

BORN TO BE WILD

prune
gold
schmidt

For Fall-Winter 2022/23, Prune Goldschmidt once again speaks to women of character who are as elegant as they are audacious, and who've mastered the codes sufficiently to have fun with them and be irreverent — sometimes even with a dash of provocation — without losing their natural sense of chic and style.

Audacity and impertinence can be found in certain prints, in a twist on bourgeois themes like a loden coat now adorned with a ruffled Medici collar, a leather necklace with a rock 'n' roll vibe or, inversely, a biker-style perfecto transformed into an oversized cashmere coat with gold-finish zips and snap closures...

A "Toile de Jouy" print, directly inspired by little girls' bedrooms that might well have sprung straight from a story by the Comtesse de Ségur, reveals proud Amazons dressed in Prune Goldschmidt, astride motorcycles zipping through idyllic country landscapes...

These very freestyle interpretations of great classics in the feminine/masculine wardrobe grant no concession, however, when it comes to fabric quality, couture finishings, and the perfect cuts that make Prune Goldschmidt pieces essential to a wardrobe that's both sophisticated and long-lasting.

For winter, Prune particularly loves soft, silky materials (silk satin, crêpe de Chine, satin-backed crêpe, wool and supple cashmere, wool gabardine). Knits lend the collection texture (jacquards with monograms in relief, twinsets with allover Toile de Jouy print).

Silky, soft fabrics keep company with supple lambskin (a trench coat, Medici collar, pleated trousers, or tulip miniskirt), reinforcing the "romantic biker" allure.

Colors are vivid and true. Poppy red for passion, powdery pastels for softness (hydrangea pink, jade green), bottle green and ink blue for tweaked classics, the House's iconic plum, black for its graphic force and, for touches of light: white, amber, and gold.

This season, the accent is particularly on the shoulders, a decisive element in a woman of character's allure.

A V-shaped silhouette with sharp shoulders slims as it descends, a silhouette elongated by ultra-wide, long trousers that erase the hips, daring miniskirts in leather or faded denim, a flash of gold chains, quilted corset belts, and ankle-length "clergy girl" dresses in black crêpe or lamé with contrasting collars...

Every piece is enriched with little details that make all the difference: little covered buttons, a couture nod to children's wear; a little gold chain on the cuff of a sensible shirt recalls those worn by rappers, snap closures and engraved eyelets inspired by piercings, a strict navy blazer dotted with badges and crests in the manner of a biker jacket.

A collection for every kind of free-spirited woman who places a priority on elegance and comfort and is perfectly happy and at ease in clothing she knows she'll wear forever.

For this Fall-Winter 2022/23 collection, Prune Goldschmidt would like to thank:

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