

Fall - Winter 2017

Fashion as a form of writing and reading of an era, as the contemporary narrative, constantly evolving and asserting itself. VictorVictoria rethinks the fundamentals of dressing through a careful investigation of aesthetics and a simple elaboration process.

The brand and laboratory founded by the insight of the Venetian entrepreneur Sergio Tego, who has acquired the brand, and is fascinated by the "imperfect parallelism" between masculine and feminine fashion. The parallelism is already evoked by the name which is like a mirror in which two opposite universes compare themselves. It is also evoked in the logo, which today is emphasized with A, which is the inverted form of a V, thus: VVA. The men's and women's collections mingle together, while at the same time they continue parallel, on separate tracks while respecting their wearability. Both make use of geometry and discrete elegance, in terms of material as well as form.

It is a style that cuts across genres, thanks to its aesthetics, which continues to move forward through the principles of subtraction.

It is a new concept of minimal, which drives to be free from the limitations of time, based on the elimination of excesses and mathematical logic: $2 + 2 = 4$. The VictorVictoria collections do not allow flaws and indecision but instead exalt tailoring, a clean silhouette, and the consistency of quality fabrics.

The collections are the collaborative work of a creative team that, starting from the classics, seek a renewed identity of style experiment subtle/understated transformations/revolutions.

The result is a tale of prevailing pristine aesthetic that attains the urban minimalism in the early nineties and brings it to life through a contemporary stylistic code system. Take the white button down shirt, which is a symbol of the collection, you'll find the same similarities, the same materials but with relevant characteristics for the two collections. Elements such as the trench coat, pants, blazers and knitwear show macro similarities, without losing sight of the souls of each collection, separate but parallel.

A sought-after and international product, a collection consisting of clothing made from fabrics and fine prints fished from the archives of the best producers of the Italian fashion industry. A shoe, a bag and a backpack are collaborations that open the door to future developments in the accessories sector, limited editions that produce new possibilities of creation and development. Over-sized and geometry of shapes are signature symbols of the collection that targets a great variety of clients, both Italian and foreign, who are inspired by the past and retro details and appreciate these details when applied in the contemporary. The central character is Navy Blue, which replaces black and is accompanied with sage green, khaki and burgundy, also with some presence of warm gold and the use of organic prints.

Each look is functional in form, with exquisite textiles, sought-after for its tailoring, and full of unexpected discoveries. The protagonists of the collections are not the individual pieces, nor the definition of one season or another, but the very soul of the brand and the personalities of the clients who know how to interpret it and make it their own.

VictorVictoria presents classical and timeless fashion, thanks to a creative philosophy that can transform the uncomplicated and simple in unprecedented wealth.