



CAROLA EULER

ANALOGUE
AUTUMN/WINTER 2007

PRESS RELEASE

Welcome to Carola Euler's singular, powerful vision. A world of sharp angles, lean lines and a complexity of detail that demands not just a second look, but a third and fourth. For Euler's second show as part of the MAN initiative, the Central St Martins MA graduate continues the coolly clean aesthetic that defined her debut show, adding a formal eveningwear influence to her signature style.

Inspired by the idea of how people in the past imagined futuristic dressing, she has developed a modern look with a Pierre Cardin/Paco Rabanne ideology. Analogue goes digital. The result is an abundance of discreet detailing and a play on textures, with pin-tucked bib fronted shirts coming in contrasting monochrome to give the impression of body armour and panelling, shoulders with jutting angles in the manner of a robot and goggle-like plastic Ray-Ban shades. What follows is a production line procession of ashen faced machine men. Cool but ironic.

Her autumn/winter 2007 collection is a work of contradictions and contrasts: matte and shine, clean but textured, a relaxed and louche yet elegant air. Euler toys with proportions as she combines a lean leg with elongated shapes and neat sweatshirts. Jumpers come in intricately woven black and white, which gives the appearance of a TV screen's white noise applied to fabric. An oversized cardigan is draped with a myriad of shoelaces and the cold, hard solid slabs of monochrome are given a sharp shock of colour in the form of crimson and berry. The Carola Euler man arrived last season...now he's making his presence felt.

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