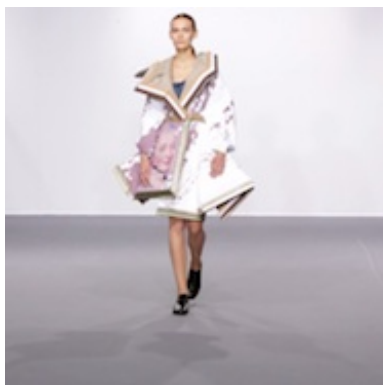


INTERNET

Viktor & Rolf explores relationship between fashion, art in video

July 16, 2015



One Look: The Framework depicts the Viktor & Rolf couture show

By KAYSORIN

Dutch fashion house Viktor & Rolf is exploring the similarities and differences between fashion and art in a new video produced by Refinery29 and Visionaire.

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Luxury Daily

In "One Look: The Framework" Refinery29 delves into the Viktor & Rolf Haute Couture fall/winter 2015 runway show, examining how the carefully created pieces are essentially works of art. The relationship between fashion and art has been questioned for centuries as the two worlds are inextricably linked, but this video works to shed new light on the age-old discussion.

"Fashion as an artform is always going to be limited," said Connie Wang, fashion features director at [Refinery29](#), New York, "because of its functionality (if you can't wear it in a practical way, do clothes still constitute as clothes?)

"The medium is always a push and pull between commercialism and fantasy, and the ability of a designer to be able to achieve both — fashion as something that aids the body and person to live a mobile, active, fulfilling life, and fashion as something that echoes society and evokes emotions — is the best kind of designer."

Fashion's frame

The video opens with shots of the studio and background music that is fast-paced and upbeat. As the machines in the workroom are used they begin to be incorporated into the music, with the steam of the iron and the sanding of wood playing into the beat.



The video shows behind-the-scenes footage of the designers at work

The designers Viktor Horsting and Rolf Snoeren begin discussing their upcoming couture show. The two men want to focus on the relationship between visual art and fashion and to create wearable art for the show.

In the studio, designers are carefully creating frames to be used in the couture pieces. Each frame is sanded and gilded to look like it would be hung in a museum.



Mr. Horsting and Mr. Snoeren discuss their vision

The video progresses to show models in the fitting room with the clothing being draped around them. The frames have been disassembled to hang around the models' bodies with fabric wrapped in between.

The models are seen climbing into the dresses, which ultimately merge fashion and art into one piece.

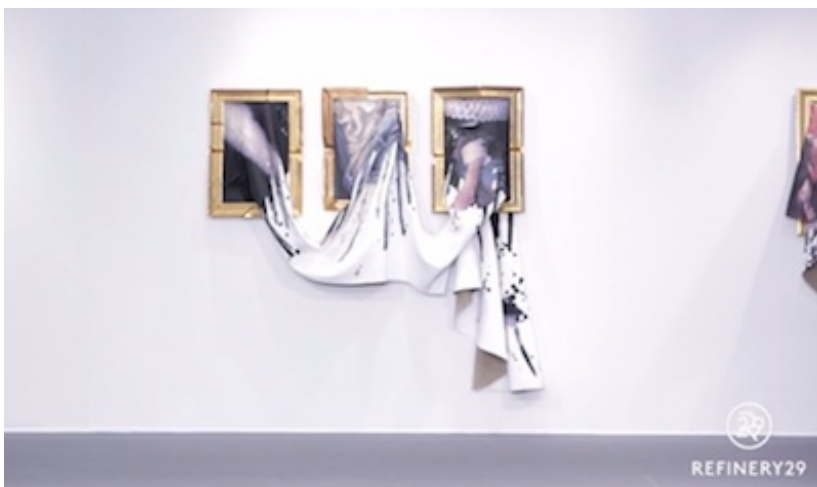
The final scene of the video is the fashion show. The models walk down a stark white runway reminiscent of a gallery while wearing the pieces.



The dresses are a combination between traditional art and fashion

After each model walks, Mr. Horsting and Mr. Snoeren help them climb out of the dresses. They then disassemble them and hang them onto the white wall, positioning them as works of art.

Ultimately, the Viktor & Rolf Haute Couture fall/winter 2015 collection explored the relationship between fashion and art as has never been done before. The show itself furthered the discussion, and the video produced by Refinery29 and Visionaire brings the viewer into the conversation.



At the end of the show the dresses were hung on the wall

Together forever

Many professionals in the luxury industry have debated the relationship between fashion and art in the past. According to a panel discussion May 13, 2014 at the FT Business of Luxury Summit, fashion and art can mutually benefit from the increasing convergence between the two sectors.

Fashion uses art as a way to elevate products, while artists use collaborations as a method of marketing to raise the awareness for their work. However, fashion labels should think beyond the name attached, since the creative process can also be rewarding ([see story](#)).

Fashion and art are also intimately connected with technology according to some experts

in the industry. Technology and art are natural partners of luxury brands, but these partnerships are most effective when the parties stay true to themselves, said an executive from Kering at The New York Times International Luxury Conference Dec. 2, 2014.

Technology should help rather than hinder craftsmanship, and art and fashion need to hold onto their individual visions as they enter into partnerships. Most importantly, luxury needs to hold onto its branding as it partners with other entities ([see story](#)).

Viktor & Rolf's new collection and Refinery29's video addressed this question head on.

"Fashion (as art) is different than most art forms for one important reason: it moves," Ms. Wang said. "When you can see it on the body, and moving with — or sometimes, unfortunately, impeding — the person wearing it, you get a better understanding of it.

"In particular, this Viktor & Rolf couture show was also a hybrid performance art piece. We could have written a thousand words on what it looked like and what it meant, but it couldn't have been better expressed than through a couple minutes of video."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

I thought on "Viktor & Rolf explores relationship between fashion, art in video"

1. [Deya Munoz](#) says:

[July 18, 2015 at 10:38 am](#)

great article, I love seeing more behind-the-scenes posts because I really have no idea what it takes to put something like this together. The picture with the dresses looks like the paintings are... melting or something.

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