

M I T H R I D A T E

Autumn/Winter 2023

Creative Director: Demon Zhang

Runway Video Premiere: 21st February 2022, 10:30 BST at London Fashion Week Digital

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Runway Imagery: Jason Lloyd Evans, Stefan Knaeur

MITHRIDATE's Autumn Winter 23 collection, as presented at The Truman Brewery, is inspired by the adventurous spirit of the first female aviator - Amelia Earhart. Creative director Demon Zhang explores the theme of flight in three parts: the industrial, the adventurous, and the mysterious. Delving into the unresolved disappearance of Earhart's final journey in 1937, the past and present unify as one, animating a collection of empowerment for the unruly, whilst continuing Mithridates responsibilities in ethical endeavours with innovative material sourcing and bespoke craftsmanship.

Opening with a neutral palette, a visual reminder of the aviation journey is portrayed with structural vegan leather and shearling hats and jackets. Followed by a juxtaposition of lightweight reflective textures with substantial, hallucinogenic silhouettes, Zhang's imaginative interpretation of Earhart's closing expedition - an eclectic, tropical and surreal dive into nature unveils.

The collection's finale is threaded with neoteric lights, inky tones, oversized quilted layers and draping faux furs, marking Earhart's mysterious disappearance.

Creative Director: Demon Zhang
Stylist and Casting: Gary David Moore
Set Design : George Lewin
Backstage and Front Row Photographer: Rowben Lantion
Runway Photographer and VIP Photographer: Jason Lloyd Evans, Stefan Knaeur, Philip Banks
Guest Arrivals Photography: Dave Benett/Getty Images
Hair: Johanna Cree Brown using L'Oréal Professionnel
Makeup: Jane Richardson using NARS
Nails: Kim Gorse-Macias using OPI
Music: ANCC
PR: CP Concept
Production: The Curated
Sponsors: Belvoir Farm

Special Thanks: Tina Jiang, Nezha Lee, Jia Chen

ABOUT MITHRIDATE

MITHRIDATE is the armour of those free and unruly.

MITHRIDATE is a luxury pioneer showcasing exquisite craftsmanship techniques to create timeless works that transcend traditional seasons and provide protection. MITHRIDATE can be found in eight independent retail stores in luxury Chinese destinations.

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