



L'alumna Polimoda presenta su Vogue.it in anteprima la collezione firmata per il brand russo Red September. Vasyukova ragiona per la nuova stagione di collaborazione con Red September sulla vita di tutti dominata da internet e in particolare sulle costrizioni che il web impone - e sulla possibile corruzione dello stesso da parte delle nazioni, con l'obiettivo di controllare la creatività: una parte essenziale della vita di ognuno di noi che, secondo la giovane designer, deve unire e non dividere le persone. Partendo dunque da questioni puramente filosofiche e politiche, Red September propone una collezione che parte da uniformi per arrivare allo streetwear più funzionale, passando per tessuti glamour e colori che variano dal magenta a tonalità più neutre. Ciò che incuriosisce di più è, in ogni caso, l'attenzione che il giovane brand sta raccogliendo sulla scena internazionale, soprattutto per quanto riguarda le collaborazioni, tra cui quella con la performer LaLa, che verrà presentata insieme alla collezione main a Parigi. Si prospetta quindi una nuova stagione creativa ricchissima per Vasyukova che solo nel 2016 presentava la propria graduate collection a Firenze nella magnifica sede di Palazzo Strozzi. Red September SS20 verrà presentata in esclusiva il 28 settembre nello showroom NOB (43, rue de Mortmorency) insieme alla capsule realizzata con LaLa.



VEDI DI MENO ^

DOCUMENT Q

Red September

One of the most buzzed-about shows of the MBFW schedule, Red September, brainchild of Polimoda graduate and ex-engineer Olga Vasyukova, is a melted-down approach to modern street and workwear inspired by her hometown of Moscow. "It is a city of great contrasts, difficult to identify and comprehend, which, in my opinion, is a sign of a living, pulsating city," explains Vasyukova. "Initially, Red September was my personal creative space. It raises topics of concern to the younger generation, visually talks about which issues are the most acute at the moment, reflects the mood of society. A certain sum of today and the beginning of tomorrow." Her silhouettes are brash and boxy, yet realized through precision tailoring, her palette metallic and acidic with clear plastic suiting and tie-dyed purple jumpsuits; Club kids on their way to their day jobs.

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Повод для размышления

RED SEPTEMBER SS'20 на неделе моды Mercedes-Benz Fashion Week Russia

23.10.2019
Дарья Авдеева

f o t w k

Reading time 13 seconds



V MAGAZINE



FASHION

6 DESIGNERS TO WATCH FROM MERCEDES-BENZ FASHION WEEK RUSSIA SS20

See what local and global talent are making waves in Moscow.

By Nev Gill | Oct 22, 2019 | 21.0K

With the "big four" fashion weeks having come to an end for the SS20 season, all eyes are on the still relatively under-the-radar smaller fashion presentations across the world, like [Mercedes-Benz Fashion Week Russia](#). Taking place in the country's capital city, [Moscow](#), the showcase is home to both local designers from across Russia and global talent from Spain, Belgium, China and more.

Red September



iamkrutova
Mercedes-Benz Fashion We

Voir le profil



Founded by designer Olga Vasyukova, Red September is known for its elevated approach to streetwear. This season's runway show saw everything from wearable hoodies and graphic tees to printed shirt-dresses, high-back leather jackets and dip-dyed denim bustiers. The most eye-catching without a doubt was the transparent plastic high jacket, pants and longline puffer coat filled with shifting polystyrene balls.

Red September

Olga Vasyukova presented yet another great collection for Red September. Featuring some of her characteristic details, like the milk carton-inspired shoulders – "they chose me", she told us a few months back when we [interviewed her](#) – but in a less exaggerated version or the biker pants with padded knees, most of the pieces were wearable and cool. Focusing on urbanwear, the designer sent down the runway lots of bomber jackets, hoodies, sporty raincoats and tracksuits. However, she also presented many other tailored and deconstructed pieces like shirts, trench coats and perfecto biker jackets. And in addition to these, there were pops of brilliance with a more fun approach, like glittery pink pants, acid-washed fabrics, jean pieces made of cut-outs like corsets or a long coat, and even some inflated-plastic garments filled with white beads.



RED SEPTEMBER



Red September Ready To Wear Spring Summer 2020

Slideshow Gallery





Red September

SPRING 2020 READY-TO-WEAR

автор: Анна Худотелова
21.10.2019 КОЛЛЕКЦИИ



PHOTOGRAPHER: SARAH JANE BARNES

Made by God

by Adriano B.

20 Dec. Share EDITORIAL. EXCLUSIVE.



Contributor

NOW SHOP THEN READ



Jacket by Red September from NOB, dress by Maje, shoes by John Lobb, claverol vintage and belt by Galaxy Belts. Sweater by Red September from NOB and headpiece by Daniil K.



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FLANELLE



Dress RED SEPTEMBER (represented by NOB AGENCY),
ring ASPHNE JEWELRY (represented by NY JEWELRY)



Photography
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MOSCOW

