

PRESS RELEASE

Prune Goldschmidt's First Collection SS21

Prune's boundless determination, vibrant passion and long-standing, deep-rooted desire to create have braved the obstacles linked to the pandemic – the five letters of which no longer bear mentioning – and culminated in this first collection.

It's a collection that celebrates womanhood, or should we say women as seen by Prune: for the designer, they are multiple, multi-faceted, mischievous, cheeky, audacious and always subtly elegant.

This first wardrobe tells the story of a woman with a vibrant inner child, fond of subverting conventions and what is considered to be good taste. It revisits preppy fundamentals by exaggerating them with a twist and tackles silhouettes by associating clothes in an incongruous manner, much as a free-minded little girl would have fun in her older sister's wardrobe.

Playfulness is ever-present in the contrast of macro and micro: masculine, & quot; oversized & quot; shirts borrowed from Daddy, fun blazers with removable sleeves, exaggeratedly stately "bourgeois " collars, newborn bloomers and knits... Fine fabrics: two ply cotton poplin, wool faille, cotton faille, duchess satin, organdie, seersucker, tennis striped satin cotton, college stripes...

Graphic design: an abundance of stripes on coton, on silk to embody a cool summery feel.

Mischievous Kama Sutra prints on cotton veils and striped silk, subversive badges, reassuring monograms.

Slender silhouettes (leggy flare pants), lofty high waists, bubble sleeves, huge collars and cuffs offer a dignified and refined look.

Women as seen by Prune command attention, luring us in to guess what lies under such a beautiful appearance...

Prune Goldschmidt gives thanks for the following exclusive collaborations:

Philippe Ferrandis, creator of jewellery sets and accessories

Maison Lafargue, craftsmen of handmade leather goods

Maison Ernest, shoemaker

Maison Fogal, finest legwear brand