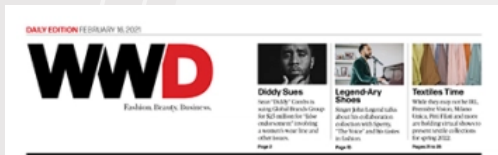


THE NEW SCHOOL PARSONS



ANDAM Reveals '21 Guest List



Retailers Find Gems At Virtual NYFW

Although merchants found collections they coveted, they also missed seeing the larger American designers and designers.

Whom would not find a great deal? Many of the top designers, including Prada, Gucci, and Louis Vuitton, were not in the city. Instead, they were in the virtual world of digital fashion shows.

Although some designers, like Prada, Gucci, and Louis Vuitton, were not in the city, they were in the virtual world of digital fashion shows.

NYFW

Vanessa Nefve
Fashion Public Relations



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NYFW: Day 1

Day 1: Focus of the day; Accessories, Innerwear & Legwear

Lead Article: L'Oreal Sales Accelerate in Q4

- The world's largest beauty company's results for the fourth quarter and full year beat analyst's expectations
- "L'Oreal has traversed this crisis in the best possible condition and has even grown stronger" Agon said in a statement
- Thanks to its strength in digital and e-commerce, which has again increased considerably during the crisis, L'Oreal has been able to maintain a close relationship with all it's consumers." Agon said



JASON WU



WWD

Wu designed fall around elevated American sportswear and beautiful craftsmanship; a minimalist tone ran throughout, with playful pops brought forth by pieces designed with Coca-Cola's archives. The collection indeed showed range, embodying clothes women can realistically see themselves in — whether walking through the market or spending time at home.



VANESSA NEFVE

Jason Wu created a collection of the times. He created clothes that you would wear and see on your walk home in NYC. Seeing the models walk in from the outdoor cold re-affirmed the story he was telling of the 2021 women. There was a theme of red, white, and blue with gold accessories, and leather boots.



VOGUE
RUNWAY

Wu said he wanted to celebrate fashion that feels right for *right now*, not the distant future. There was a loose Americana palette of red, cream, and navy, but the clothes mostly felt of a piece with what his New York peers are doing: sleek, subtly luxurious clothes with artful details like oversized buttons, contrast top-stitching, and chunky gold jewelry.
Vogue runway

TADASHI SHOJI



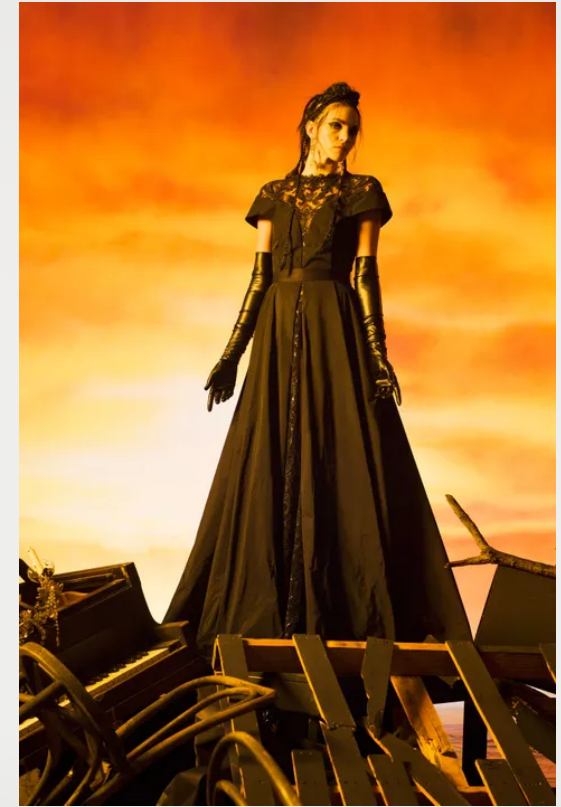
WWD

The armor-inspired, metallic-heavy eveningwear assortment included head-to-toe metallic bouclé, jacquard, lace and burnout velvet dresses with silken fringe and embroidered appliqué details and a handful of structured sleeves. Although designed to inspire strength, the collection's chilling look book and video instead brought forth an ominous spirit.



VANESSA NEFVE

Tadashi responded to covid-19 through an elegant but dystopian collection. With the use of chrome, gold, silver, black, blue, red, and orange. (the last two being colors of victory and fire) The styling of the clothes brought the theme together almost showing the models as preparing for battle with game of throne style braided hair and chrome jewelry. There was a theme of puffy sleeves, jersey dresses, lace, and draping.



VOGUE
RUNWAY

Shoji's high fantasy was a mix of medieval motifs—suits of armor and empire waists galore—and dystopian imagery. His fall lineup was dedicated to the idea of female strength of the valiant variety. Despite the spectacle of their presentation, the majority of the clothes were straightforward. Bronze gowns with an armor motif woven into the brocade and oversized puff sleeves looked powerful, while tea-length jacquard dresses worn with heeled combat boots had a gothic flair.

PRABAL GURUNG



WWD

You could feel the joy in his non-gendered pink pant suit, black-and-white polka dot corseted minidresses, and peplum tops layered over body suits, or exaggerated “wild pants,” Gurung loves a bit of sparkle, which he deployed on glittery, hand-pleated chiffon blouses, rose floral Lurex twisted and cutout rose dresses, and a black cashmere coat dripping with crystal bows. And feathers! He translated the feeling of freedom into a collection that felt more versatile than ever, and lighter — literally — capturing some of the corseted and ruffled exuberance of ballroom culture as seen in the TV show “Pose”.



VANESSA NEFVE

The Prabal Gurung show was a fun and playful alternative to its more serious counterparts. It was romantic yet alternative while also sophisticated and glamorous. The collection had a pink, black, white, and red color scheme with polka dots and flowers through out the collection. Models were accessorized in crystals and pearls. Flares and playing with the shape of silhouettes was a theme of the collection. The collection was about mixing the feminine in and bending gender roles.



VOGUE
RUNWAY

Gurung hasn’t said goodbye to glamour. He found reasons for optimism in the exuberant outdoor dance scenes springing up around New York City. “I was biking from uptown to downtown and seeing trans artists and drag artists voguing in ’80s prom dresses...the joy and hope reminded me of why I came to New York 20 years ago,” The palette is all juicy reds and pinks, balanced with black and white polka dots, and there are flowers to beat the band. His dresses look like the love children of Emanuel Ungaro and Betsey Johnson.

NYFW: Day 2

Day 2: Focus of the Day; Ready to Wear/Textiles

Lead Article- 'Diddy' Sues Global Brands Group Sean John and Vote or Die

- The hip-hop entrepreneur is seeking \$25 million for “false endorsement” surrounding the Sean John X Missguided women’s line
- Sean “Diddy” Combs founded the Sean John men’s wear label 22 years ago took aim at two separate complaints filed in New York federal court.
- Combes targeted Missguided and GBG over the Missguided X Sean John collection debut which received coverage including from WWD as a collaboration with Sean John. Sean John is taking issue with the company creating the impression that the collection was a collaboration with him when he neither endorsed the collection nor agreed to the use of his name or branding to promote it.





WWD

Modern basics with a nod to traditional Japanese culture in their simple pattern shapes and natural colors, with crinkled pleating, ruffled trim and other craft details. Less exuberant and playful than some of her past work, although this sportswear driven approach, including the Adeam Ichi capsule, could open up her brand to an even wider audience.

ADEAM



VANESSA NEFVE

This collection was clean with a khaki and earth toned color scheme with patterns and stripes. The devil was in the details with elements on each garment showing beautiful techniques like pleating, dramatic and structured shoulders, as well as cut out shoulders.



**VOGUE
RUNWAY**

Versatility was stitched into this collection with a few convertible pieces, like a cutout silk dress, poplin-buttoned blouse, and double-faced jersey sweatshirt; each had detachable sleeves to create multiple looks. Other highlights include elevated outerwear options, like a belted wool poncho, and a new monogram logo, which Maeda splashed over headscarves.



WWD

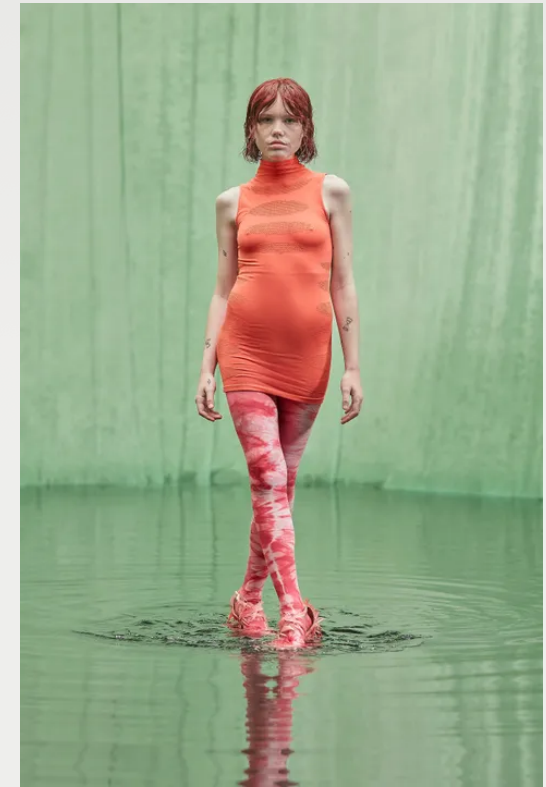
“I’ve become really known for going out and specialty pieces, but I’m reluctantly answering the industry’s call for comfort clothing,” Indeed, Schloss’ collection had plenty of featherweight jersey turtlenecks, leggings, tube tops, skirts and dresses in Spirograph-like wave and curve prints that are already her brand go-tos, some with circular cutouts or quirky daisy and poodle icons. But she broadened her reach into more softly structured pieces, like trippy print duster coats and hip-huggers, crushed velvet jeans and wrap tops that would work easily into everyday wardrobes.

MAISIE WILEN



VANESSA NEFVE

Maisie Wilen delivered a collection of psychedelic print and abstract loungewear, casual wear, and even some business wear. She delivered a chakra inspired color pallet, blue, yellow, purple, green, orange. Her designs were conforming to the body. The collection was all about prints and bright happy colors.



**VOGUE
RUNWAY**

In brighter times, Wilen’s vision for fall would be ideal for hopping from one club to the next, but in 2021 the clothes provide a bit of escapism. Each piece was covered in the punchy prints that have become Wilen’s signature. The result of hours spent tweaking details in Photoshop and Illustrator, they typically range from geometric to psychedelic. Neon fabrics from retro windbreakers were repurposed into blazer and skirt sets ideal for the office or Zoom meetings.



WWD

Johnson Hartig continued to celebrate his brand's 20th anniversary, a milestone it hit last year, by reflecting on what has made Libertine so popular over the past two decades. "Our roots were based in making wearable paintings and assemblages from vintage clothes," said Hartig. Hartig is still a master of creating wearable art for women and men not afraid of making a statement.

LIBERTINE



VANESSA NEFVE

Libertine showcased a mixture of colorful prints and graphics including skulls, flowers, and purses. Big hats was a very present theme with many variations from cowboy to bucket hat. There was also an homage to the brand itself in multiple pieces covered in different libertine logo tags.



VOGUE
RUNWAY

Libertine is turning 20 this year, which Johnson Hartig acknowledged for fall without designing a full-blown anniversary collection. There were nods to the brand's silk-screened vintage pieces in khaki separates with motifs taken from the fennel in the designer's garden. Hartig also collected all the different labels used over the years and attached them like asymmetrical fringe over prints of the same on pieces that were more showy than functional.

NYFW: Day 3

Day 3: focus of the day; Sportswear/Denim

Lead Article- Cold Stormy Weather Clobbers Retail

- Massive numbers of stores and malls were closed Tuesday due to freezing temperatures and dangerous road conditions.
- Texas was hit the hardest, where 4.4 million people were without power Tuesday due to the icy storm that pummeled the Pacific Northwest and then spread eastward.
- “People are still ordering online but don’t count on Fedex to come soon, bad weather doesn’t destroy demand it defers it to the future or offline.” said Craig Johnson president of Customer growth partners





WWD

For fall, Sui was directly inspired by the 1968 film “Wonderwall,” produced by George Harrison. The fantastical collection offers loads of dresses — signature bohemian styles or sexier, body hugging mesh ruched pieces with contrast lettuce edging, shifts over romantic lacy blouses (standout in brown cowhide fleece, or more fluid in black stretch sequins), and more — aptly layered with rich jackets, knits and printed underpinnings. Sui amped up whimsy on traditional fabrics through ditzy floral prints, fairy tale beaded trim, chunky fringe and thick black lace decoration.

ANNA SUI



VANESSA NEFVE

Anna Sui designed a collection of pure 70’s psychedelic fantasy. With cow print, flares, velvet, flower and paisley print, lace, and of course both fuzzy and knit hats. The collection has a clear theme of bohemian styles.



**VOGUE
RUNWAY**

For fall 2021, she has mashed up Birkin’s eclectic style in the film with her own late ’60s references of concert posters and the psychedelic style of The Beatles’s Apple Boutique. Set into five distinct moods, the collection brings together many of Sui’s signatures, like chiffon tea dresses, thick black lace trimming, faux-fur leopard coats, and imaginative floral prints, with a freewheeling, magpie sensibility.



WWD

Like many designers, Badgley Mischka reflected on the past to drive their brand forward, musing on the nightlife of New York 40 years ago and updating that sartorial template for today. Incorporating touches of sportswear — like stretch fabrics as opposed to corsets — is a modern way to get customers to take up “dressing up” again after a year in elastic waistbands and cozy tops.

**BADGLEY
MISCHKA.**



VANESSA NEFVE

This collection of luxe eveningwear featured a gold, black, navy, silver, and yellow color scheme. With fur coats and velvet dresses suited for the New York elite. Details included sequin features, large sleeves, oversized satin bows, and metallic fabrics.



**VOGUE
RUNWAY**

Fall saw the designers looking back to glory days when the city was a bustling hub of see-and-be-seen eateries and velvet ropes. “I remember seeing Phoebe Legere performing in her pajamas at One Fifth and hanging out after the Met gala back in the ’90s. Right now we’ve all been craving that kind of optimism, the thrill of going out and having incredible experiences with other people.”



WWD

A balanced selection of optimistic fashions with a comforting and uplifting spirit through intriguing fabrications and special details, rooted in Taylor's signature femininity. Taylor's thoughtful techniques gave modern art and familiar interior codes a fresh face on her optimistic fashions. One could easily see Taylor's fall collection evolving into home decor.

**T A N Y A
T A Y L O R**



V A N E S S A N E F V E

Tanya created a collection of relaxed casualwear. With cozy and soft materials like knits, jersey, and wool all perfect for a zoom call at home. The pieces were draped and oversized, nothing constricting to the body for maximum comfort.



**VOGUE
RUNWAY**

More abstractly, Taylor said she wanted the clothes to make a woman feel as calm and relaxed as she does at home. That came through best in the coats, like a plaid wool trench with a drapey, oversized fit, all the better to wrap around your shoulders for chilly evening walks.

NYFW: Day 4

Day 4: Focus of the day; Men's

Lead Article: Kering's Plans for Gucci

- Gucci's disappointing performance in the fourth quarter sent Kering shares tumbling by 7.1 percent on the Paris Stock Exchange on Wednesday, putting Kering chief executive officer on the defensive.
- By comparison, rival LVMH Moët Hennessy Louis Vuitton and Dior recorded an 18 percent jump in like for like revenues during the same period.
- While the brand bore the effect of widespread store closures and sharp drop in tourism, part of its woes stem from its decision to accelerate a new strategy.





WWD

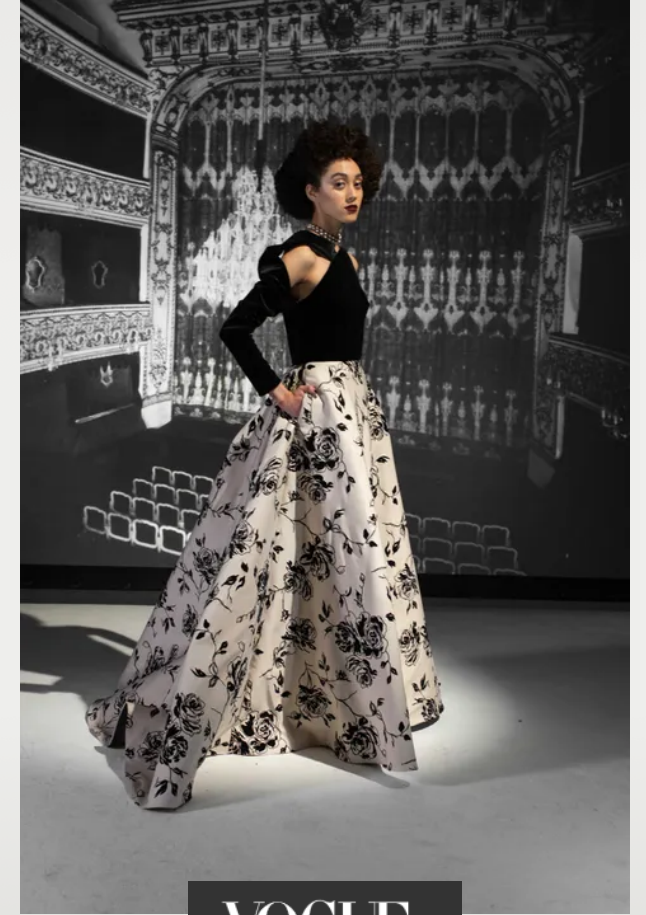
Many of the silhouettes are from Mohapatra's archives and include interesting draping, unique necklines and a combination of tailoring and fluid shapes crafted in fabrics including vegan leathers in vivid hues, custom designed 3D lace, velvets, double-faced silk barathea and flocked twill canvas, giving the collection an injection of youthful yet timeless energy.

BIBHU
mohapatra



VANESSA NEFVE

This collection played with volume and structure with a color scheme of pink, red, white, yellow, and black. As well as using prints with rose and florals. The collection was cohesive with classic elegance yet had youthful energy with oversized bows and volumed shoulders and sleeves.



VOGUE
RUNWAY

Mohapatra, who's generally besotted with volume, stuck mainly with more body conscious silhouettes for fall, which met the moment. More old-fashioned was the designer's use of a rose motif, which was introduced via a flocked canvas fabric. Keeping with the "green" theme, his use of vegan leather meant more day wear pieces at more accessible price points.



WWD

Focusing less on event dressing and more separates seemed to liberate Simkhai, and the handcrafted touches added warmth and a covetable tactility to his aesthetic. “It’s a balance between a return to dressing for in-person events and clothes you can live in and wear day-to-day,” Simkhai said.

JONATHAN SIMKHAI



VANESSA NEFVE

This is hands down my favorite collection this fashion week with lovely and intricate crochet and beautifully tailored and structured pieces. This collection kept a neutral color palette with a few pops of red and lilac. The collection used knits, leathers, chiffons to create the coziest pieces. The show was accessorized with gold jewelry.



VOGUE
RUNWAY

Using lingerie details and cutouts is a Simkhai signature. A long white cashmere dress with underbra is an excellent example of this peek-a-boo play. This season the small skin reveals feel like the first peek of a crocus or other harbingers of a new beginning. That lightness is also communicated through crochet and lace.



WWD

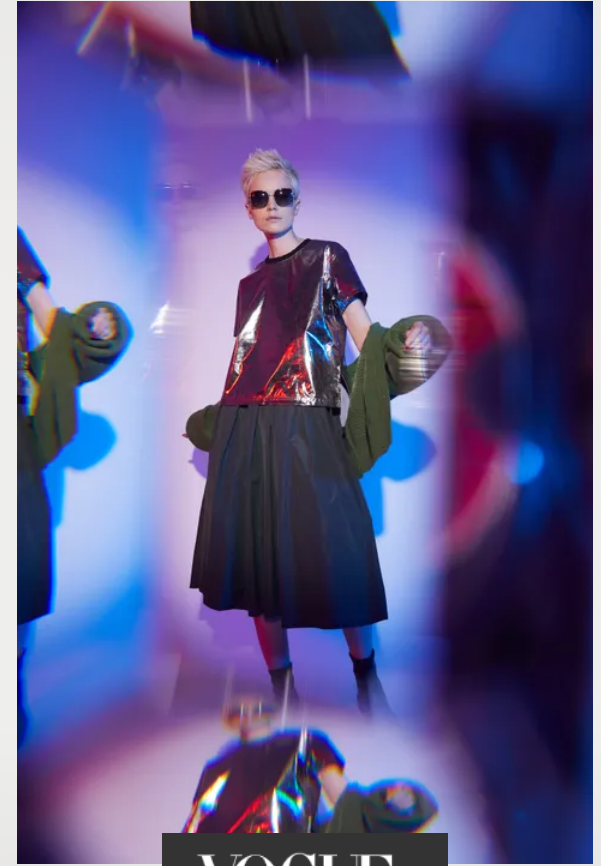
Shying away from the whimsical element of space (besides a few little heat-pressed planets and spaceships on a black sweatshirt), Miller leaned into techy fabrics, with a palette of space-y grays, blacks (with swirled, cosmic blues, greens and purples) and splashes of shine through metallics and sparkles (in addition to shiny bags made from recycled Whole Foods pouches).

nicole miller



VANESSA NEFVE

With a space theme Nicole created a sports and lounge wear collection. Her use of psychedelic print, UFO graphics, silver glittery, metallic, and insulated fabrics brought the theme to life. She played with a darker color scheme but mixed in some shimmer throughout.



VOGUE
RUNWAY

Miller found herself searching for stimulation beyond Earth's boundaries. As such, science fiction served as Miller's fall starting point. Going too literal with a theme that can easily skew campy would have been an error, so only a single spacecraft made its way into the collection's final edit. Miller was able to provide a level of escapism that usually takes a season's worth of *Star Trek* to attain.

NYFW: Day 5

Day 5: focus of the day Friday—Beauty

Lead Article “Walmart Noches More Highes_“

- Walmart said it has been gaining significant ground over the course of a year of the still ongoing COVID-19 pandemic. The retailer said in it's fourth quarter 2021 earnings released on thursday that overall revenues for the year were \$559.2 billion.
- A Walmart worker said, "hile an additional \$1 an hour is a boost for me, it's laughable for Walmart to tout these raises as generous when they are leaving out the overwhelming majority of my coworkers
- Walmart employees who have been vocal about their working conditions have continued to emphasize the ongoing hazards of their work during the pandemic, telling the press about their safety concerns including crowded aisles, unmasked customers, and going without hazard pay while the company makes record earnings.





WWD

“Obviously social gatherings and all that jazz can’t happen, and we’re a party dress brand so what is the answer to the conundrum?” Cowan questioned. “I was asking myself, ‘How will people want to access our brand right now?’ Comfort, too, went hand in hand and played a bigger role in fall than any collection prior; feathers, smaller bow-accents, heat-pressed Swarovski crystals, stretch panels within leather pieces, and micro-sequin fabrics all added ease without compromising the garments’ glamour.

CHRISTIAN COWAN



VANESSA NEFVE

Christian Cowan’s collection is all about the party at home couture. With tight sequin dresses, extravagant furs, bright playful colors this collection allows you go go into a world of fun fantasy for your night at home.



VOGUE
RUNWAY

Although a Swarovski-covered top or tights might seem less than practical, he has been checking in with his customers and finding that many are yearning for stretchy, glitzy homewear. Knotted tops and cable-knit sweaters are an interpretation of Cowan’s going-out clothes for a staying-in lifestyle.

Proenza

Schouler



WWD

“These days, what feels relevant is the elimination of anything excessive and superfluous,” explained Hernandez, touching on the collective quarantine clean out craze and the resetting of values regarding consumption, particularly among the younger generation. The result was modern minimalism remastered, versatile clothes with dynamic cuts and styling options baked in, and a cool-as-hell reimagining of today’s all-important power suit.



VANESSA NEFVE

The collection featured a mostly black color pallet with pieces in complementary greens, browns, reds, yellows, and greys. The silhouettes and style of the show screamed out strength. With power suits and sleek dresses the models seemed fierce and powerful.



VOGUE RUNWAY

The result is a collection that feels of a piece with their recent work, only subtler. They still favor an earthy palette and they continue to work their repertoire of lean, confident pant suits and fluid midi-dresses, a particularly striking one in chartreuse and brown tie-dye

FAITH CONNEXION



WWD

Faith Connexion designers Alexandre Bertrand and Myriam Bensaid turned to the rave culture of their youth for their fall collection. Taking inspiration from the warehouse parties in the small town of Gamsheim near the German border that Bertrand used to crash, or the heavy metal crew Bensaid raved with, they took a DIY approach to their line.



VANESSA NEFVE

Faith Connexion brought a collection of punk androgyny. This metallic and spray paint collection shows an inspiration from underground club go-ers. Accessorized with chunky industrial accented boots and heavy makeup.



VOGUE
RUNWAY

Looking for a wardrobe for a Zoom rave or to attend the reopening of Berlin mega-club Berghain? Faith Connection has you covered. The faux fur coat with giant smiley faces in different colors and the oversize hooded puffer provided a bit of fun to the offering; neon parachute pants; a black lace slipdress with pearl straps; combat boots with brightly colored laces for either gender.

Noteworthy shows



Ella Emhoff and Proenza Schouler

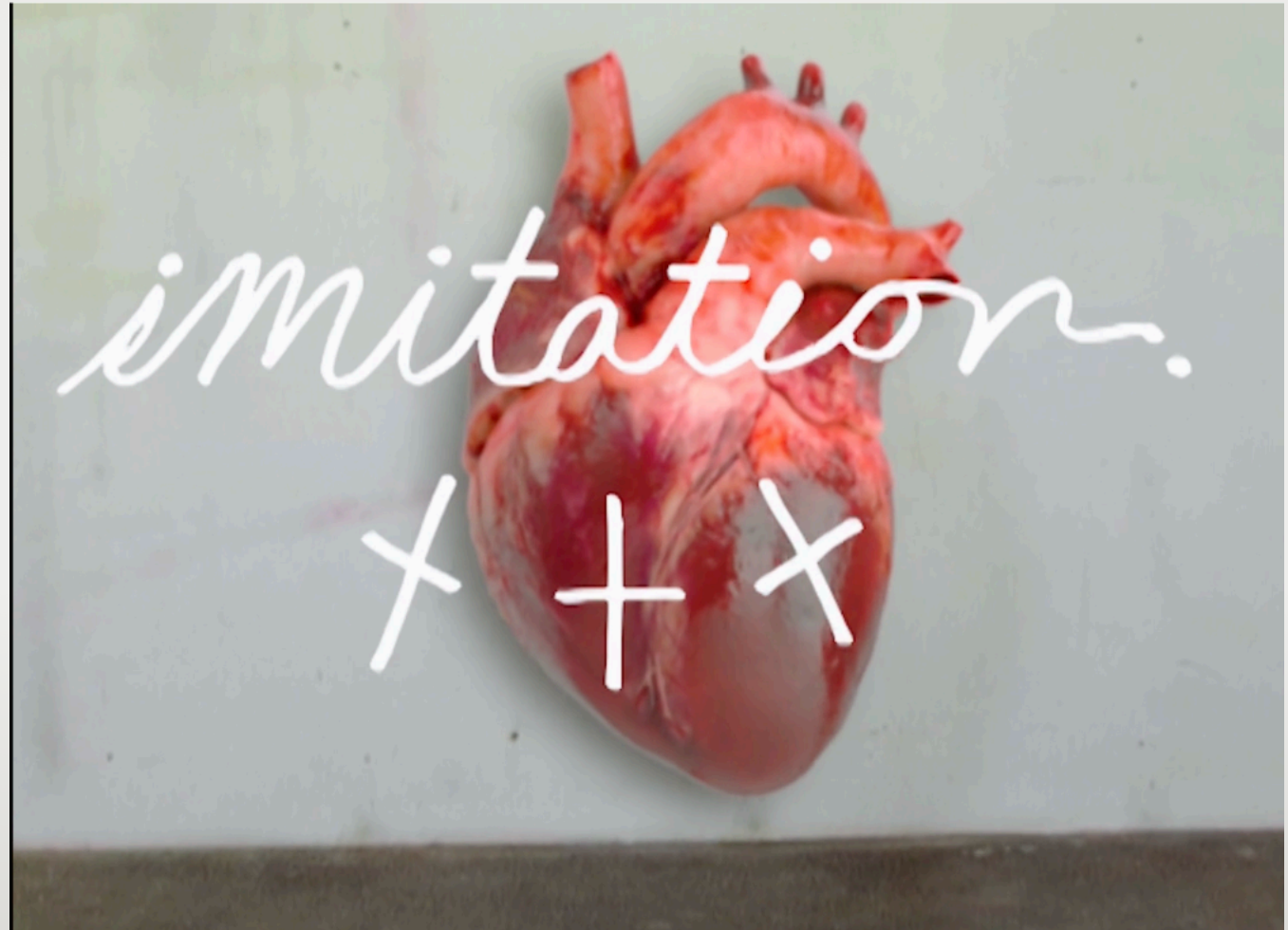
-A big buzz has started online because Ella Emhoff the step daughter of the vice president, and fellow parsons student made her runway debut Thursday in the Proenza Schouler fall 2021 collection film shot at the Parrish Art Museum in Water Mill, N.Y.

-Lazaro Hernandez said during a preview, “She represents the story we wanted to tell with the collection. It’s the beginning of a whole new chapter in American history, in the kind of clothes we’re wearing and are attracted to. She’s the breath of fresh air...”

-Jack McCollough said, “She’s new-gen, she goes to Parsons, which is our alma mater, she’s a fine arts major interested in knitwear, and she’s very much someone we’d hang out with,”

Imitation of Christ

- For fall 2021, Tara Subkoff is celebrating life and death. After losing one of her closet friends to COVID-19, Subkoff designed a collection of fun celebration
- Imitation of Christ is a conceptual brand it's no coincidence that the fall collection was presented on Valentine's Day. It's a reaction, says Tara Subkoff on a call, against "a Hallmark holiday or some consumer-driven idea of romance." Instead, says the designer, the video offers something "true."
- The piece is dominated by "a real 3D animated heart," that is, admits Subkoff, "really shocking. We have this very strange idea of what a heart is, which is...really a cartoon version that we give to each other."



Jason Wu and Rebecca Minkoff

-Jason Wu and Rebecca Minkoff were the only fashion designers hosting in-person, socially distant fashion shows.

Wu will showed his collection on Feb. 14 to a socially distant, by-appointment audience. His fashion showed was produced by IMG Focus, IMG's in-house production arm. The fashion show was also livestreamed on nyfw.com.

- Minkoff showed her collection at the Spring Studios Terrace on Feb. 16 from 12:30 to 2:30 p.m. The venue limited capacity to 16 guests at a time, checked temperatures and required face masks.

