

RUSH

MASHA POPOVA SS23

Masha Popova presents her hotly-anticipated debut runway show - a high-intensity body of work titled *RUSH*. Subverting some of the colourful, optimistic details which have defined previous collections, the Ukrainian-born designer is, instead, focused on darker notions. Popova has been inspired by moments of fast-paced, all-encompassing energy; her imagined muse driving rapidly at night to forget the woes of the world.

The Spring/Summer 2023 collection is anchored by the label's signature appliqué and off-kilter approach to denim separates. An energetic spirit moves throughout the garments: trippy oil spill-inspired graphics, and tyre marks - reminiscent of the effects of a car drifting - are reverse-printed onto jersey T-shirts to mimic an embossed finish.

Hero denim pieces include intricately draped jackets equipped with power shoulders, star and slash-adorned flared jeans with cut-out details at the hip, and platform knee-high boots covered in creased blue jeans. The line-up is finished off with a variety of voluminous designs that feature low-rise denim maxi skirts with eye-catching fishtail accents in the back.

For her jewellery, Popova joined forces with Anabelle Lacuna of Lacuna Jewellery, whom the designer met while interning at Maison Margiela. Working with Paris-based artisans, the designs feature classic 'headlight' colours on grandiose crystals with chrome and gold outlines, reminiscent of the seductive curves of a race track.

Popova, a graduate of Central Saint Martins, deals in escapism. The designer – who's dressed the likes of Dua Lipa, Billie Eilish and Bella Hadid – delves into her early recollections of growing up in a suburban post-soviet town. Popova demonstrates a unique talent for fusing the raw energy of the Noughties with a new powerful, liberated aesthetic for a generation finding comfort in playful subversion.

CREATIVE DIRECTION & DESIGN
MASHA POPOVA

STYLING
CELESTINE COONEY

CASTING
HOLLY CULLEN

WORDS
ALEX KESSLER

COMMUNICATIONS
RAVEN

MAKE-UP
LYNSKII

HAIR
MARI OHASHI

NAILS
ANH HOANG

MUSIC
IVO PACHECO

ACCESSORIES
JEWELLERY IN COLLABORATION WITH LACUNA PARIS
SHOES DEVELOPED WITH BAKOVIC STUDIO

WITH SPECIAL THANKS TO

ALLA POPOVA, OLEH POPOV, ROLY WALMSLEY, MARINA DIVAKOVA, KATE & RICHARD WALMSLEY,
SOPHIE JEWES, TINA CHATRIZEH, CHLOE LONG, AISHLING MCNEILL, MARGUERITE LAWSON &
RAVEN TEAM, DENIM CITY AMS, TONELLO, MOE MUKAI, ZOHEB JETHA, HIROKI KATO, ROGERO DE
SILVA, JOY MATASHI, MAKOTO HAYASHI, SELASIE ACKUAKU, KYOSUKE TANZAWA, ARNAUD
SCHOENMAKER, RACHEL BISHOP, MORPHE, DECIEM, GRACE RANSON, LUCY MARTYN, MILAM
HUYNH, AMY ELIZABETH, ERIKA FREEDMAN, CHARLIE FITZJOHN, CHARLOTTE FITZJOHN, DASHA
TAIVAS, RUBY YU, DASHA AIVAS. LUZ GIRALDO. LAUREN FARRELLY, LOYOLA BILBAO GOMEZ,
POLLY WILKINSON, TOBY EVANS, MEJA TESURUD, APOLLINE COQUET, BRITISH FASHION
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