

A R E A

PRE-FALL 2023

A recurring symbol within the AREA universe is the butterfly. This season interpreted through a more graphic and abstract lens, the motif is rendered through bold psychedelic prints and color-blocked intarsia. Continuing ideas of decay from our Spring Summer '23 collection, we started exploring night butterflies and moth holes and translating this beautifully through fabric development. We crafted hand-beaded distressed crystal moth holes and applied this to sartorial classics like prince of Wales suiting and iconic denim.

GRAPHIC 2D BUTTERFLIES

This season we started by drawing and cutting layers of contrasting fabrics into graphic butterflies seen throughout the collection as exaggerated lapels on jackets, eveningwear, and dramatic hand-crafted felt wool caps. The concept is also realized as metal harness created by different layers of butterfly shapes and incorporating signature AREA crystal.

INTARSIA CUTOUT BUTTERFLIES

We experimented with provocative butterfly shape cutouts to craft harness tops, mini shorts and oversized fluttering butterfly hoodie of painted-edge leather and Japanese raw denim. From there, the idea was translated into color-blocked jersey dresses that evoke 70's motocross finished with jumbo crystal gems.

PAINTED BUTTERFLIES

For print and embroidery this season, we leaned into psychedelic 70's by painting abstract butterflies in pink and purple hues, accented with splashes of black and white and floating on a green background. This print is seen on shiny spandex and denim separates perfect for day. From there, these psychedelic butterflies are rendered through embroidery using thousands multicolor crystal and bugle beads crafted into sparkling trims, evening tops and dresses.

EMBROIDERED MOTH HOLES

Through looking at butterflies, we thought of moths and the concept of distressing wardrobe staples such as denim and suiting, but with an AREA twist. We started by creating distressed moth holes that are embroidered with circles of bugle beads and crystals giving a precious feel to something worn and distressed.

LOOKBOOK

AREA Creative Director: Piotrek Panszczyk

Photography: Roe Ethridge

Stylist: Katie Burnett

Hair: Tamas Tuzes

Makeup: Janessa Pare

Manicure: Yukie Miyakawa

Production: T Creative

ABOUT AREA

Founded in 2014 by designers Beckett Fogg and Piotrek Panszczyk in downtown New York City, AREA is a fashion and accessories design studio specializing in quality craftsmanship, textile development, and innovative embellishment. Since its launch, AREA has garnered a cult following with their modern and timeless take on beauty and glamour.

Beckett is originally from Lexington, Kentucky, and Piotrek was born in Poland and raised in Holland. After experience at Calvin Klein Collection and Chloé, respectively, they met at Parsons while pursuing their Masters in Fashion Design and Society. The designers meld their uniquely diverse backgrounds to explore history, aspiration, and conceptualized ideas of glamour through AREA.

Exploring perceptions of femininity and beauty are an ongoing reference for AREA; the ways in which these ideals evolve and change across time and cultures is a driving inspirational force for the brand. Through examining and challenging the evolution of beauty ideals, AREA celebrates duality and togetherness.

AREA's signature style is multi-faceted; witty, inherently glamorous, playfully decadent and injected with a pop energy. The brand shares its name and spirit with the iconic 80s Manhattan nightclub, known for its fusion of art and performance in conceptually themed nights attracting an eclectic mix of uptown and downtown scenes along with international celebrities.

Currently stocked at leading retailers around the globe, AREA has grown beyond its Downtown roots, spreading its ethos of inclusiveness and irreverent glamour around the globe.