



PRESS RELEASE

BY GROTH

BY GROTH PRESENTS AW10 COLLECTION:

REINTERPRETING TRENDS

*Three different themes provide the framework for the fall and winter collection 2010 from the fashion house **BY GROTH**. The elegant Parisienne of the forties, the rock chick of the eighties and the fin de siècle casual artist persona meet each other and create new fashion statements in a collection which is about having the courage to be traditional – and at the same time, the courage to reinvent oneself.*

Three decades of diva icons. Three interpretations of the feminine. Three seminal fashion eras. In the **BY GROTH** AW10 collection, trends and tendencies of previous decades are combined in three selected themes that all reinterpret well known couture - thus creating trends of the future.

“Entering a new decade has inspired us to look to the future as well as the past in this collection which also reflects the history of **BY GROTH**,” says Mette Groth, founder of **BY GROTH**, and Head of Design. “We have existed for almost 15 years and are today known as a brand which is loyal to its basic values. Even though we want to stay true to our strong and unique roots, it is important for us to challenge ourselves – and the women who wear our clothes – with new directions that will bring **BY GROTH** into the 2010’s. It was these thoughts that shaped the new collection.”

The AW10 collection consists of three series that will be launched in July, August and September:

Artistic Mood

This is the most contemporary series of the collection: Artistically casual, dreamy and based on contrasts in cut, colour and choice of materials. Well known single components are put together in new ways to form innovative and surreal looks. Graphic lines





are combined with hand made prints, and the materials and basic colours of nature are used in new ways to create different artistic expressions. The signature piece is a leather vest that characterises the complexity of the series with its rhizomatic network of small squares.

Film Noir

The cinematic diva of the forties comes to life in this series that indulges in the cool elegance of the Parisian Femme Fatale whilst also pointing towards futuristic tendencies. The pencil skirt and the Chanel jacket are back; this time combined with asymmetric shoulders and reinterpreted prints. The lady like style is stressed by the deliciously soft materials – from stretch silk and semi-transparent silk to thick wool, fluffy knit wear and tweed, for instance used in the cape and tailored maid coat.

Diva Glam

Power, party and sequins. Two eras become one when the glamorous rock chick of the eighties makes her entrance in a dramatic explosion of Balmain-inspired couture with strong references to the decadence and sense of elegance of the forties. The strongest features of the two decades are combined here: Spangles designed as a traditional tie and reverse, classic tailor art used in an eighties-inspired trouser suit as well as a gabardines blazer outfit. Drapings and metal print in dresses and tops create a voluminous look à la Alexis Carrington, contrasted by the tight lines of the cigarette pants, thereby creating a whole new look.

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