

# CRISTIANA ALAGNA

**@Apotheke\_104**

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For season 3 of her London Fashion Week/ Designer Showroom debut, Cristiana created the collection /INDIVIDUALS/ SS22. It is about men and women as equals- free to be themselves. New garments were mixed and styled with pieces from her previous collections: AW21 /ERROR 404/ and SS21 /ANALOGUE/. The idea is to engage with the archives to re-use what already exists. Sometimes there is so much layering in one look we don't even notice what garments are really there. These unseen pieces end up behind the scenes, to never be used again. Re-utilising means production cost, and waste are reduced, making the design development process more sustainable from the start.

Ten models for ten looks, each with a different story to tell. For Cristiana her collections are not about products, they are about people, unique individuals, who want to tell their own story and share their mindset and way of life.

About the looks: crisp white cotton shirts, worn open over ribbed, jersey tank tops or wrapped around the body. Soft jacquard wool trousers with falling off suspenders ease around the legs. Tailored jackets are overlapped and underlapped with shirt jacket hybrids, leather and wool outerwear pieces. Bias cut pullovers, cut out twill trench coats, cotton trousers, and cotton drill kimono jackets. Semi-see through tops worn over low crutch Japanese cut trousers. Hand painted artisanal shoes.

It is about a new way of wearing tailoring, in a more street direction. There has been a massive increase in the demand for jersey and comfortable leisurewear. /INDIVIDUALS/ is about proposing tailoring as a comfortable, effortless option, alongside leisurewear. Fundamental inspiration for the collection comes from Helmut Lang, New York, 90s. That torn back, minimalist, aesthetic, where there was nothing left to add or take away. It was about the way things were worn, and how they made the wearer feel. Essence and ease. Nothing harsh, just a warm embrace.

Designed and curated by Cristiana Alagna.

Directed and photographed by Skino Ricci.