

LES BENJAMINS

Spring/Summer 2022

Men's and Women's Collection

THE MYSTIC JOURNEY

Celebrating our new appetite for life, LES BENJAMINS' Spring/Summer 2022 collection speaks to our longing for post-lockdown soul-searching and excitement.

"The key inspiration is Jacques Majorelle," explains Bunyamin Aydın, LES BENJAMINS' Creative Director. "For this collection, I split his story in two: the first part is dedicated to his paintings of the people of the Kasbah. The second part of the collection is inspired by his design of the iconic Majorelle Garden and its blue story."

Thus, this season's bold retro-future influence infuses the men's and women's collections with effervescence as the color palette explores deep chromatics, such as Majorelle blue, Citroen yellow, and warm Tangerine, while the printed patterns take on a kaleidoscopic feel that leads us to self-exploration.

"I felt like I needed a mystic journey that is going to make me forget about the here and now, and take me to tomorrow," adds Aydın. "The Majorelle Garden has always mesmerized me and when I took a deeper look into Marrakesh, I really felt the urge of going there this season."

In this sense, the 1970s are omnipresent, blooming throughout the collection in psychedelic colorful prints, jacquard stripes and distorted tonal carpet motifs and trims, while flower lace laminated organza inspired by Marrakesh's Majorelle Garden add a whimsical touch to the urban fits and capture Eastern cultures' authentic state of being.

Drawing from traditional Eastern tailorings, such as Djellabahs, Kaftans, and Shalwars, the outfits for him and her are fused with streetwear elements that make for an on-trend sense of style. The flower and bird prints and embroideries on jerseys, cupro, and leather are inspired by traditional handcrafted items and echo with the symbol of the mystical journey and spiritual rebirth. Bunyamin Aydın continues to collaborate with Artist Neil Rait on two paintings used as all-over prints. One of the painting represents the majorelle garden, the other one the souq and kasbahs.

"I live duality and I'm proud of my Turkish roots. Juxtaposition has always been a technique that is a reflection of my upbringing in Germany. Therefore, the collection is a reflection of duality, where soul-searching meets as psychedelic inspired journey throughout Eastern cultures."

ABOUT LES BENJAMINS

LES BENJAMINS is a luxury streetwear brand founded by Bunyamin Aydın in Istanbul. Each product comes with an aesthetic philosophy that translates local stories, deep-rooted cultural influences, and rituals into craftsmanship of comfort. Bunyamin Aydın embraces exploration by touching into cultural landscapes with a style that manages to defy cliché and at the same time fuels the eagerness to discover and rethink the unknown. lesbenjamins.com