

BY COOKIE H.

NEW ZEALAND

By Cookie H. SS25 "Voyage of Identity"

By Cookie H. showcased their SS25 Collection "Voyage of Identity" during Paris Fashion Week on the 27th of September 2024, at the Passage Saint-Aviye, Les Marais. Renowned for its innovative approach to design, By Cookie H. captivated the fashion world with the debut of the highly anticipated Spring/Summer 2025 collection, "Voyage of Identity." The evening was filled with creativity, inspiration, and craftsmanship.

The collection is a tribute to the uniqueness of every individual. "Voyage of Identity" draws inspiration from the concept of individualism, By Cookie H. has crafted a collection that redefines body lines through the art of draping and the use of volume-enhancing techniques. Each piece in the collection showcases the beauty of natural dyes and sustainable materials, carefully sourced and transformed through a process that is as unique as the person who will wear it.

The SS25 collection highlights the brand's commitment to hand-making each piece with an individualistic approach. No two pieces are the same, reflecting the belief that fashion should be as quirky as the person wearing it. The brand's dedication to craftsmanship allows every garment to tell a personal story. This season's collection explores an array of colours dominated by sleek black, crisp white, faded blue, and soft pink. Delicate tulle fabrics flow gracefully, adding an ethereal touch, while intriguing structural elements bring a powerful edge to each piece.

The press party offered an exclusive first look at the "Voyage of Identity" collection, with the opportunity to experience the magic of By Cookie H.'s designs up close. Attendees were immersed in a world where fashion becomes extraordinary, inviting each guest to explore their own identity through the art of clothing. The SS25 collection is designed to enhance the natural beauty of the individual, creating a connection between the garment and the wearer. This collection is a celebration of the journey each of us takes in discovering and embracing our own uniqueness.

About By Cookie H.

By Cookie H. is a fashion brand known for its commitment to individuality, sustainability, and craftsmanship. Cookie's designs are based on the concept of non-season, thus criticising the environmental damage caused by over-consumption. The creations are rarely seen in the colourful colours of ordinary fashion. Her work is more about fabric threads and irregular cuts to achieve an 'imperfect' effect, showing the 'mess' behind the production. By Cookie H. continues to push the boundaries of fashion, offering a transformative experience that goes beyond the garment.

By Cookie H.

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