

CAROLA EULER

Luxury

SPRING/SUMMER 2008
PRESS RELEASE

Boyish but sophisticated. Obvious yet discreet. Fresh yet formal:

Carola Euler's *Luxury* collection is a work of contrasts. Taking casual sportswear, white hip hop attire and consumerist culture as her starting points, she spars sartorial contradictions against one another and blends them as one.

Her trademark laser eye for detail defines itself in the cut-out on a shirt with a pleated underlay and the push-buttoned dress shirt cuff on a sleeve, but is combined with this season's take on a new money, white trash interpretation on how to dress up.

'I was inspired by the idea of what a 16-year-old boy would buy if he suddenly came into lots of money,' says Euler. 'That kind of naive approach to luxury dressing.'

This manifests itself in pristine, crisp ice white shirts combined with black combat shorts festooned in pockets, suits with nylon shorts and slick silhouettes worn with sporty sneakers, all with a flash of gold jewellery.

New smart and new sport, a new vision of masculine attire.

STEPHEN DOIG