

**SS23 LUEDER Synthetic Fire**  
**Evening event @LFW June 2022**

Constantly confronting a changing world, London-based designer Marie Lueder started her brand in 2019 as a performance space that explores new male identities.

Lueder's experience working as a tailor at the Hamburg State Opera informed this need for an emotional connection to create customised pieces. Her collections represent a hybrid linked to sportswear and functional aesthetics, complemented by maniacal attention to sartorial detail, originating in her education as a bespoke tailor mixed with recalling her passion for medieval silhouettes. LUEDER researches medieval armour based on the desire for shielding, freedom of expression, and bringing out their individuality. She references an annual medieval LARP camp she attended as a child festival in Hamburg, which has roots in medieval folklore from which LUEDER draws continuous inspiration for her garments and the concept of humanity she strives to launch. To this vision of fashion that aims to unite past and present, LUEDER adds a sustainable attitude for the brand, as it produces using organic denim, recycled jersey, and regenerated nylon. In this regard, the London-based designer took part in Cambridge University's accelerator program for sustainable leadership.

DESIGNER

Marie Lueder

PHOTOGRAPHER

Hendrik Schneider

STYLING

Tati Cotliar

VIDEOGRAPHER

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HAIRSTYLIST

Ben David

MAKEUP ARTIST

Grace Sinnott

SET DESIGNER

Tom Schneider

CASTING DIRECTOR

Emma Matel

MODEL

Tom, Reuben, Martin, Jazz, Archie, Alfie, Ellie

PRODUCER

Andre Augusto

**Show Notes**

Thomas Greene and Armando Caruso

on LUEDER

“Synthetic Fire”

A Commentary:

Wind blowing, sparks flying, there's not a single frown on one  
Feels like god down here...

Gathering Around the Fire Reclaiming Ancestral Gestures  
From my vantage, they are just mainlining the truth of the universe  
Putting a time warp in their spirit...

Well from my perspective there's nothing here that is written in stone or belonging to the stone ages. It's like a relic of our ancestral past that SHOULD BE IN OUR in our future.

In many waaaaaysssss ...it looks like so much of what we have lost is what we always knew we needed.

Fire, THE grass, THE open, air, awe-inspiring

It seems to me that they discovered the necessity to excavate into the past in order to shed light on the current situation.

Almost like a collective discovery that the world is alive

There mainlining that undercurrent ...together in what i would identify as a ceremonial gathering

It's beautiful..

It's raw ...

Its honestly downright awe-inspiring

A dynamic relationship with the elements that shape our world

On full display are these age-old gestures that have shaped us as humans—

It seems there was a collective awareness... that when you begin digging deep, they discover things lost along the way.

I can sense it when I look at this group of people ..I can almost taste it..

The connection to the natural, the native, and the primitive elements that connect them to the sacred... Ineffable transcendent,.....that invisible element

Just as they have carved into the ground it is additionally carved into their DNA and recognised by their soul,

It is unfortunate that this phenomenon connection often feels unfamiliar and inconvenient in the controlled terrain of modern life.

The things that help us thrive in the many realms of existence.

It honestly brings a smile to my face that they became aware of the thing that makes us beautifully human.

Fire is a protector both physically and Mentally. It is the ability to bring us warmth, ward off lurking dangers, and act as an indispensable tool for our existence. A mental protector as it is a relic, a gesture at this greater story of humanity of which I am a part. expanded sense of self and deep remembering of what it means to be alive in this web of connection and creation! A dormant yearning to slip off into that sense of awe and magic. To unshackle from the objective individualised lives.

I want to have that soul talk and not be embarrassed, I want to break a piece of my spirit off in a convo and let my buddy run with it, push the conversation forward and see new possibilities begin to emerge. The fire forces us to convey the things that make us beautifully human. Some things that help us thrive in the many realms of existence (not just pragmatically survive), allow us to inject meaning into what we see around us. In an objectively meaningless world one of our jobs as humans is to create meaning. I feel that in a ceremonial gathering around the fire, it is not that collective ambition to get one another to believe in one singular, high-definition way of looking at the world or system of value you should construct in your life. No one is giving you the colours or the paint of the picture you are going to paint in this existence. The ceremonial gesture gives you the task and responsibility to paint your own canvas. To navigate our own subjective internal experience.

The fire is not specific to any religion but its omnipresence in ritualistic ceremonies is the through line and commonality that triggers in the individual that this refuge into the ineffable is going to take place. The fire sets the playing field.

Harvesting the honey of our existence as we peer into the flames.

The presence of a fire creates that context, it's a trigger, that spirit talk, that connection between your friends. Just as a gallery creates the context to reframe how you look at something, see the object in its nuance.

The fire is part of the creation of the meaning process...

Enactments of ceremony to reaffirm our place in the family of things

Connection to a higher being

Sharing dreams and stories

The creation of a communal bond.

Fire is an emblem or allegory of how humans can connect deeply with their environments

Expanded sense of self and deep remembering of what it means to be alive in this web of connection and creation.

An ongoing soulful conversation with our dreams, the dreams of our community, and the dreaming of the earth.

Facial expressions expressing the bond of friendship, connection, maybe even the awareness of something higher, smiling because we know we connect both are connecting to the ineffable, something that is intangible and unknowing, connecting and mainline the mystery of the universe

'Inspired by the perfume I made in 2018 with Paul Guerlain at IFF.'