

EFTYCHIA

LIFE BEFORE BIRTH AW21

Life Before Birth, Eftychia Karamolegkou's seventh collection, marks a turning point: the end of something old, the beginning of something new. Influenced by the intense emotional struggle of creating in the current moment – fear, isolation, depression, a kind of mental torture – it stands as a transition, a movement towards seeing the EFTYCHIA woman with new clarity, and in a new light. A re-designed logo and visual identity symbolise this shift in thinking.

An accompanying film by Polly Brown, released as part of the London Fashion Week schedule, follows this same train of thought. A series of disorientating – and occasionally surreal – images combine to provide a visual 'self-help' diary of this period. An egg is smashed underfoot, shards of ice shatter on the floor. Sometimes things must be broken to come back together.

The collection itself captures the essence of EFTYCHIA, a desire to incorporate facets of classic men's tailoring into the women's wardrobe, from the inside out. Here, this idea finds new forms and expressions: an abbreviated dress can be worn over trousers, creating a new proposition for suiting. Slimmer tailored trousers – contrasting the expansive cut of previous collections – streamline the silhouette. A heavy wool cape, with both external and internal pockets, cocoons the body – protection against the elements.

Metal hardware also becomes a new focus: double zip-fly fastenings are visible, used for both function and decoration. Crossover metal buckles, on trousers and skirts, are used to similar effect. Shirting, wrapped and twisted around the body, adds a softer, more sensual layer. Slits, utilised throughout, echo this mood.

Illusion and play continue to remain key to Karamolegkou's vision: a new knitted jacket with matching jumper is her take on the ladylike twin-set, crew-neck outerwear gives the appearance that two coats are being worn at once. The 'Hybrid' jacket – now cut from reversible bronze shearling – and cocoon-legged 'Grandpa' trouser reappear from previous collections, evolved and advanced. A watch-like bracelet, with a twisting solid-silver motif – its design first drawn from a sea snail pendant Karamolegkou has worn throughout her life – also traces a thread between this season and last.

Black, usually disliked by Karamolegkou and used here for the very first time, becomes a fitting reflection of the season's darker mood. Deep shades of aqua and purple, the latter close to black, add to the palette. The colour brown continues to be central to the EFTYCHIA brand, complemented here with shades of green: mint, khaki, and gold-tinged.

Credits:

Creative Direction EFTYCHIA

Photographer Polly Brown

Set Design Derek Hardie Martin

Styling EFTYCHIA & Sofia Lai

Casting Director Julie WL

Make Up Artist Rebecca Wordingham

Hair Stylist Lewis Stanford

Models Anna Lee at Milk, Mopesola at Whilhelmina,

Sonia at Duo,

Location Seventeen Gallery

Words Jack Moss

**LONDON
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