

SAGITTAIRE A

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Our designer is self-trained. His work is the product of a reflection on fashion and contemporary society as well as on how to create clothes. Sagittaire A aims to create clothes that are 100% original in all stages of the creative process: the fabrics, the cut, the style but also the visuals that are designed entirely by the creator. Gin himself paints his subjects in oil on canvas. He then photographs his own paintings, which he prints on clothes. He already has in mind the common thread that will lead him in 10 years: collections, art and cinema ...

Notre designer est autodidacte. Son travail est le produit d'une réflexion sur la mode et la société contemporaine ainsi que sur la manière de créer des vêtements. Sagittaire A a pour ambition de créer des vêtements qui sont 100% originaux dans toutes les étapes du processus de création: les tissus, la coupe, le style mais aussi les visuels qui sont conçus entièrement par le créateur. Gin peint lui-même ses sujets, à l'huile sur des toiles. Il photographie ensuite lui-même ses peintures qu'il fait imprimer sur vêtements. Il a déjà en tête le fil conducteur qui le mènera dans 10 ans: collections, art et cinema...

Sagittaire A Is the Anonymous Brand That Doesn't Need a Logo

By Max Grobe in Style 8 days ago 455 Shares 2 Comments



Under the Radar is Highsnobiety's weekly celebration of upcoming talent. Each week, we're spotlighting an emerging brand that's bringing something new to the worlds of streetwear and fashion.

Sagittaire A is one of the more mysterious brands to emerge out of the fashion ether, if not *the* most mysterious. In this so-called “information age,” maintaining some obscurity carries a risk of being lost in all the noise, but in this case, it seems to be paying off.

The designer behind Sagittaire A is an anonymous artist who splits his time between France and China. According to his representative, the designer is male, works at night, is obsessed with art and has a lot of books.

The brand has actually been lurking behind the scenes for 10 years, while the designer has quietly observed the patterns, trends and nuances of the industry. Sagittaire A is a project that combines its creator's passions for cinema, art, and fashion, with the brand's debut FW18 collection “Samphrenia” distilled into a one-minute short film, seen below.

The FW18 collection and the short video pay homage to *One Flew Over the Cuckoo's Nest*. Starring Jack Nicholson and directed by Milos Forman, the 1975 movie about life in a mental hospital is routinely considered one of the greatest movies of all time. The institutional backdrop of the movie is referenced by the short's warehouse location.

The design cues are easily identifiable, with boxy cuts, contrast stitching, and a liberal inclusion of ties, while remaining distinctly unbranded. In an era of peak logomania (just see the recent street style drop from Seoul), it's refreshing to see a brand that can establish a sense of visual identity without relying on a logo.

In lieu of its own branding and graphics, Sagittaire A's FW18 collection repurposed some of the corporate world's most recognizable logos instead. Marlboro, Shell, and Mastercard are fixed to the backs of sweaters

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and jackets, altered slightly with a few stray asterisks and faded color palettes. It's a power move of sorts, as you realize these powerful corporate symbols, stripped of their context, are just that: symbols.

The rest of the collection gravitates towards oversized silhouettes, exposed patchwork, and unfinished hems, and in one case, a vestigial collar hanging off the back.

Sagittaire A's representative explains, "We don't want to talk about this brand in terms of the typical fashion designer who goes to school, starts a label, takes pictures with all the celebrities, and all that stuff. He doesn't want anybody to have a picture of him. And that's truly because he is very shy. There is no other reason, there is no marketing strategy behind it."

In this time of designer transparency and online outreach, Sagittaire A is doing something quite different. The current climate demands not only that we know who designers are, but that we follow them on social media, know their politics and personal beliefs, and ultimately erase the line between artist and audience.

Of course, this kind of relationship can help to keep public figures accountable for their more unsavory antics, but it leaves little in terms of intrigue. For Sagittaire A, there's a comparison to be made to provocative experimental hip hop group Death Grips, who effectively "deleted themselves" from the internet in 2012. It flies in the face of everything a PR company will tell you, but as the band's recent resurgence (and due excitement from fans) has shown, sometimes not having a media presence is the strongest way to communicate your message.



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SAVE Sagittaire A è un brand nato nel 2017 dalle menti di un collettivo di creativi che si dividono tra la Cina e Parigi. La collezione d'esordio per la stagione Autunno Inverno 2018-19 si intitola "Samphrenia", abbreviazione di Sample and Schizophrenia, dimostrando con

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SAGITTAIRE A

Sagittaire A is the result of a long term reflection on the fashion system and the art of making clothes. It aims to create a new and unique offering in an oversaturated market and explore the relation between art and fashion.

"We have chosen to build a brand that will stand for creativity and originality. All artwork is original and inserted in the collection using in house realization techniques. The intense and long thinking process that we have been through to create this brand came close to craziness, which lead us to chose to call our first collection Samphrenia, illustrating the almost schizophrenic state of mind in which we have developed these samples so we could translate more accurately our values and purpose. Samphrenia is the abbreviation of Sample and Schizophrenia."

In the current context of logo mania we decided to take a stance and release our first collection without a logo to emphasize the irrelevance of branding at the early stage of a brand. All logos used in the collection have been painted on oil canvas, mixed with other creative original artworks from our brand creative minds, photographed and then printed. We rather developed an original creative process using mainstream companies popular logos in a parodic way, illustrating the recent obsession for branding while opening a conversation: Art is a long term process and so are the techniques we use, they are in conflict with the commercial high speed marketing and current logo obsession. Through an unusual creative process we are looking to take a singular stance in the industry.

To launch the collection we chose to produce a movie staging a fashion show inspired by the movie "One Flew over the Cuckoo's Nest" of Milos Forman. We built a full hospital set and voluntarily left spectators seats empty to symbolize the non visibility of a new brand. All models were flown in for the shoot, they were woken up in the middle night in order to obtain a face expression which translates an eagerness for freedom.

The film ends with the death of Marat reflecting on what it means to be free and how the pursuit of freedom can make one lose himself. We wish to place ourselves as spectators to freedom achieved by all means, we believe in awareness rather than judgement.

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 spavalda chiarezza la decisione di indirizzarsi verso una direzione specifica. Sagittaire A infatti vuole combattere la smania nei confronti di quella che identifica come **un'ossessione per il logo** e un costante affanno per la definizione del brand. Ecco spiegata la scelta di rifiutare un logo e di servirsi provocatoriamente di alcuni tra i loghi più facilmente riconoscibili nella nostra società. Questo rifiuto si traduce anche nel desiderio di raggiungere ambiziosi traguardi di **qualità e accuratezza**, in totale autonomia.

(mailto:subject=Sagittaire A. Collezione

 La collezione è stata presentata **in un manicomio**, ricreato traendo ispirazione dal libro *Qualcuno volò sul nido del cuculo* di Ken Kesey e

Autunnoarrivando addirittura a svegliare i modelli nel cuore della notte per Inverno 2018-19&body=http://www.vogue.it/vogue-talents/news/2018/03/09/sagittaire-a-collezione-2018-19-capi-spalla-blazer)

 creare una **perfetta e inquietante armonia** con tutto il concept. I **capi-spalla** hanno un ruolo determinante in questa prima collezione di Sagittaire A, caratterizzati da una tradizionalità innata che viene però dissezionata in toto: **blazer e cappotti** sono infatti proposti nelle più classiche tonalità del nero, grigio e cammello, ma con **volumi sovradimensionati**; una serie di cuciture a contrasto li decora, creando una voluta confusione che sembra il risultato della sovrapposizione dei cartamodelli.

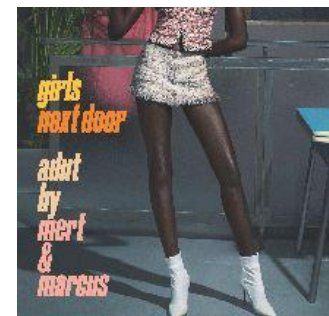
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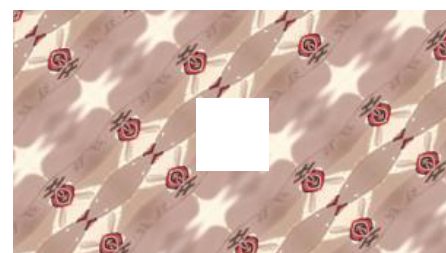
Sulla schiena troneggiano poi loghi celeberrimi accuratamente censurati da un asterisco. Alcune delle giacche sono invece capovolte nella loro struttura, perché costruite al rovescio servendosi anche di un effetto patchwork. **Pezzo forte il parka verde militare**, anche proposto in pelle nera, che presenta un cappuccio totalmente integrato al capo senza nessuna soluzione di continuità. Infine la maglieria sdrucita e incompleta attira l'attenzione con colli alti che, semi-strappati, sono portati come cappucci ed è abbinata a jeans a vita alta e biker boots affusolati.

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Sagittaire A Opts to show Fall 2018 Collection as a Fashion Film

Newly launched Parisian brand SAGITTAIRE A has a fresh idea to offer fashion. In a season where one's experience of clothing design has become a newsworthy buzz through fashion week's runway shows and presentations, we are introduced to a perspective towards clothing that captivates attention unlike anything done before. Rather than present on the runway calendar the brand released a fashion film. The affect of SAGITTAIRE A's approach to fashion design and brand marketing leaves us desiring more from fashion.

Haunting photographic images of distorted faces and infant twins identical to Stephan King's 'The Shining' appear as graphics on the back crest of jackets and the chests of t-shirts, models cum actors styled in beige and olive overcoats hunchbacked over their heads. The brand invested in the presentation of design as a tool to engage a fashion audience comfortable with a calendar of runway shows and

presentations, generally entertained by little. Even such a preface suffices the description of the work. SAGITTAIRE A presents their first collection titled Samphrenia, a play on words between Schizophrenia and Sample, referring to the state of mind that brought the team to create the samples in the collection. The fashion film sets in a psychiatric hospital inspired by Milos Forman's 1975 film 'One Flew Over the Cuckoo's Nest,' where sleep deprived models – "woken in the middle of the night in order to obtain a face expression which translates an eagerness for freedom." In a barren hospital setting, their nocturnal tenacity complements with harsh fashion statements. And the film's protagonist, Marat wheels around in a wheelchair absorbing the orchestration of models aimlessly wandering for freedom.

Set for a show, the stage was suggestively set for guests, who never attended. With much excitement over the unisex pipelined boxy blazers and overcoats, a natural response of any fashion addict, the approach to releasing a new collection was less about the clothes and more about the story behind the design hand. Through the film SAGITTAIRE A presents it's brand identity, mission and point of view. That is, the exploration for a natural sense of expression, through fashion. This fashion film released it freely!



Sagittaire A Fall 2018: Paris Fashion Week

By **FWO** - March 6, 2018

FWO

Sagittaire A Paris Fashion Week FW18

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Sagittaire A: Paris FW18

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INTERVIEW: SAGITTAIRE A DEBUTS IN PARIS WITH FASHION FILM "SAMPHRENIA"

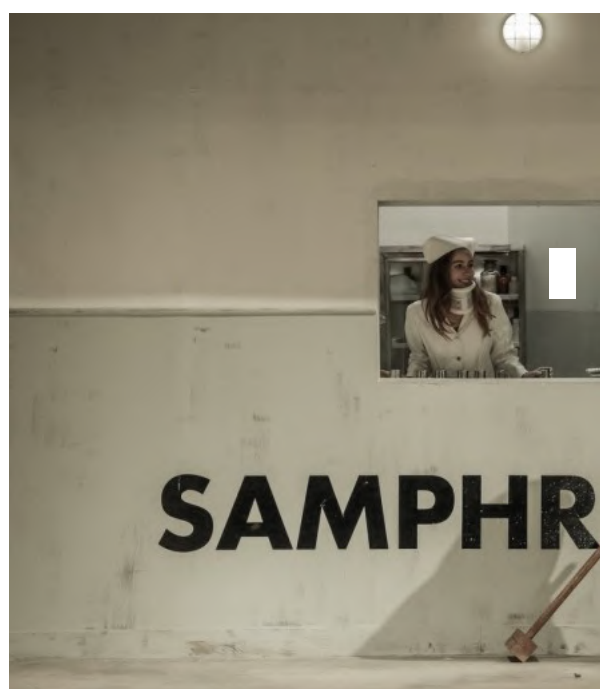
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Sagittaire A is a place deep within the Milky Way that emits radio waves, possibly the location of a black hole, and its perplexing, almost esoteric nature makes it a befitting name for the logo-less brand that debuted Paris Fashion Week this year with a short fashion film— the designers to remain unnamed. The brand's team is "based in China, rooted in France," and hail from non-fashion backgrounds, according to Sagittaire A's Paris spokesperson Rafael Jimenez. The brand's website is soon to launch, and on **Instagram** (https://www.instagram.com/sagittaire_a/), their logo appears to simply be in Times New Roman all-caps, as if undecided. Instead of the garments bearing any brand emblem, familiar logos like that of Marlboro and Mastercard were adapted for the clothes. These decisions are rooted in the attitude that consumers won't remember a brand's logo at such an early stage in its lifecycle. "So why have a logo?" remarked Jimenez. The brand proffers unfamiliar standards such as this after a long-term observance and meditation on the fashion industry from the outside.

"Samphrenia," the brand's fashion short was released in lieu of a traditional fashion show, and was based off of the Oscar-winning Milos Forman film *One Flew Over the Cuckoo's Nest*, starring Jack Nicholson. The film plays almost like a cinematic recording of a fashion show with the seats placed in the set, a mental institute, left completely vacant. Models were fitted with thick, creased leather boots with exposed zippers climbing the heel. They walked through the film with an unconcerned demeanor, slightly disheveled but at ease, sometimes smoking a cigarette or eating an apple. The collection's boxy blazers and coats feature contrast stitching, asymmetric and distressed details, and deconstructed elements— vestigial third-sleeves fall down the coat backs of some looks— most reminiscent of Margiela, as are the white-gowned "patients" displayed going about their day in the institute.

Only second to the product, the artistry behind each step in the design and production process is the essence of Sagittaire A. They hope to establish the brand without allowing marketing efforts or branding to distract from the fashion nor the artistry behind



it. TWELV spoke with Jimenez to discuss the mystique; the independent, artisanal nature; and the curious story behind Sagittaire A's carefully considered inception.

Watch "Samphrenia" and read the excerpts below:



The brand is described as being the result of a “long-term reflection on the fashion industry.” Can you tell me more?

The founders have been observing with a lot of curiosity how the fashion industry works, and how the system works— notions about quality, seasons, distribution, gender, status. They know from an insider, from the fashion circles of production, of high-end luxury labels. The founders are young people between ages 30-33 and self-trained in fashion. One studied business, one studied law, but they had been watching how collections were shown, and discounted immediately, and how the value of the artwork and the intellectual property were thought about.

They are obviously very influenced Margiela and by the Japanese movement, Yohji Yamamoto, Comme des Garçons. They are in the school of philosophy of the people who like to put the spotlight on the product, on the creative side, and on the artistic side, as opposed to the more marketing-driven side.

The team seems to have a sense of secrecy.

For the moment, they would like to be considered as a collective that is based in China, rooted in France, who exchange information with different like-minded people in the world. They don't like to put the focus on who is behind it, just that the artistry that is behind all the processes of creation is real, and is made for the brand, by the brand.

Is there a story behind the name?

Some of the members believe in a sort of mysticism and were really attracted by the idea of Sagittaire A, which is a place in the cosmos where certain radio waves are born, and it is believed that there are theories with the origin of the universe.

What was the starting point for the first collection?

The team does have a head of design. He's a self-

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