

Geoffrey B. Small's "freeze frame" in Paris

For a variety of reasons, "freeze frame" will not be presented as a défilé during the Paris women's week in February. Both the French Federation and the Italian Camera have moved the 2020 autumn/winter fashion weeks this year earlier and more closer together than ever before. This constant moving up and shortening of the time between the men's January and women's February fashion weeks has rendered it impossible for our firm to be able to create a collection for runway presentation that would meet our standards for design quality and excellence. We have decided therefore, to work on a concentrated super-quality design women's collection for showroom presentation that we believe, together with our already very successful men's collection will achieve a new record at the commercial level and a new standard of innovation and excellence at the design level for our firm for an Autumn/Winter season collection.

a new type of collection

"Freeze frame" will be a unique moment for us as artists, and our guests as collectors, dealers and chroniclers of our extreme high value works... to reject an oversped corporate-controlled fashion calendar system... like pausing a video to focus on a critical detail, movement or expression that would be totally missed without doing so. And instead, to view up close and personal: our newest and most advanced research collection to date, and to really begin to experience the incredible range of our extreme handmade technologies, designs, fabrics, materials, treatments and details in a manner that is simply not possible in a typical runway fashion show presentation format or rhythm. This approach will also lead us to create a different type of Paris collection than one designated for a runway presentation, one that can create single pieces and articles more rich in detail and story than otherwise possible.

2 unique new ultra-exclusive events in Paris fashion week

The presentation campaign of this special collection presentation will include a special VIP invitation only launch event with our exclusive Paris retail partners LECLAIREUR S.A. on February 28th from 19h00-21h00 at the Leclaireur Boissy store 10,rue Boissy d'Anglas where our collections for both men and women are carried for all of France. The event will highlight a special private presentation of our spectacular new Titanium Monocoque Aviator eyeglass design collaboration with the master eyewear designer Ti Kwa of Rigards, and, our pioneering industry-leading handmade Fratelli Piacenza 1733 spa 3-ply pure Alashan cashmere, and amazing pure Peruvian vicunya VA-1 and VA-2 supercoats (the most expensive designs of their kind in the world today) to trade press and buyers as well as VIP clients of the store. The launch event will be followed by an equally rare 5-day special by-appointment-only access for both press (for the very first time) and buyers to our special "freeze frame" showroom presentation exhibition and installation at the beautiful Salle Philae space in the Espace Saint Martin which will run from 29 February to 4 March.

And so, we are extremely grateful and pleased to be able to extend our warmest invitation to very selected members of the trade and press to join us for our 111th Paris collection presentation to date and our most ambitious ever.

As the current spaces and appointment times available are now limited to less than 50 select persons, including a maximum of 20 world buyers, 20 international journalists, and 10 press photographers and video people, we kindly ask that you rsvp immediately to the proper contacts below to secure your place to see either one or both events.

RSVP VIP launch event at Leclaireur on 28 February: Mr. Lionel Cisinski at fashiontherapy@free.fr

RSVP & appointment to see the "freeze frame" collection exhibition 29 February to 4 March:

Buyers: Mr. Nobuhiko Akiyoshi GBS world commercial director at nobu@leberger.jp

Press: Ms. Giulia Massarenti GBS press at giulia.massarenti@gbs.team