



RUE AGTHONIS AW23
Harmonious Beauty

RUE AGTHONIS showcased their AW23 capsule collection through an intimate and glamorous presentation at the House of Fine Art Gallery located in Mayfair during London Fashion Week on the 18th of February 2023. The striking and spirited colour story emphasises the relationship between the uninhibited yet beautiful movements of the body as if they are cascaded with rays of sunshine.

This season RUE AGTHONIS pays a special tribute to the pioneers of the modern dance world, such as Isadora Duncan and Ruth St. Denis who have led the way for explorative art through the medium of dance. The collection celebrates the narrative of dance and the freedom it provides us, as well as the way in which it redefines the natural beauty of the body and reflects the spirit of exploration that is not limited by traditional expectations. The organic movements of a dancer's body are reflected throughout the various silhouettes of the collection, the sensational fabrics and materials have been specifically chosen to evoke that inherent feeling of freedom.

RUE AGTHONIS incorporates a delicate technique of hand-painted florals attached to tailored fabrics. This element is woven alongside the appreciation for nature, a budding theme throughout this collection. It is inspired by the artistry of the untouched world around us, finding distinct inspiration from the natural environment and fragility of nature. The seasons are eternally changing, just as the world and the people in it are constantly evolving and learning. RUE AGTHONIS encourages us to remain curious and appreciative of the beauty that we are subjected to every day by mother nature. The AW23 capsule collection exaggerates this fundamental gratitude for nature, each element of the collection has been mindfully placed or chosen to represent a unique and remarkable component of nature such as the soil beneath our feet or the sun that glistens above us.

Inspired by the memories of childhood spontaneity and delight, the collection uses dance as a visual representation of times when we have felt our most liberated. Fabulous tweeds and subtle elements of sparkles are able to transport us to these moments as they dazzle with spectacular shimmer. The collection hopes to evoke memories of running in fields or splashing in the ocean, memories of unrequited happiness; times when we were free from societal rules and expectations and were able to be our most authentic and pure selves.

The gold sequins take centre stage throughout the collection to evoke a sense of power and optimism, indicating that we should take precedence and inspiration from the world around us. The collection transports us through nostalgic memories as well as freedoms we have been able to experience within nature; the AW23 collection reminds us that life itself is the beauty of miracles. Just as the sun has faith in its own power to light up the earth and the soil is confident in its ability to help new life grow, we as people should celebrate ourselves and the beauty we also bring to the world.

RUE AGTHONIS continues to represent its sentiment of "Love, Quality, Positive Beauty" in this Autumn Winter 23 collection. The brand further explores the connection between various art forms and their relationship to style and mode. RUE AGTHONIS hopes to convey feelings of hopefulness and excitement alongside freedom and spontaneity as we appreciate our existence alongside nature and its miracles.

RUE AGTHONIS
Creative Director: Syl
Website: www.rueagthonis.com
IG: @rueagthonis

Credit:
Event management and PR: Crescent Agency @crescentagency
Catering: Berkeley Catering
VM: Jake Chilvers
Dancer: Alice from 3RINGS Artist Management
Special Thanks to: CAN O WATER, Bleached London.