossed. In past Met Gala editions and haute couture shows, Kendrick had already been seen wearing pieces from the French house. However, this campaign cements him as a central figure — not just visually, but ideologically: a symbol that elegance can also speak with a firm voice, with clear ideas, with a critical gaze.

The choice of Kendrick is part of a broader movement within Chanel to engage with new cultural codes. The maison remains classic, but it is not static. It understands that new generations aren't seeking empty labels, but real connections — figures who represent them, narratives with soul. In this sense, Chanel + Kendrick is more than a collaboration: it is an image of the luxury to come. One where style wears consciousness, aesthetics speak, and accessories carry meaning.



Acne Studios



Scarfs

In an era of visual excess and constant wardrobe reinvention, few pieces have managed to stand out for their simplicity and impact like the scarves from Acne Studios. This accessory — which might seem basic in the hands of any other brand — has become a true emblem of style, comfort, and aesthetic direction thanks to the minimalist yet bold vision of the Swedish house.



Acne Studios scarves aren't just a way to keep warm — they're an extension of the brand's visual language. Crafted from noble materials like mohair, virgin wool, and alpaca, with finishes that are soft yet substantial, these pieces wrap the body with a presence that never goes unnoticed. Their oversized design, pronounced fringes, and generous drape make them the focal point of any outfit, even when the rest is entirely neutral.

One of the keys to their success lies in their clear graphic identity: from carefully selected color blocks to the iconic visible woven label, each scarf carries Acne Studios' DNA without relying loud logos. The balance between Scandinavian neutrality and bold color expression has made these scarves equally coveted by minimalists and maximalists alike.

Since their debut in earlier collections and their consolidation in recent seasons, Acne Studios scarves have become one of the most sought-after products each fall/winter — constantly reinterpreted in new color palettes, textures, and styles. On social media, they've reached cult status, worn by celebrities, models, and lovers of functional design alike.

Part of the magic behind these scarves lies in their natural versatility. They can be draped like a wrap over a structured coat, casually knotted around the neck, or even used as an urban blanket on a winter journey.

This garment acts not only as a gesture of protection, but also as a high-impact styling tool — instantly elevating any look.















CLASS OF 2026

THE GENERATION THAT IS WRITING THE FUTURE









2025



Renowned for his conceptual brilliance at JW Anderson and his work at LOEWE, Jonathan Anderson has taken on one of the most iconic roles in men's fashion. His vision at Dior Men's expands the maison's classic codes into something sculptural, sensitive, and radically contemporary. Anderson transforms the men's suit into a narrative of identity, eroticism, and visual intelligence.

Following his acclaimed tenure at Bottega Veneta, Matthieu Blazy emerges as a surprising yet inspired choice to lead the renewal of Chanel's women's line. With a unique sensitivity to volume, movement, and technique, his work envisions a freer, less rigid Chanel — where craftsmanship becomes language, not ornament. His reading of the maison's archive is both emotional and restrained, blending reverence with quiet innovation.

The designer duo behind Proenza Schouler takes the helm at LOEWE with a proposal that blends American precision with European sophistication. Their arrival at the Spanish house aims to strengthen the structure of its prêt-à-porter line, introducing graphic silhouettes and a more pragmatic urban focus. In their hands, LOEWE becomes less abstract and more tactile — yet never strays from its artistic DNA.

Following his controversial departure from Balenciaga, Demna now steps in as the new creative director of Gucci. The Georgian designer arrives with a promise to revive the brand's critical irreverence and visual irony — the very elements that once made Gucci a pop icon. His vision isn't meant to please; it's meant to provoke. In 2026, Gucci seems more ready than ever to make us uncomfortable again.

ERODE From Mexico



With a brilliant past at Y/Project and Diesel, Glenn Martens steps in as the new interpreter of the Margiela universe. His mastery of deconstruction, playful approach to form, and deep cultural referencing align almost seamlessly with the legacy of the Belgian founder. In his hands, Margiela doesn't become a museum — it becomes a permanent experiment.



After her tenure at Lacoste and Joseph, Louise Trotter emerges as the new face of Bottega Veneta. Her approach — more restrained and rational — signals a shift away from the brand's recent maximalism. She champions a quiet kind of beauty: flawless fabrics, pure lines, meditative tones. It's a more introspective, less viral Bottega.



With a minimalist vision charged with tension, Michael Rider takes Céline into new territory, moving away from the normcore cult that had come to define the brand. In his reinterpretation, Céline becomes once again bold, intellectual, and urban. Rider places the body at the center — not as an object of desire, but as a conceptual starting point.

With a radical, ecological, and deeply personal voice, Duran Lantink is perhaps the most surprising choice of the group. His appointment at Jean Paul Gaultier promises to disrupt traditional luxury fashion codes with designs rooted in reuse, collage, and social critique. Lantink doesn't design clothes — he designs messages.

NEW GENERATION 2025



Freitas represents a new masculinity within the Mugler universe. His work blends theatricality and sensitivity with a more technical approach to design. He reimagines eroticism, plays with hyper-coded silhouettes, and guides Mugler into the realm of emotional performance.



Discreet, elegant, and cerebral, Simone Bellotti embraces the intellectual legacy of Jil Sander with a vision that prioritizes proportion, texture, and visual silence. His work doesn't shout — it whispers. Yet in a world saturated with stimuli, his approach resonates powerfully.



Dario Vitale embodies the new Italian sensuality. His vision for Versace preserves the brand's bold energy, but channels it into a more sophisticated, cinematic context. There's glamour, yes — but also purpose, structure, and a clear embrace of queer identity as an integral part of the maison's DNA.





Sabrina Carpenter for Versace La Vacanza

In the La Vacanza 2025 campaign by Versace, Sabrina Carpenter embodies the spirit of the brand with a blend of classic elegance and contemporary boldness.

Photographed by Carliin Jacobs, the visuals place the artist in settings that evoke the transition from day to night, reflecting the collection's versatility.

The campaign's aesthetic is defined by cool tones and sharp contrasts, with Carpenter wearing dramatic makeup and platinum blonde hair reminiscent of classic cinema icons.

Accessories, such as the Tag bag in shades of gold and turquoise, elevate the looks and add a refined touch of sophistication.

This marks Carpenter's second collaboration with Versace, further cementing her status as one of the brand's modern muses.

La Vacanza 2025 celebrates freedom of expression and individual empowerment values both the artist and the Italian fashion house proudly share and promote.



Minccia Frada; The legacy of a silent

revolucionary



PRADA AND CONTEMPORANEITY

Today, to speak of Prada is to speak of modernity in its most sophisticated form. And to speak of Miuccia is to speak of how one person — without theatrics — has redefined what we understand as luxury, femininity, power, and style.

In the world of fashion, where loud gestures often dominate headlines, few figures have wielded influence as powerfully and discreetly as Miuccia Prada. Intellectual, bold, deeply aesthetic, and quietly political, the heiress of the Prada house has, over more than three decades, sculpted a singular vision that has radically transformed the language of contemporary fashion.

With a degree in Political Science and training in theater and mime, Miuccia joined the family business in 1978— a brand known at the time for its high-quality leather goods. What no one anticipated was that this quiet, sharp young woman— seemingly far from the traditional fashion designer archetype— was about to change everything.

Her first major disruptive act was the release of a black nylon backpack — an industrial material, almost anti-luxury. In the 1980s, when excess and shine ruled haute couture aesthetics, Prada bet on the technical, the functional, the intellectual. That backpack became a symbol. Not only did it sell millions, it announced a new era in which luxury could be silent — even uncomfortable. From then on, Miuccia Prada's style has been a constant, elegant provocation. Rather than follow trends, she challenged them. She championed the "ugly" as an aesthetic category, embraced androgyny, played with gender codes, and found beauty in rigidity, academia, and austerity. With her, rationality became desirable. Critical thinking became fashion.

Beyond her collections — each one a declaration of intent — her greatest legacy lies in having proved that fashion is also a form of thought. Miuccia never just designed clothing; she designed ideas. Her alliance with contemporary art, architecture, and culture was solidified through the creation of Fondazione Prada, a space for artistic experimentation that affirms her belief that dressing and thinking are not separate acts.

The arrival of Raf Simons as co-creative director in 2020 marked another moment of creative maturity: rather than cling to control, Miuccia chose to open the dialogue and welcome new voices into her vision. And yet, her imprint remains unmistakable — every fold, every silhouette, every casting in her shows breathes her lucid, uncompromising gaze.





In the heart of Melides, a tranquil Portuguese village bathed in the Alentejo sun, Christian Louboutin chose to turn his love for art, culture, and design into a one-of-a-kind retreat: Vermelho Melides, his first boutique hotel. Beyond his worldwide fame as the creator of the iconic red-soled shoes, Louboutin proves that his aesthetic sensitivity knows no bounds — bringing his personal vision of luxury to a space where sophistication and authenticity coexist in perfect harmony.



Vermelho —which means "red" in Portuguese, a subtle nod to Louboutin's unmistakable signature— is much more than a hotel: it's a tribute to artisanal beauty. With just thirteen uniquely designed rooms, the space blends local artwork, European antiques, and carefully curated objects sourced from markets around the world. Hand-painted tiles, blownglass lamps, vintage furniture, and embroidered textiles create an intimate, elegant, and deeply personal atmosphere.

The hotel doesn't aim for grandeur — it seeks authenticity. Louboutin set out to capture the soul of Melides, incorporating regional materials and traditions into every corner. Terracotta floors, whitewashed walls, and inner courtyards invite quiet contemplation, while Mediterranean gardens and the pool offer a serene oasis for those looking to disconnect from the outside world.

Dining also plays a central role at Vermelho Melides. The restaurant, aptly named Xtian, celebrates the culinary richness of Alentejo with seasonal, locally sourced ingredients. Simple yet sophisticated dishes are served in a setting that reflects the hotel's warm and understated hospitality.

But perhaps what's most remarkable about this project is how it captures the spirit of Christian Louboutin without any need for ostentation. Vermelho Melides is a place where luxury is not measured by extravagance, but by authenticity — in the value of the handmade, and in the stories each object and space has to tell.

With his first hotel, Christian Louboutin expands his creative universe, proving that his passion for detail, beauty, and the art of living can take new forms. Vermelho Melides isn't

just a destination — it's an invitation to step into a dream.





Maison Margiela has recently unveiled its new Dress-Age bag, a standout piece from its Spring-Summer 2025 collection. This design merges traditional craftsmanship with conceptual aesthetics, embodying the brand's signature approach.

The Dress-Age bag draws inspiration from the unconscious posture of the bourgeoisie, known as the bourgeois gesture. It features elegant lines and a trapezoidal shape that evoke classic 20th-century fashion, reinterpreted through a modern lens.



ERODE From Mexico

ERODE Curatorship



The Appetite for Destruction T-shirt from 1988, sold during Guns N' Roses concerts, has become a coveted piece of rock memorabilia. Originally released to promote the band's explosive debut album, the shirt features theentire band in a graphic a design that captured the raw energy and rebellious spirit of the group.

Guns N' Roses, formed in Los Angeles in 1985, quickly rose to global fame thanks to their aggressive blend of hard rock, punk, and blues. Their classic lineup — Axl Rose (vocals), Slash (lead guitar), Duff McKagan (bass), Izzy Stradlin (rhythm guitar), and Steven Adler (drums) – defined an era. With hits like "Sweet Child O' Mine" and "Welcome to the Jungle," Appetite for Destruction became one of the best-selling debut albums of all time, and the accompanying merchandise, including this T-shirt, stands as a symbol of their legacy and enduring influence in rock history.



CURATORSHIP 2025





The Acne Studios denim jacket, made in Italy from 100% cotton, features a washed finish and paint splatter detailing — a piece that merges craftsmanship with an effortlessly rebellious aesthetic.

Acne Studios is a Swedish fashion house founded in 1996 in Stockholm by Jonny Johansson and a group of fellow creatives.

Originally part of a multidisciplinary collective, the brand rose to fame after distributing 100 pairs of jeans with red stitching, catching the eye of major fashion magazines.

Its name, an acronym for Ambition to Create Novel Expressions, reflects the brand's ongoing commitment to innovation and expressive design.

ERODE Curatorship

The 1988 Van Halen tour T-shirt, released for the OU812 album that debuted the same year, stands as a vintage gem from the golden era of rock. Featuring bold graphics and worn-in cotton, it captures the high-energy spirit of the band's legendary live shows.

What makes this piece even more special is its original Royal First Class tag — a rare label used in the '80s by several major rock bands, now sought after by collectors.

Van Halen, formed in 1972 by brothers Eddie and Alex Van Halen alongside David Lee Roth and Michael Anthony, became one of the most influential American rock bands, known for their virtuosic performances and genre-defining sound.





CURATORSHIP 2025

ERODE Curatorship



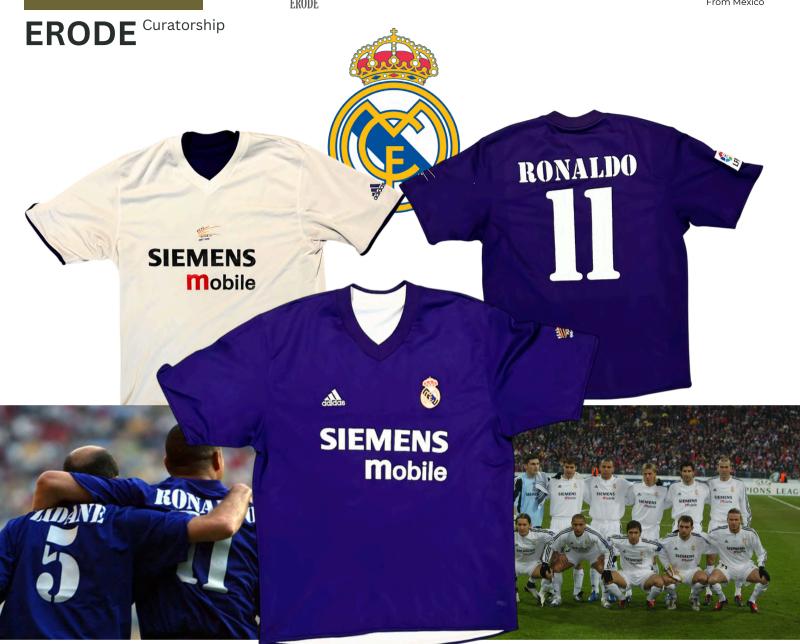
The Grateful Dead T-shirt from the 1970s, originally tagged Sportswear, features one of the band's most iconic visuals: Bertha — a crowned skeleton wrapped in roses.

Grateful Dead was a psychedelic rock band formed in California in 1965, known for their long live improvisations and a devoted fanbase called "Deadheads." Their music blended rock, folk, blues, and jazz, earning them a lasting place as icons of American counterculture.

The Bertha image originated from a 19th-century illustration titled A Skeleton Amid Roses by Edmund Joseph Sullivan, created for an edition of the Rubaiyat of Omar Khayyam.

Artists Stanley "Mouse" Miller and Alton Kelley adapted the artwork in 1966 for a Grateful Dead concert poster at San Francisco's Avalon Ballroom, adding color and custom typography. It later became the cover for the band's 1971 live album, commonly known as Skull & Roses, forever linking the image to the Grateful Dead legacy.





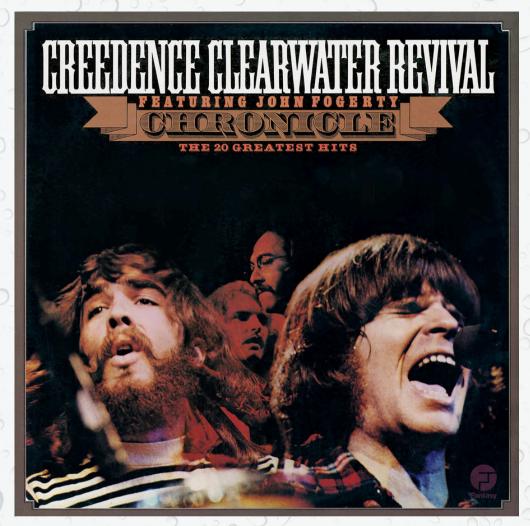
The year 2002 was one of the most significant in Real Madrid's history — not only for the titles won, but because it marked the club's Centennial, a milestone rich with history, symbolism, and sporting glory.

Under the management of Vicente del Bosque, the team was crowned UEFA Champions League champions, securing their ninth European Cup on May 15, 2002, in Glasgow, Scotland. The opponent was Bayer Leverkusen, and the final score was 2-1.

Ronaldo Nazário, known worldwide as "O Fenômeno," is one of the most iconic and dazzling footballers of all time. Born on September 18, 1976, in Rio de Janeiro, Brazil, Ronaldo was a forward who redefined the role — blending physical power, exquisite technique, electrifying dribbling, and an extraordinary goalscoring instinct.

2025

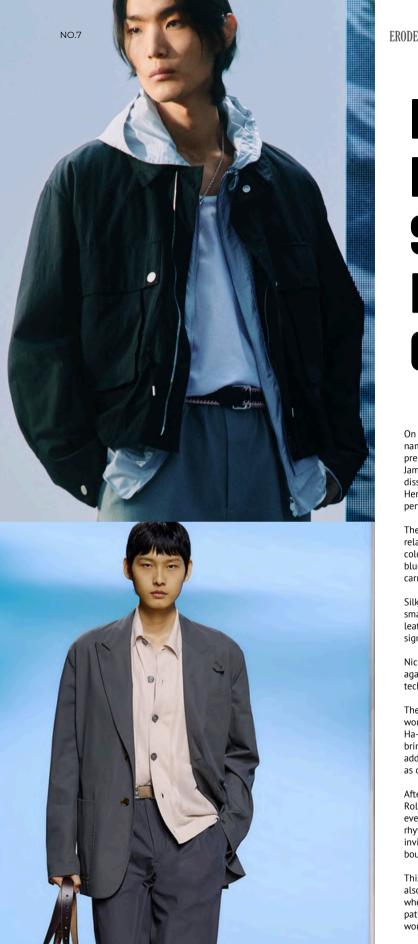
ERODE





Chronicle: The 20 Greatest Hits is a compilation album by Creedence Clearwater Revival, released in 1976, several years after the band officially disbanded in 1972. This record is arguably the group's most popular and essential collection, bringing together in one place the greatest hits from their meteoric career between 1968 and 1972. It distills the core of Southern rock, swamp rock, and the American countercultural spirit of the late '60s.

From Mexico



HERMÉS DAZZLES IN SEOUL WITH ITS SS25 COLLECTION

On a magical night by the banks of the Han River, Hermès made it clear why its name is synonymous with timeless luxury. On April 3rd, the French maison presented its Spring/Summer 2025 menswear collection in Seoul, choosing Jamsil Hangang Park as its setting — an urban space where the city's bustle dissolves into the calm of the water. Beneath the structure of the Jamsil Bridge, Hermès installed a runway that fused nature and architecture, achieving a perfect balance between modernity and serenity.

The collection, under the creative direction of Véronique Nichanian, revealed a relaxed sophistication: garments with clean lines, lightweight fabrics, and a color palette that flowed naturally through pastels, sandy tones, and aquatic blues. Each look seemed designed for a man who, even in the heart of the city, carries the spirit of the sea with him.

Silks, linens, and cottons floated over the body with impeccable fluidity, while small details — braided rope belts, scarves tied around the neck, and soft leather sandals — added a sense of adventure without ever losing the brand's signature refinement.

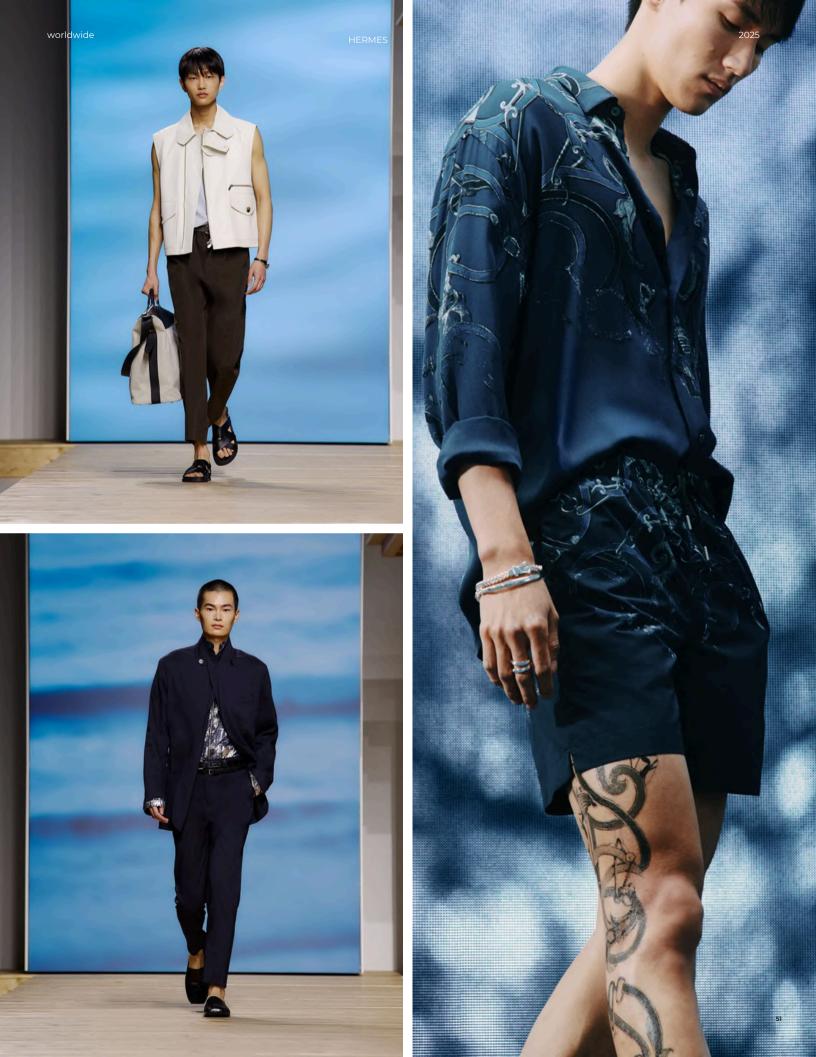
Nichanian, who has led Hermès' menswear design for nearly four decades, once again achieved that difficult balance between tradition and modernity, between technical precision and aesthetic freedom.

The runway shone not only for the pieces presented, but also for those who wore them. Alongside professional models, Korean personalities like actor Wi Ha-jun, rapper Beenzino, and Olympic fencer Oh Sang-wook walked the show, bringing local essence to the brand's global narrative. This choice not only added freshness and authenticity, but also reinforced South Korea's importance as one of the most dynamic luxury markets today.

After the show, the night turned into a celebration. Bands Hyukoh and Sunset Rollercoaster gave live performances, while DJ and producer Yaeji closed the event with a vibrant set, lighting up the Han riverside with contemporary rhythms. Hermès didn't just present a collection — it built an experience, an invitation to walk between two worlds: the elegant order of urban life and the boundless freedom of the sea.

This show not only reaffirms Hermès' commitment to artisanal excellence but also its ability to engage with different cultures and new generations. At a time when brands are desperately seeking global relevance, Hermès chooses the path of authenticity, letting its craftsmanship speak a language that transcends words.

In Seoul, under the bridge lights and the murmur of the river, Hermès reminded us that true luxury doesn't shout - it whispers in the perfection of a cut, in the caress of a fabric, in the silent promise of freedom.



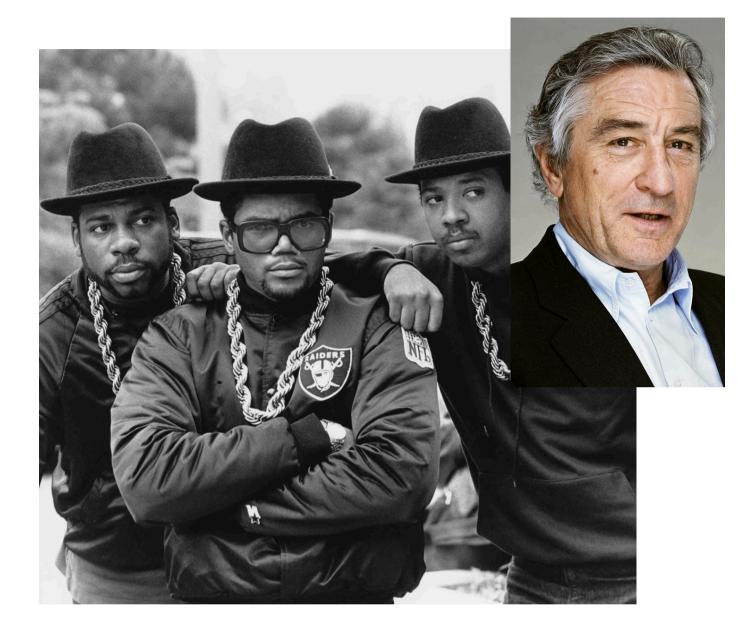
Bert Padell: El contador de los sueños





When we talk about the world of celebrities, we immediately think of glamour, fame, and fortune. But behind every artist who conquers the stage or the screen, there is a quiet figure watching over their interests, protecting their finances, and helping them build a legacy. For decades, Bert Padell was that indispensable figure — a discreet guardian of some of the greatest talents of our time.

Born in New York in 1933, Bert Padell dreamed in his youth of a career in professional baseball. He signed with the Yankees and seemed destined to shine on the field; however, an unexpected injury ended his athletic aspirations. What for many would have been a tragedy, Padell turned into an opportunity: he traded the bat and glove for numbers and balance sheets. In defeat, he found his true calling.



After working as an accountant at various firms, Bert realized there was an underserved niche: celebrities — earning unimaginable fortunes — often lacked trustworthy financial guidance. With foresight and a flawless instinct for business, Padell founded his own firm and began building a client list that, over time, would resemble a hall of fame of the entertainment world.

His client list was nothing short of impressive: Madonna, Cher, Robert De Niro, Alicia Keys, Woody Allen, Run DMC, and even members of The Beatles trusted his judgment. It wasn't just about keeping their accounts in order — it was about protecting them, advising them on investments, contracts, taxes, and in some cases, helping to rebuild careers that were hanging by a thread. Bert Padell wasn't simply their accountant; he was their confidant, their strategist, their anchor in an industry that all too often feeds on the downfall of others.



ALIVE FLOWERS

In the world of haute couture, where creativity and craftsmanship intertwine, flowers have long been an endless source of inspiration. Beyond prints and embroidery, some designers have taken this fascination to the extreme, incorporating real flowers into their creations and runway shows — turning the catwalk into a living garden.

Beyond the runway, the act of gifting flowers has become a refined tool of sensory marketing for luxury houses. Brands like Jacquemus and Prada have found in floral arrangements a poetic way to connect with their audiences — not as mere gifts, but as emotional extensions of their collections. By wrapping bouquets in archival fabrics, campaign visuals, or signature prints, the brand offers not just a beautiful object, but a visual narrative imbued with coherence, aesthetic depth, and touch.





worldwide CLOTHING ISN'T RESERVED

SET IN LOS ANGELES, THE PHOTOGRAPHS FEATURE GRIES IN IMPECCABLY DRESSED "BANANA"-TONED **TAILORED** SUITS, CRUISING THE STREETS IN GOLF CARTS FILLED WITH FRUIT, AND STRIKING THEATRICALLY SERIOUS POSES AMID ABSURDLY MINIMALIST SETTINGS. THE CONTRAST BETWEEN ELEGANT AND **PLAYFUL** STORYTELLING IS AS JACQUEMUS AS IT GETS: HIGH FASHION WITH A FREE SPIRIT.



FOR A SINGLE PROTOTYPE. GOOD DESIGN ADAPTS TO **REAL LIFE, REAL BODIES, REAL** STORIES. AND JON GRIES -WITH HIS **GENTLE** EXPRESSION, **HONEST** POSTURE, AND UNPRETENTIOUS GAZE-BECOMES THE UNEXPECTED OF PHILOSOPHY.

THE CAMPAIGN ALSO COINCIDES WITH A SIGNIFICANT MILESTONE FOR THE BRAND: THE OPENING OF ITS FIRST STORE IN LOS ANGELES. THE SPACE, FILLED WITH REFERENCES TO PROVENCE BUT REINTERPRETED THROUGH A CALIFORNIAN LIGHTNESS, SERVES AS A PHYSICAL EXTENSION OF THIS COLLABORATION. IT'S THE JACQUEMUS WORLD AT ITS WARMEST, BRIGHTEST, AND MOST SPONTANEOUS.

HERE, GRIES ISN'T JUST A MODEL — HE'S ALMOST A HOST. A FIGURE WHO EMBODIES A KIND OF LUXURY THAT DOESN'T IMPOSE, DOESN'T INTIMIDATE, BUT WELCOMES. THE LUXURY OF THOSE WHO KNOW THEMSELVES, DRESS WELL, AND TAKE

LIFE SLOWLY.





[007] RICK OWENS HERITAGE

2025

IN A FASHION WORLD SATURATED BY THE NEED TO BE SEEN, RICK OWENS HAS BUILT AN EMPIRE ON THE ART OF SUGGESTION, RESTRAINED DRAMA, AND **BRUTALIST AESTHETICS.** WITH A DISTINCTIVE VISUAL LANGUAGE COMPOSED OF SCULPTURAL SILHOUETTES, SHADOWY TONES, AND PRIMAL SENSUALITY, OWENS STANDS AS A MASTER OF **GOTHIC MINIMALISM. YET** FEW KNOW THAT BEHIND THIS ENIGMATIC FIGURE LIES AN UNEXPECTED CULTURAL **HERITAGE: RICK OWENS IS** HALF MEXICAN.

THE

SHADOWS

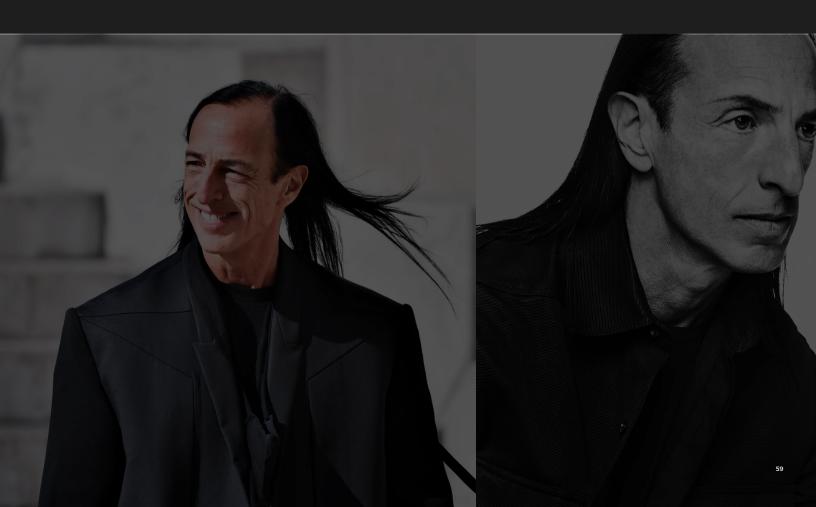
ARCHITECT

Born in 1962 in Porterville, California, Rick Owens grew up in a small agricultural town, the son of an American father and a Mexican mother. His formal art education began at Otis College of Art and Design, though he soon left traditional studies to forge his own path. The real turning point in his career came in the 1990s, when, from his Los Angeles workshop, he began experimenting with garments that defied conventional codes of beauty, masculinity, and luxury.

The Mexican legacy that runs through his veins doesn't reveal itself through embroidery or folkloric references. It emerges more as an emotional echo: in the drama of his runway presentations, in the near-ritual reverence for the human body, in the architecture of his garments, which resemble constructions from an ancient and sacred world. Owens has created an aesthetic where severity coexists with spirituality, where darkness is never despair — but introspection.

Throughout his career, Rick Owens has redefined concepts of beauty and power, proposing new masculinities, new femininities, and new embodiments. He has given voice to what other designers barely dare to touch: vulnerability, eccentricity, and strength through difference.

His success has never relied on media volume. Rick Owens has cultivated a quiet cult — a global community that sees in his work more than just clothing: a philosophy of life. From his brand collaborations to his unforgettable performance-like runway shows, every gesture affirms one essential truth: authenticity doesn't need to shout.

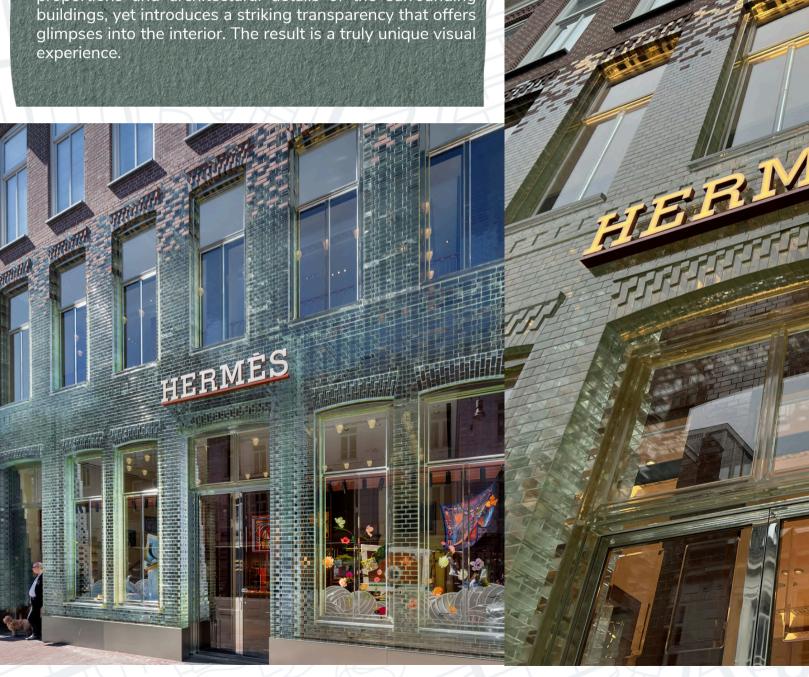




On the prestigious P.C. Hooftstraat in Amsterdam — renowned for housing the most exclusive boutiques — Hermès has established a store that stands out not only for its luxury offerings but also for its groundbreaking architecture.

ERODE

Designed by the architectural firm MVRDV, the façade of the Hermès boutique — previously a Chanel store — is a contemporary reinterpretation of the traditional brick houses that define the city's character. Using over 6,000 carefully crafted glass bricks, the structure preserves the proportions and architectural details of the surrounding buildings, yet introduces a striking transparency that offers glimpses into the interior. The result is a truly unique visual experience.







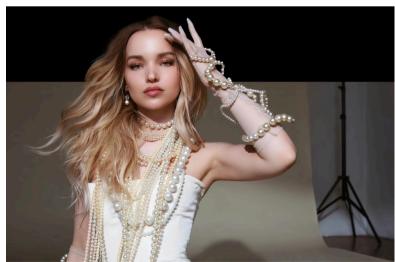
DOVE CAMERON

This 2025 marks a turning point in Dove Cameron's career, as she has successfully reinvented herself with a more honest, vibrant, and emotionally charged musical approach. She has left behind her image as a teen star to establish herself as one of the most personal voices in alternative pop—not only through her sonic aesthetic, but through the emotional depth embedded in every lyric she sings.









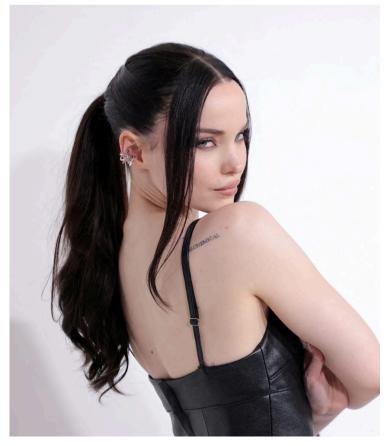


"Too Much": An Emotional Statement

The single that marks the beginning of this new chapter is titled "Too Much", and it's as direct as it is symbolic. Built on a bright, infectious electropop foundation, Dove tackles one of the most complex themes in personal relationships: iudament surrounding emotional intensity. With lyrics that convey both vulnerability strength, the transforms what others might perceive as "too much" into a virtue.







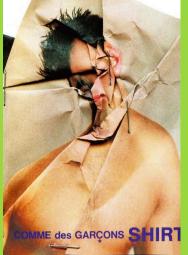
LThe song is part of her upcoming studio album, whose title has yet to be revealed. Described by Dove herself as "the first time I let myself shine without fear," the project draws inspiration from artists like Robyn, Lady Gaga, and other voices who have turned pop into a space of emotional liberation. It promises a body of work where danceable beats and introspection go hand in hand.

Sonically, the new material moves away from the darker, more melancholic tones of her earlier work to embrace a pop sound that, while luminous, never sacrifices emotional depth.

Dove has begun performing live with a refreshed attitude. In April, she appeared at side events around the Coachella festival, and she's set to open several dates on Dua Lipa's international tour, bringing her vision to stages across the UK and Ireland. This return to live performance comes with a clear intention: to connect through authenticity, not artifice.























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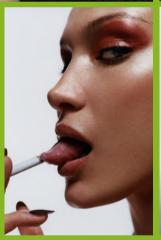




























Signature Buttons: The Silent Detail That Sets Luxury Houses Apart

In the world of fashion, where every seam, texture, and finish carries meaning, there is one element that rarely takes center stage yet holds profound symbolism: the button. More than a mere functional tool, the button becomes a signature — a discreet nod that reflects the DNA of a brand. In haute couture, its design is no minor detail, but rather a declaration of identity.

Beyond its utility, the button offers an opportunity to speak of materiality, craftsmanship, and technical precision. Houses like Hermès and Dior craft theirs from noble materials — polished wood, mother-of-pearl, glazed ceramic, horn, or engraved metals — transforming them into miniature luxury objects. A well-made coat can be found in many places, but a hand-carved button bearing the maison's insignia is a quiet gesture that elevates it from the ordinary to the extraordinary.

In many cases, buttons are not outsourced to third parties but are developed as part of the in-house production process. This ensures that each garment maintains complete coherence with the aesthetic narrative of the collection. The button, then, ceases to be just a closure and becomes a design accent.

Some fashion houses have taken this idea even further, using buttons as vehicles for visual communication. Louis Vuitton, for example, has played with its monogram embedded in polished resin; Loewe engraves its logo onto understated, dark buttons that contrast elegantly with the softness of its fabrics; and JW Anderson, with his irreverent approach, has even replaced traditional buttons with unexpected figures like enameled doves — pieces that blur the line between tailoring and jewelry.

In other cases, the button becomes the centerpiece of the design. We've seen it in suits where the fastening system doesn't recede into the background but commands attention: oversized buttons, in contrasting colors or bold materials, designed to assert the garment's attitude. In this sense, the choice of button becomes a declaration of character.

What's most fascinating about the handcrafted button is that, unlike other more explicit forms of opulence, it is discreet, intimate — almost secret. It is a luxury that doesn't shout. One that reveals itself only through touch, when fastening a garment, when feeling the weight of the material at your fingertips. In an age of fast production and disposable clothing, hand-made buttons — designed with intention and consistency — remind us that true luxury lies in the details. In those elements not always seen at first glance, but that tell a deeper story.







