

CAROLA EULER

APRES SKI

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PRESS RELEASE

Power, elan and relaxed attitude to spending: he's a man with means as he breezes in from a day on the pistes of St Moritz and Gstaad, he opens his ample cedar wardrobe and selects a suitably soignee piece of clothing for his nights haunting champagne dens and laissez faire lounging by cabin fires. He's a formidable figure: commanding and deliciously arrogant. He doesn't need to show he has money. He knows he has it and he knows what to do with it. The result? A modern, slick interpretation of wealth, of masculinity, of sportsmanship, virility and being boy-at-heart through the exacting lense of one of today's most innovative menswear designers.

This season, the Carola Euler man has grown up and taken flight the glamorous ski runs of Europe in a collection that marries a sense of ironic decadence with her trademark ease, sophistication and elegance. Looking to our culture of obvious wealth, Euler sprinkles superfluous details on shirt fronts, cuffs and ties, which come padded or laced with a zip: the ultimate mark of having something you don't need. Ski uniform inspires the sporty thread that runs through the collection in the form of ski pole loops that come attached to a slender sleeve, or the shiny poppers that fasten shirts. Hidden depths are to be found in the inky blue trenchcoat that comes with a belted jersey lining and detachable additional yokes, or the knit fake jeans jacket with its snug fleece lining. Euler also challenges herself to embrace fabrics other designers shy from, the result being a sleek corduroy suit in metallic grey.

An alpine palette of pewter, slate grey, silver, glacial blue and crisp ice white takes its cue from the fresh, powdery aesthetic of a snowy, sub zero ski resort, acting as the perfect accompaniment to Euler's super-sharp, striking, singular vision - with a smirk as always.

STEPHEN DOIG