

TOGA SPRING SUMMER 2024

“ASSERTIVE, FEMININE, APPROACH”

TOGA's SS24 collection uses motifs that are typically considered 'feminine' such as lace, ribbons, pink and rounded silhouettes in combination with deliberately contrasting elements.

Lace, for example, is painted with black and blue pigment. Tailored pieces are open at the chest to reveal lingerie. Shirring and curved shapes, conventionally used to show delicate volume, are distorted to take away their softness.

These contrasting elements are used to assertively depict the co-existence of self-affirmation and criticism and the instability of mind and body experienced by women.

CREDIT SHEET

Designer: Yasuko Furuta

Photographer: Liv Liberg at Art Partner

Styling: Agata Belcen at M+A world group

Invitation: Jop van Bennekom

Casting: Simone Schofer at Artistry

Hair: Kalle Eklund at Bryant Artists

Make-up: Sandrine Cano Bock at Artlist Paris