

REVENANT

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REVENANT (Eng) - Reborn, Restored to life

| From latin. Redivivus

A person who has returned, especially supposedly from the dead.

Spring / Summer 2019 Menswear Collection

'Made Inn China', 'Griffe Disorder', 'Hot Couture', the PR's worst night, - 'RSVP' - and the unmissable 'Fashion Week' claim. This time, there's no holding back: Fashion as seen by those who work in the industry is at the heart of the creative project by new brand, **Revenant**.

Art, power, finance. The fashion system combines all these disciplines but it is also a world rich with symbols, claims and a vocabulary that has worked its way into popular culture. Fashion is the modern philosophy that has seeped into our daily lives, reflecting the habits and customs of our contemporary lifestyles. But, there couldn't be fashion without anti-fashion, the fashionista, the out-of-fashion, these two opposite poles that reinforce and legitimise one another. Revenant plays with these contrasting themes and symbols, exploring the key concepts and creative constructs of today's fashion system, from the international fashion weeks with the politics of show seating, front row gossip and the feared standing only invite.

Eye-catching illustrations are key to **Revenant**, taking well known fashion codes and symbols that form part of the fashion insider's vocabulary - and are often peppered through pop culture - and reinterpreting them with an ironic twist.

Each design has been developed not only on the basis of aesthetics but to convey an explicit and ironic message.

For this reason, the debut collection, called The Bloody Fashion Week, is stained with blood illustrating how these important weeks in fashion's seasonal calendar are not just a giant party but, for the people that work in the industry, they are highly stressful moments, long hours of frenetic work and important deadlines and a frenetic work schedule. From this starting point, other themes inspired by various roles in the fashion industry, are explored throughout the collection.

The design for R.S.V.P. (an acronym for Répondez, s'il vous plaît) features a ferocious dinosaur, a symbol of the rage PR's feel when trying to confirm attendance and guest lists for events during the shows.

Made *Inn* China gives a nod to the East: *In* becomes *Inn* to highlight the contrast between the country's mass production - often considered to be of relatively modest quality - and the strong economic power they hold, especially as consumers and tourists visiting Europe's luxury destinations. Griffe Disorder recalls Logo Mania, the moment when fashion was obsessed with enormous branded prints that made young fashionistas feel part of a tribe and allowed them to communicate this to the world. Tax Haven Tour is a T-Shirt with a concert inspired design that swaps typical tour stops for a list of fiscal paradises, while Holy Fashiongram shows social media as today's new gods, a way of controlling and influencing the masses in a time of chaos. Finally, Hot Couture is an ironic take on the modern fashion silhouette exalted by the height of fashion, Haute Couture, where designers often show pieces that reveal more than they cover, walking an almost imperceptible line between sensual and hardcore sex appeal.

"The Bloody Fashion Week is an ironic take on what goes on at fashion week, where there isn't a notable difference between luxury and streetwear, where there is absolutely everything but there is also never enough." - **Tommaso Bencistà Falorni, Founder & Designer, Revenant.**

The sporty collection, inspired by pop-rock elements, focuses on menswear style staples such as the T-Shirt and sweatshirt which form the basis of a modern man's uniform and can be worn from morning till midnight. The collection features T-Shirts, sweatshirts, trousers and bermuda shorts, all in a monochrome black & white palette to ensure that all eyes are focused on the provocative prints.

The materials and prints are of the highest quality and are all completely Made in Italy, in collaboration with industry experts.

"The **Revenant** man is someone who loves cultures and sub-cultures, who is able to mix and match a variety of different styles. An international late night soul, his heart beats at 130BPM. He likes fashion but it doesn't take over his life. Ironic, not iconic" *concludes* - **Tommaso Bencistà Falorni, Founder & Designer, Revenant.**