

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." *Coco Chanel*

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21 July 2011

### Sobering Up

>> Bear with me as I go through this confuzzling period of talking mostly about A/W 11-12 collection but also bringing S/S 12 into the fold as some of the international fashion weeks (Stockholm, Copenhagen, Amsterdam etc) are unfolding. **Sober Studio** is a fairly new label based in Amsterdam that has just presented its S/S 12 collection, its third overall. It makes no bones about its name which draws attention to its Dutch origins and a Calvinistic spirit. I can see alarm bells ringing off. No, this isn't attire for church-going, all wrapped up in sobriety.

Cleanliness is next to godliness and in the case of this collection, the collection is about as dean as they come. Lines blocking off colours in shirts and jackets and a general treatment of separates that means there are no frills or excess to be found. Where Sober slightly contradicted with its namesake was to look to a 1950s ice cream parlour for inspiration for the colour palette. I welcome that with open arms of course as an outfit resembling a neopolitan ice cream sandwich will always be requisite in any summer no matter what hot trends are floating around. Especially when you have a background of beach huts to accompany you. Sober may have unravelled their philosophy somewhat with these ice cream shades but the effect is still a calm of oasis and fulfils its brand mission to be functional as well as representing quality and style.

They throw out buzz words in their **brand statement** such as "modern luxury" and "timeless" and "refinement" - the go to adjectives for making us nod our heads in approval. I think having a "clear concept, good quality and an attractive price" is a more attractive proposition and there's no denying there is a direct comparison to be made to another brand COS, which also fits that description. With no e-store yet and only a few stockists in the Netherlands, I haven't quite pin pointed where Sober sits at price-wise. There's a lot to be said about trying to get as much bang for your buck out of mid-range priced pieces so I'm ready to be Sober-ed up anytime.

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[A Google map that lists my fave shopping spots in London... by no means comprehensive...just putting that out there!](#)

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As I post so frequently, the archive is organised by week but this blog has been up and running since March 2006 so if you want to read from the ye olde beginning, just keep going back through the weeks or alternatively, go through the archives via Category.

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tee-hee



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Sizes

disclaimer

The photos do not belong to myself (except the ones I took.) All photos are only used for commenting reasons and no photos are used for commercial reasons unless specified.

Illustration in header by [Aurore de la Morinerie](#), painted in San Francisco, October 2008.

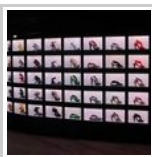






**\*\*EDIT\*\*** The prices range between EUR120 and EUR430 - alright a little bit above COS-ish. More in line with Acne pricing. The proof is in the touching though for quality so hopefully I'll be able to check it out in person soon.

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He She Him Her

[?]

Posted by [susie\\_bubble](#) on 21 July 2011 | [Permalink](#)

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LOVE the heels!!  
XD Charlotte  
[www.thefashionguitar.com](http://www.thefashionguitar.com)

Posted by: [thefashionguitar](#) | 21 July 2011 at 11:21



nice collection!! love the shirt-dress on the 7th pic ;D  
Couture Street: Model MONIKA < JAC > JAGACIAK  
<http://magmoiselle.fr>

Posted by: [s](#) | 21 July 2011 at 11:37



Hmm, this is indeed pretty much the same as COS. Can they beat COS's prices?

Posted by: [kim](#) | 21 July 2011 at 12:11



This models legs are amazing! I love the new collection - but i must agree - is similar to COS.

Posted by: [Cerruti Watches](#) | 21 July 2011 at 12:45



so inspired by this! ur blog contents are so more than amazing susie!!!!

Posted by: [naehee chung](#) | 21 July 2011 at 12:49



loving the first shirt + the first white blazer. yum. maximum.  
january, x  
[jessicajane.com](http://jessicajane.com)

Posted by: [january](#) | 21 July 2011 at 13:46



You're completely right about this being as clean as it comes. The lines to this collection are perfect. Definitely going to check them out.

<http://fotwb.blogspot.com/>

Posted by: [Alisha Ross](#) | 21 July 2011 at 13:47



Great collection, the blouses look great tucked into trousers.

<http://www.TheFashionDrugg.blogspot.com/>

Posted by: [Taylor Lewis](#) | 21 July 2011 at 13:57



the styling is very nice and I love the clean lines. plus I want those sunglasses!! xx

<http://elswears.blogspot.com/>

Posted by: [els](#) | 21 July 2011 at 14:00



The sunglasses are cool! xo

<http://famekills.blogspot.com>

Posted by: [Rachel](#) | 21 July 2011 at 14:09



I love this collection. You are so right - The classic cuts against the feminine ice cream colours are the perfect combination for a Spring/Summer collection.

I think the word "modern luxury", that you mentioned in was used in their mission statement, sums this brand up perfectly.

Steph

Posted by: [Steph IL2L](#) | 21 July 2011 at 14:31



I love the pastel color on this collection :)

Posted by: [Olive](#) | 21 July 2011 at 14:58



Beautiful color tones <3<3

[www.xforxiu.blogspot.com](http://www.xforxiu.blogspot.com)  
[www.xiuboutique.com](http://www.xiuboutique.com)

Posted by: [Truc Tran](#) | 21 July 2011 at 16:05



Great Clothes...shame the model looks like death though!

Posted by: [laura](#) | 21 July 2011 at 17:53



I like what I see, simple and clean lines, classic & elegant.  
Ciao Daniela  
[www.stylebydaniela.com](http://www.stylebydaniela.com)

Don't miss my summer giveaway - win a sports bag from Tommy Hilfiger.

Posted by: [Daniela](#) | 21 July 2011 at 18:54



dont think these pictures will be sufficient to convince. the same colours all ver including the dutch orange

Posted by: [saigon](#) | 21 July 2011 at 21:38



you have so many funny pictures that I love!!

<http://www.ohmydior.org/>

Posted by: [oh.my.dior](#) | 21 July 2011 at 21:59

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