Land army



excitement around the brand, Hawkings will need to find his own voice.

Backstage after his spring/summer show for MaxMara, its British creative director Ian Griffiths observed that all collections are, to some degree, "autobiographical" — in this case he took inspiration from his garden in Suffolk, as well as the Women's Land Army and Vita-Sackville West, who wrote a book about the women who worked the land during the second world war and was a famous gardener herself.

"There's a military feel in the air, but I didn't want to do anything that looked at all militaristic or aggressive," he said.

From this came a succession of jumpsuits, apron-front dresses and chore coats cut from humble cotton gabardine and drill, made to look as if they'd been thrown in the wash with a pot of dye by members of the Land Army, to personalise them.

Griffiths' shows may not thrill or introduce much in the way of new ideas. But they are good at underlining what

The word 'cerebral' is

Date: 2023-09-24 Words: 5

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