

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.