

J O H A N N A P A R V

Spring Summer 2023

Estonian-born, London-based womenswear designer Johanna Parv is imbued by her personal experience of cycling in the city as a woman. She strives to highlight and celebrate the space female bodies occupy in urban landscapes and create elegant solutions for active urban women. A luxury womenswear brand fusing elegance and function, Johanna Parv empowers wearers through cross-seasonal outdoor accessories and ready-to-wear asymmetrical pieces that are designed to adapt to urban active lifestyles. The handcrafted products are a result of a constant search to achieve balance between tailored formalwear and ergonomic performance-wear produced in London using local factories and independent artisans using already existing materials. The core aim of the brand is to create unique and durable pieces that can solve physically active professional women's everyday sartorial issues, trigger emotion and juxtapose ideas. Her design ethos is about considering the performance of the garments not only during but also post-commute.

What does dynamism mean to JOHANNA PARV, and what triggers it? How can Parv, as a designer, activate it, and what does it mean in terms of design?

This season, Parv explores the ideas of ultimate functionality that strips the design from unnecessary. Can a skirt be entirely tucked away into shorts? Is it possible to eliminate the need for an extra bag? How can we leave the cyclist's hands free? The collection elevates Parv pieces from the previous collection, reimagining them in new materials and re-developing fit and balance.

Various new cargo systems allow transformations from easily defined, refined and elevated to something much prone to function in motion. The delicate mesh juxtaposes and softens the toughness and heaviness of cargo pockets and creates stretchy, transparent and layered pocket vests. The result transforms regular silhouettes and mystifies the female body in action.

"For this season, I wanted to work with women who inspire me because of their love for what they do and passion in their eyes," Parv says. "They are all strong, talented, dynamic women, physically interconnected with their practices. I love how they connect with what I do through movement, beautifully explored in the campaign."

Parv has tapped movement director Will Pegna for the campaign that captures "4 routes" of Parv's muses: Mana Kimura-Anderson, Angel Zinovieff, Zoë Kezia and Breckyn Dávila Drescher. The campaign explores the functionality of Parv's garments through choreography, composing actions that allow the alterations and transformation of Parv's attire to be coded in the everyday.

Photographer Rory Griffin and filmmaker Anni Fan come together to capture Parv's "dynamic women" offering a glimpse inside their world while exploring the intricately considered technical aspects of Parv's work.

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What does dynamism mean? Parv's muses and SS23 campaign stars discuss passion, movement and change.

Mana Kimura-Anderson

London

26 years old

"To me, dynamic means being full of life, whether that's a person, a place, a performance, a purpose. I believe it can be sparked by inspiration; when you watch someone talk about something that they love, the light in their eyes, I believe, is dynamic in its purest form."

Breckyn Dávila Drescher

From the desert in Arizona. Based between Paris and New York City.

32 years old

Movement Artist and Director, Dancer, Choreographer

I love guiding and creating movement together. When we set an intention, we can explore kinetic empathy. This allows for give and take, vulnerability and growth in ways that, as adults, we are often not given a safe space or permission to express. Movement, whatever your relationship is to it, can be healing. It's beautiful to experience, and I am passionate about sharing this through my artistic work and teaching.

To be dynamic is to be complex and multidimensional. Existing in more than one state or with multiple abilities and perspectives to consider. Forces of energy that stimulate change and progress.

Nature is dynamic; people are inherently dynamic and multifaceted. Our deepest, most genuine selves are full of potential we don't even know we are capable of... yet!"

Zoë Kezia

London

24 years old

Fashion model & photographer/videographer. MA Visual Communication at the RCA.

"The word dynamic to me means fast-paced, energetic, upbeat - personalities as well as physical movements."

Angel Zinovieff

New York/ London

39 years old

Artist

"My passions are language, etymology, movement, music, film, consciousness and community. For me, the word dynamic is about movement, no stasis, keeping moving, staying awake, and being present. I see the notion of dynamism as the notion of life itself; life is movement, life is change. "