

CAROLA EULER

SPRING/SUMMER 2007
WITHOUT A RIDE

PRESS RELEASE

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“It’s for the man who appreciates detail and sophistication, but who is effortless and casual. It’s for the man who is self assured,” says 28-year-old Carola Euler of her debut collection Without a Ride.

Her designs are everything that modern menswear is not: discreet, underplayed, intelligent and witty. For Spring/Summer 2007 Euler pays homage to American basics: the uniformity of Gap-heavy college-boy wardrobes, the functionality of a Midwest cowboy’s work wear and the voluminous, baggy shapes of hip-hop attire. Basics are then subtly manipulated into beautifully proportioned men’s separates with detailing that warrants a second look. “It’s about taking the completely ordinary and adding my own accent to it,” she says.

Adhering to a pared-down palette of white, black, grey marl, sky blue and beige, Euler challenges the icons of the American man’s wardrobe. The holy grail of American attire, the classic white T-shirt, is elongated to thigh length, with reworked pocket details, so that the pocket cuts into the sleeve. A nylon sports zip up is worn with a slickly tailored suit jacket, while business shirts and chinos are exaggerated in proportion. Using jersey, wools, denims and shirting, Euler’s lightweight layering lends a wintry touch to these casual summer pieces.

Which is not to say, this deceptively simple collection entirely covers the body. Flip flops are given rubber thongs that stretch like braces over the foot. Trench coats are worn with shorts and thigh-length T-shirts are worn with nothing underneath, giving a flash of bare flesh and hinting at sexual perversion. Add Ray-Ban Wayfarers and a filthy smirk... What could be sexier?

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