

# RUE AGTHONIS

## Embracing the Essence RUE AGTHONIS SS25

RUE AGTHONIS is proud to announce the launch of its Spring/Summer 2025 collection, Embracing the Essence, on the 2nd of September 2024, unveiled at the illustrious Apollo's Muse Room in Bacchanalia, London. The collection invites a glimpse into a world where the raw, untouched beauty of the natural world meets refined craftsmanship, offering a modern ode to ancient Olympia.

Inspired by the radiant essence of the Mediterranean, the SS25 collection captures the harmonious coexistence of nature's power and softness. The collection draws on the vivid imagery of sun-drenched coastlines, turbulent waves, and the lush greenery of olive groves, encapsulating the spirit of freedom and the beautiful yet turbulent connection between humanity and the earth.

The collection features a rich colour palette that mirrors the Mediterranean landscape—warm, sunlit hues, deep ocean blues, and vibrant greens, bringing the essence of nature to life on each piece. Inspired by the spirit of ancient Olympia, the garments boast textured lines and intricate detailing that evoke the aesthetic of raw, innocent strength. The designs are a fusion of structured silhouettes and fluid forms, embodying both resilience and grace.

RUE AGTHONIS has meticulously selected fabrics that reflect the vitality and infinite energy of the female form. Exquisite tailoring and a thoughtful selection of fabrics—tweeds, sequins, and silks—bring the collection to life. These materials not only reflect the natural textures found in the Mediterranean landscape but also emphasise the vitality and boundless energy inherent in the female body. Throughout the SS25 collection, RUE AGTHONIS celebrates the spirit and strength of women. Each garment is crafted to highlight the beauty of the female body, emphasising a natural elegance that is both powerful and timeless.

For the Spring/Summer 2025 campaign, the collection backdrop is an opulent setting where modern luxury meets timeless elegance. The collection is draped against grandiose interiors, reminiscent of regal palaces that exude sophistication and grandeur. However, the campaign is still able to capture the whimsy and playfulness of the RUE AGTHONIS spirit. Embracing the Essence is a journey and a celebration of the enduring bond between the human spirit and the natural world. In this collection, RUE AGTHONIS has sought to capture the raw beauty of the Mediterranean, the strength found in nature, and the timeless elegance of the female form.

### About RUE AGTHONIS

RUE AGTHONIS is a leading fashion house known for its unique blend of modern elegance and timeless design. With a focus on quality craftsmanship and innovative designs, RUE AGTHONIS creates collections that celebrate the strength, beauty, and grace of women worldwide. Echoing its ethos of "Love, Quality, Positive Beauty" in every collection, the brand consistently captivates audiences season after season through their innovative and thought provoking designs.

### RUE AGTHONIS

Creative Director: Syl

Website: [www.rueagthonis.com](http://www.rueagthonis.com)

Instagram: @rueagthonis

Press Contact: Moira: [moira.niu@crescentfashion.co.uk](mailto:moira.niu@crescentfashion.co.uk) ; Gigi: [gigi@crescentfashion.co.uk](mailto:gigi@crescentfashion.co.uk)

Stylist: Elena Scanagatta; MUA/Hair: Yumi Noh

Production: Crescent Agency