

ROCHAS

PARIS

AUTOMNE-HIVER 2024

“The Eye Has To Travel”

The ROCHAS Autumn Winter 2024-25 collection designed by Alessandro Vigilante symbolizes a prestigious return to the heart of Paris. Presented inside the Hôtel d'Evreux on the Place Vendôme, a salon draped in hibiscus pink sets the scene for a poignant homage to feminine panache. Plunging into Marcel Rochas' artistic milieu and the heyday of 1930s Europe, Vigilante revives an essential ROCHAS spirit. “Elegance, simplicity and youth” were the cornerstones of his vision, ushered into the present as a sensual fantasy for modern times.

Entitled *Fairytales For Adults*, a 1939 photograph by the Italian polymath Carlo Mollino sets the tone. In it, a model emerges from her wardrobe in a *soigné* satin gown with glimpses of curious *objets d'art* at her back. Embodying Diana Vreeland's mythic quote, a portrait of women unfolds: her myriad desires and dreams made material in clothes that thread together powerful notions of beauty. From *trousseau* to boudoir and travelling case, each piece in the collection is an exercise in both silhouette and soul, where jewel tones and precious textures mingle with softly draped cocoon volumes, hourglass tailoring and the insouciant allure of the *négligée*. In shades of goldfinch yellow and margarita, ice blue, emerald, orangeade and champagne, a story of shimmering velvet, scalloped Art Deco lace and quilted satin envelopes the body in flowering curves. Shot through with metallics, dry tweeds and matte satin appear alongside opalescent surfaces that evoke a shimmering softness, whilst pointed kitten heels adorned with crystal bows, 3D hydrangeas and festoons of silver ribbons stir an unrivaled sense of the theatrical.