

Areô



A Greek inspired Collection
By Johann Santosh

Robust Luxury

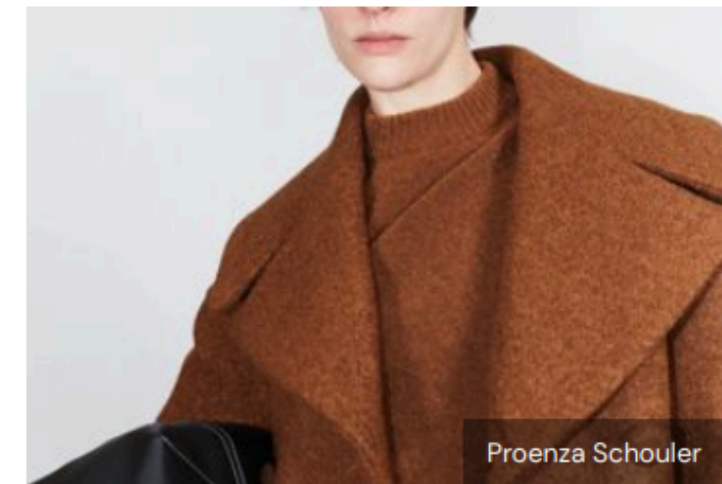
The concept: evolving quiet luxury, brands will move sleek and ultra-polished looks into a tactile, slightly rougher aesthetic. Unobtrusive imperfections of handmade pieces are embraced for their uniqueness, and a sturdier appearance is favoured.

Design direction: while [#LowKeyLuxury](#) prioritises streamlined silhouettes, this theme accelerates intentional designs, with subtly exaggerated details that won't stand out immediately but will differentiate the piece – think essential outerwear updated with outsized lapels, strong shoulders and higher necklines. High-quality leather and knitwear are essential to bring tactility.

Colour and Print: keep the colour card timeless and classic with darks and lighter neutrals. Look to offbeat animal prints and hand foil printing to bring patterns to this subdued direction.

Sustainability: focus on the minimalist ethos of designing thoughtfully constructed pieces that are made to last. Prioritise high-quality fabrics including [#ResponsibleLeather](#) that is LWG-certified, chrome-free or vegetable-tanned, or look for low-impact, low-PU [#LeatherAlternatives](#).

Relevant for: outerwear, knitwear, trousers, tailoring, dresses, matching sets



Unfinished Article

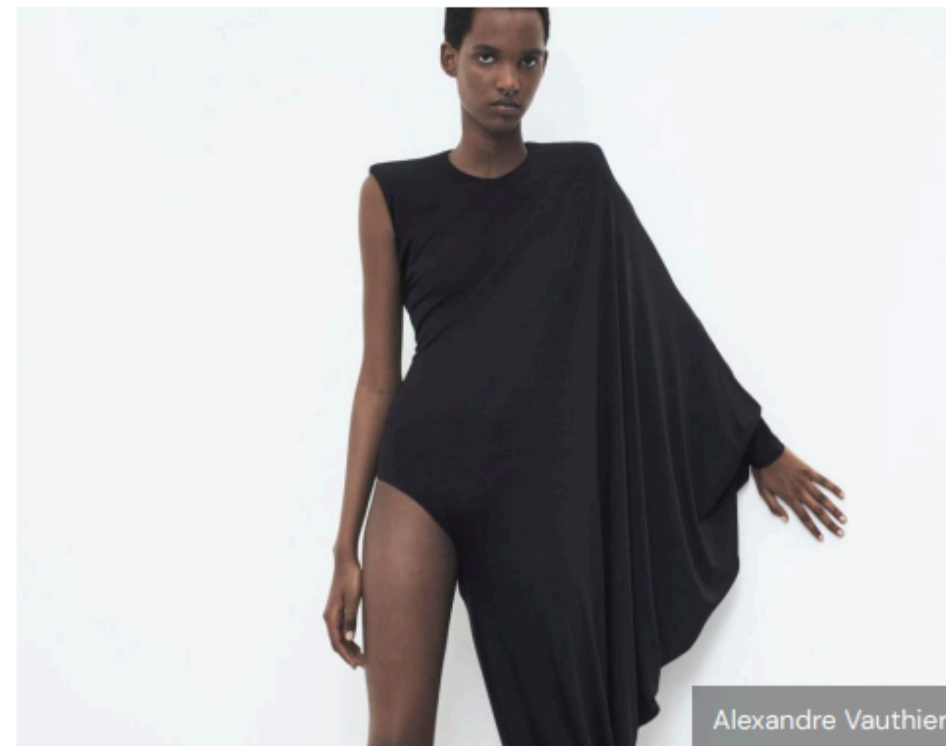
The concept: looking at the possibilities of unfinished pieces, emerging designers embrace a mindset of incompleteness, proposing items that can continue to be transformed over time.

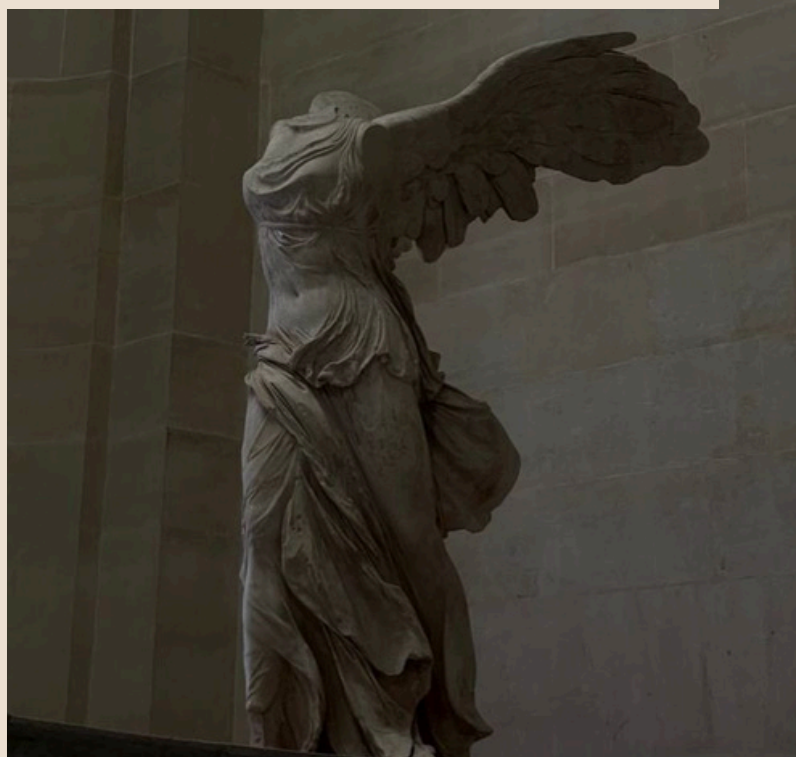
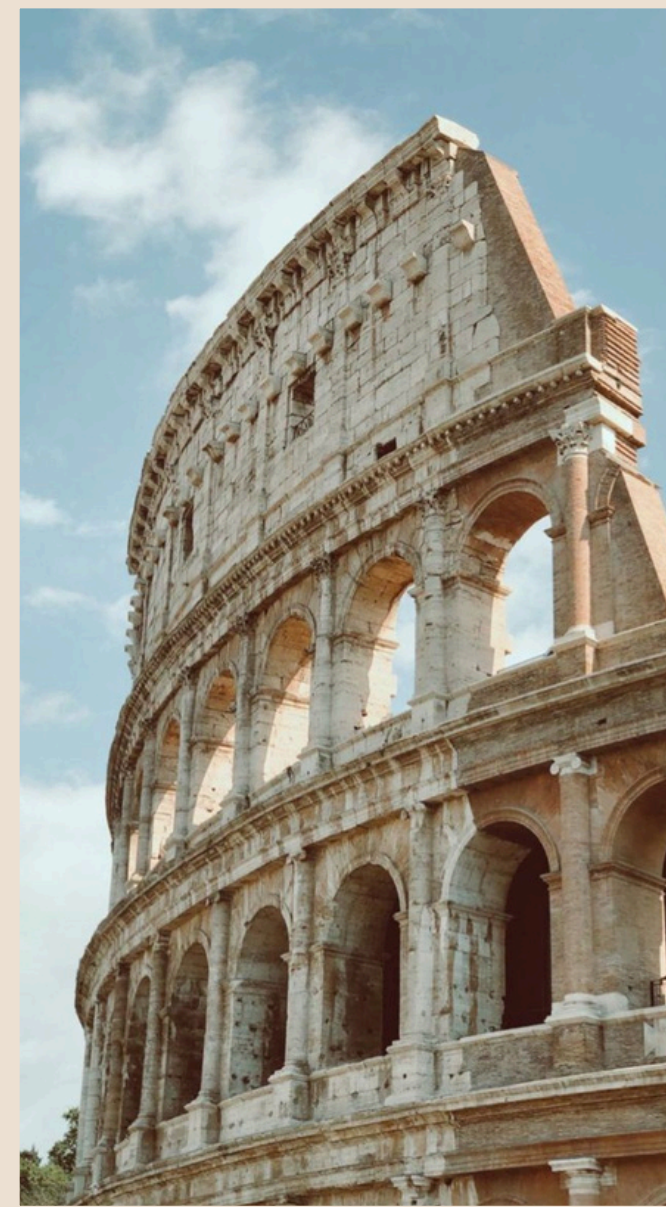
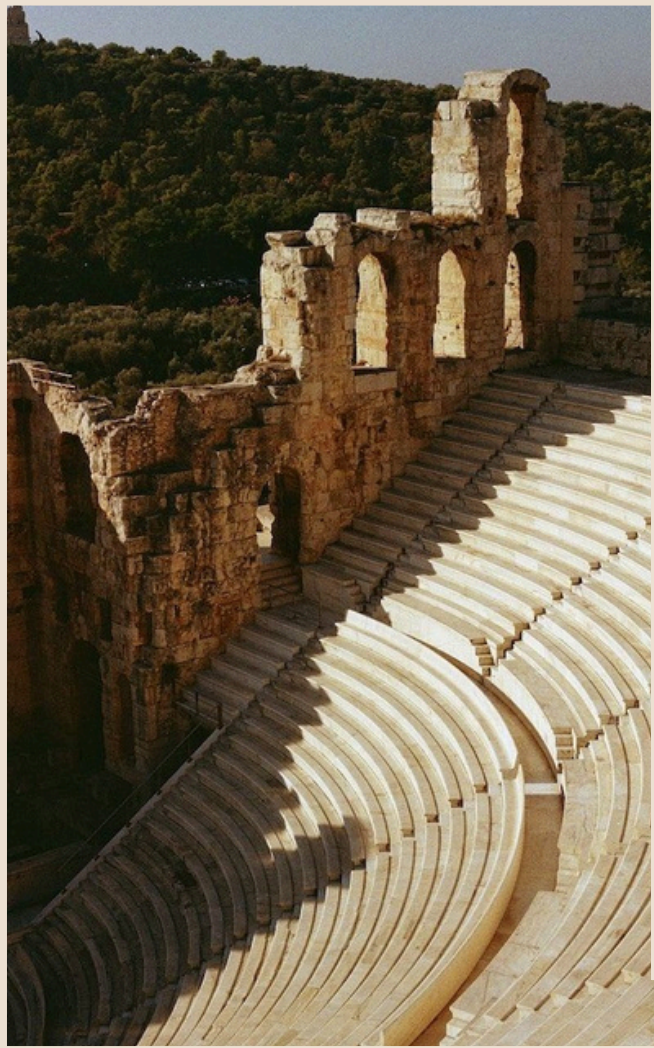
Design direction: minimalism emerges in its most literal form, with the absence of colour, design details, trims and any embellishment, creating the idea of something literally unfinished.

Ones to watch: CSM grad Eden Tan created designs made from, and still attached to, rolls of fabrics, with the goal of preserving the fabric so it can be used again. Maria Czarnecka (Warsaw) is inspired by the art of origami to create zero-waste patterns that can be folded and transformed in different ways. Take note of South Korean brand Leje's skirt for a more commercial interpretation – the piece mimics the pattern of a trouser that hasn't been sewed in yet.

Sustainability: this concept proposes minimal intervention to maximise lifespan of garments; approach via mono-materiality, allowing for complete recyclability. Alternately, design for disassembly.

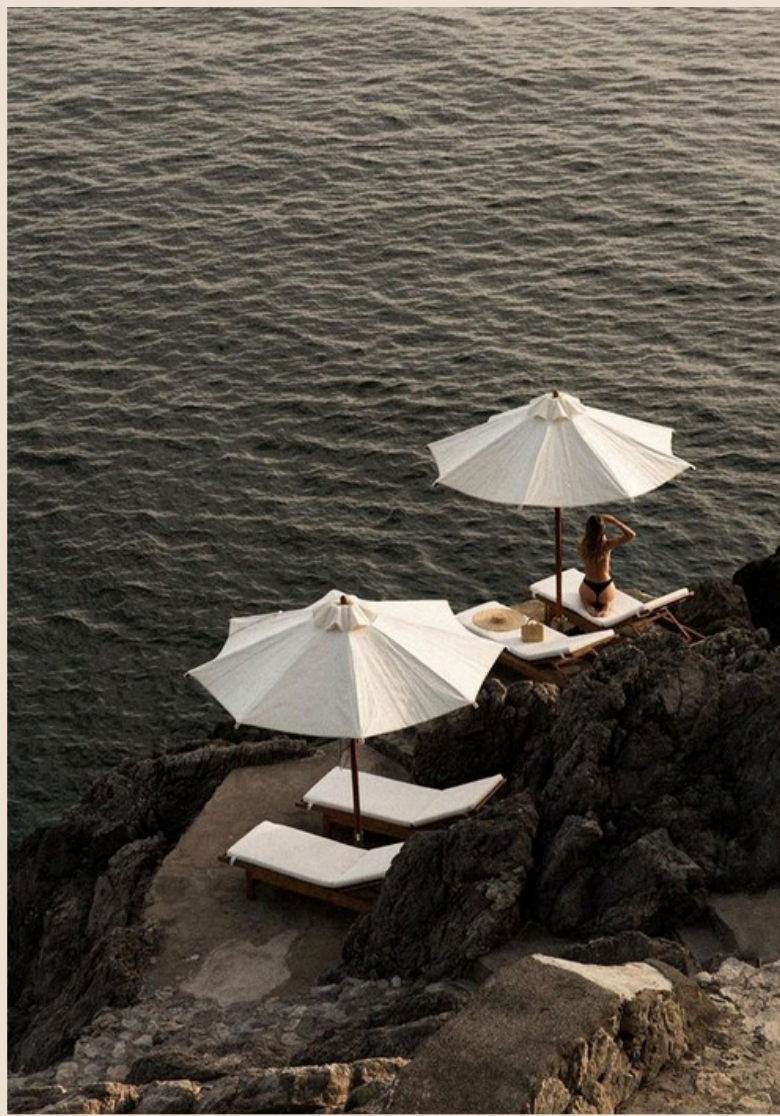
Relevant for: cut-and-sew, knitwear, dresses, skirts, tops





Minimal
Fluid
Organic
Geomeiric

INSPIRATION



Opulence
Sophistication
Rich
Refined

#ece0d2

#000000

#184c26

SILHOUETTE



Areté – a Greek concept meaning excellence in all forms; embodying grace, strength, and balance.

This design collection draws inspiration from the enduring beauty of Greek architecture and statues, celebrating the harmony, symmetry, and grace that define classical design. By blending the strength of Greek columns and geometric forms with the fluidity and idealized human figures seen in sculptures, the collection explores the balance between structural precision and organic expression. The theme encapsulates the timelessness of ancient Greece, where beauty, proportion, and movement coexist in perfect harmony, offering a fusion of classic luxury with contemporary sophistication



CONCEPT

Arée



Aréa









CREDITS

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