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Studio Sober presents 'A during Quest' Spring / Summer 2011 Collection



Studio Sober presents 'A during Quest' Summer '11 Collection. Photos by Mathieu van Ek. CLICK IMAGES TO ENLARGE

This collection by Sober draws its inspiration from the borderlines of the city, and the people who move along these borders, constantly seeking out limits. These people are the ones with true influence in any metropolis, the people that traverse the rooftops. They challenge the harsh elements of Northern Europe in order to map out new adventures along the street tiles. They decide on the growth of the city and control who will be able to access it and who will be shunned. They are protectors of the city, a kind of angels. Their quests don't end in big crosses that mark the location of some old treasure instead they are always examining new kinds of gems. When the unpredictable seasons nevertheless summon up a stint of mildness, these people can be found silently enjoying themselves in the peripheries. Always keeping an eye on what's changing, always watching over the people that they feel responsible for. They avoid intervening directly and whenever possible will opt for stimulating the public in certain directions. They leave control in the hands of more public characters, while remaining the ones with true influence. Not like a 'New Future' but more of a subdued future.

Sharpness, a certain edge, is obtained through lines and cut, while subtle colours are gentle on the eye.

They're not noisy and don't try to stick out by being the loudest, and are in fact just one of all those other people. We don't notice them all that often, but they are the true leaders in any group. Most of them don't even know each other, and hardly even realize the fact that they are some kind of guardians. They mainly concern themselves with their own calling and whatever they feel is required of them. Whatever they feel will add something substantial to the present. This collection is particularly suited for those with that sense of responsibility, that constant tendency to influence and guide the dynamics of city life. While it lends itself for slyly sinking into the background and watching the scenes from afar, this does not constitute any kind of limitation. For those moments when stepping into the foreground is necessitated, Sober will ensure that one's authority is as effective in the spotlight as when it functions on the peripheries.

Douglas Fridlund

DESIGNER: Sober, Amsterdam, The Netherlands, www.studiosober.nl. COLLECTION: SS11. CREDITS: model: Chantal (freshmm.com), make-up: Maaïke Woertink, jewellery: BonBon Boutique, mhl, shoes: Retro & Chic 1953.

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