

AW23 PHOENIX LOOKBOOK + DESIGNERS' NOTES



"AW23 PHOENIX is a collection that delves into the powerful concept of rebirth. Just like the mythical creature that rises from its own ashes, our latest offering embodies the spirit of transformation, renewal, and resilience. It is a story intertwined with my own journey as a self-made brand with a career that spans over 10 years across Canada, Europe, and Asia; working with a worldwide client base. As usual, it features innovative and sustainable materials, reflecting our commitment to environmental consciousness and ethical fashion. I believe that true rebirth encompasses not only personal transformation but also a positive impact on the world around us.

Phoenix was methodically designed to evoke a sense of chronological metamorphosis and renewal. Through carefully curated deadstock garments, recycled with luxury French fabrics, textures, and silhouettes, we aim to capture the essence of sustainable rebirth in each piece of clothing. Our color palette is reminiscent of the darkest night as the base of each piece, merged with contrasted shades + textures such as pearls with opulent glitter mesh, gunmetal hardware with monochromatic embossed leather, rose gold foiled stretch denim, reflective, fiery reds embellished with jewel tones and barbed wire, and lastly, French beaded demi-couture fabrics. These hues + texture contrasts symbolize the new beginnings that come after the darkness, representing the dawn of a fresh start and the resilience it takes to realize one's vision; to signify the beauty and the darkness together holistically.

Each garment is meticulously crafted with attention to detail, showcasing the artistry and craftsmanship that we are known for. The silhouettes in our collection are both structured and fluid, symbolizing the balance between strength and grace that comes with embracing change. Asymmetrical cuts, layering, and draping techniques represent the evolving nature of life and the beauty found in imperfections. From flowing gowns, striking plays on corsets, tailored blazers, reclaimed leathers and denims, our collection offers versatility for different occasions, allowing individuals to express their unique style as they embark on their own personal journey of rebirth. Through our collection, we aim to inspire individuals to embrace change, overcome challenges, and rise stronger, just like the mythology of the Phoenix."



LOOKS 1 + 2 : ASHES

"The collection emerges with the "Ashes" looks, the bottom; the first transformational stage in ones rebirth, signified by glitter mesh acting as the ashes and embellishments as the excess. I thought of the chain and pearls as remnants to be found in the ashes after the Phoenix's previous opulent rebirth and death."

CONTENTS/NOTES

ASHES BLAZER

- Made in Paris, France
- Reclaimed blazer; 100% cotton
- Asymmetric glitter mesh applique; Polyester-Spandex
- Handsewn chain details; 100% Alloy
- Pocket Square
- Bespoke mask available

ASHES BLAZER DRESS

- Made in Paris
- Reclaimed blazer; 80% wool, 20% cotton
- Glitter mesh sleeves; Polyester-Spandex
- Pearl embellishing; 6mm, 8mm, 10mm, 12mm multi sized
- Features a matching embellished 160cm belt
- Brass crest motif buttons





LOOKS 3 + 4 : DIVINE WARRIOR

"It shifts into "Divine Warrior", symbolizing the battles it takes to bypass fear in realizing ones' vision. Gunmetal motifs and matching tree spikes contrast sharply against the black leather, monochromatic metallic embossed leather sleeves and corset. The side straps and belt represent bondage; fighting your way through against the grain."

CONTENTS/NOTES

DIVINE WARRIOR LEATHER JACKET

- Made in Paris
- Reclaimed leather vest; 100% genuine leather
- Utilitarian flap pockets
- Tailored, removable sleeves; 100%, treated metallic leather
- Embellished sleeves + belt detail with gunmetal tree spikes
- Reflective gunmetal buckles; 100% steel
- Silver YKK zippers
- Belt; 80% canvas, 20% leather

DIVINE WARRIOR LEATHER DRESS

- Made in Paris
- Reclaimed Leather dress; 100% recycled genuine leather
- Built in asymmetric corset; 100% treated metallic leather
- Draped asymmetric leather neckline detailing
- Gunmetal buckle choker
- Side leg slit with hardware straps
- Reflective gunmetal buckles; 100% steel





LOOKS 5 + 6: ALCHEMIST

"Next we have the "Alchemist" looks; this is representative of transmuting darkness into beauty. "The Alchemist" by Paulo Coelho has been a massive inspiration in my journey as a creative. The contrast of luxury rose gold foiled denim against the black is a statement on traditional alchemy with metals, merged with a parallel to one's hero's journey, specifically mine in the fashion industry."

CONTENTS/NOTES

ALCHEMIST DENIM SET

- **Made in Paris**
- **Reclaimed Denim Jacket, trousers; 100% Cotton**
- **Asymmetric Rose Gold Panels; 100% Cotton, Foiled Stretch Denim**

ALCHEMIST DENIM DRESS

- **Made in Paris**
- **Deconstructed denim dress; 100% cotton**
- **Rose gold foil denim boned corset; 100% cotton**
- **Invisible zipper**





LOOKS 7 + 8: SACRED HEART

"Following this, we present the "Sacred Heart" looks, which symbolize the beauty of following ones ambitions in this world. You can visualize the bright, reflective hearts, embellished with beautiful opulent crystals, yet framed with gold barbed wire, symbolizing pain and suffering, which leads to what makes us stronger and resilient. Design wise and otherwise, it's what makes the pieces contrast and beauty applicable."

CONTENTS/NOTES

SACRED HEART LEATHER JACKET

- **Made in Paris**
- **Reclaimed leather jacket; 100% genuine leather**
- **Heart shaped motif; 100% reclaimed PVC vinyl**
- **Embellished with gold barbed wire motifs; 100% alloy**
- **Trimmed with blue + clear hotfix crystals; 100% rhinestone**

SACRED HEART CORSET JACKET

- **Made in Paris**
- **Heart shaped corset with under-bust slits; 100% reclaimed PVC vinyl**
- **Attached to recycled leather sleeves; 100% genuine leather**
- **Embellished with gold barbed wire motifs; 100% alloy**
- **Trimmed with blue + clear hotfix crystals; 100% rhinestone**





LOOKS 9 + 10: ETERNAL FLAME

"For the finale, we have the "Eternal Flame" looks; coinciding with the Phoenix setting itself on fire. The final step of rebirth; owning ones true convictions. The luxury couture beaded embroidery was artisanally cut to resemble flames consuming the body. It was placed on tulle bases to signify the transparency of this journey that I've chosen to share through this collection.

CONTENTS/NOTES

ETERNAL FLAME JACKET

- Made in Paris
- Reclaimed tulle jacket; 100% polyester-nylon blend
- Boned; 100% metal with tulle binding
- Couture embroidery sequin beadwork
- Paneled Sleeves
- Hand placed, handstitched appliques across front
- Snap closures
- Matching couture skull mask

ETERNAL FLAME GOWN

- Made in Paris
- Reclaimed tulle gown; 100% polyester nylon blend
- Boned corset + godet; 100% metal with tulle binding
- Couture embroidery sequin beadwork
- Hand placed, handstitched appliques allover bodice
- Silver zipper closure



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AW23 PHOENIX



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LOOKBOOK IMAGERY BY EDWARD WENDT

"May all deaths and rebirths we go through serve as a catalyst for change within ourselves and the world that surrounds us." - Stevie Crowne

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