

UP NEXT **AGENCY**



Automne/Hiver 2020

B O T T E R

18 – 23 January 2020
127, Rue du Grand Prieuré, 75011 Paris

Rushemy Botter was born in Curaçao and grew up in Amsterdam, capital of The Netherlands. In 2013, he moved to Antwerp, Belgium to study Fashion at the iconic Royal Academy of Fine Arts. He got accepted and had the opportunity to take his creativity to the next level being mentored by Walter van Beirendonck and Dirk van Saene, two of the famous 'Antwerp Six'.

For his master collection 'Fish or Fight', Rushemy relaunched the brand together with his partner Lisi Herrebrugh. Lisi was born in Amsterdam and grew up between The Netherlands and the Dominican Republic, homeland of her mother. She studied at the Amsterdam Fashion Institute, where she graduated Cum Laude and learned the ropes working for Viktor & Rolf's Haute Couture collection.

The pair has garnered much industry buzz of late, recently winning the Première Vision Grand Prize at Hyères Festival and qualifying as finalists in this year's LVMH Prize.

Today, BOTTER is an elegant menswear label that looks back on the designers' Caribbean roots. There is a fine line between virility and femininity, Caribbean men are idle. The use of refined details and colorful fabrics make the designs have a poetic feel. The collections represent a look into a personal diary, their look and opinion onto the world are being expressed through their work.

In August 2018, the Puig Group owned Parisian label Nina Ricci has tapped the Dutch design duo as its new creative directors.





Casablanca[®]

18 – 25 January 2020

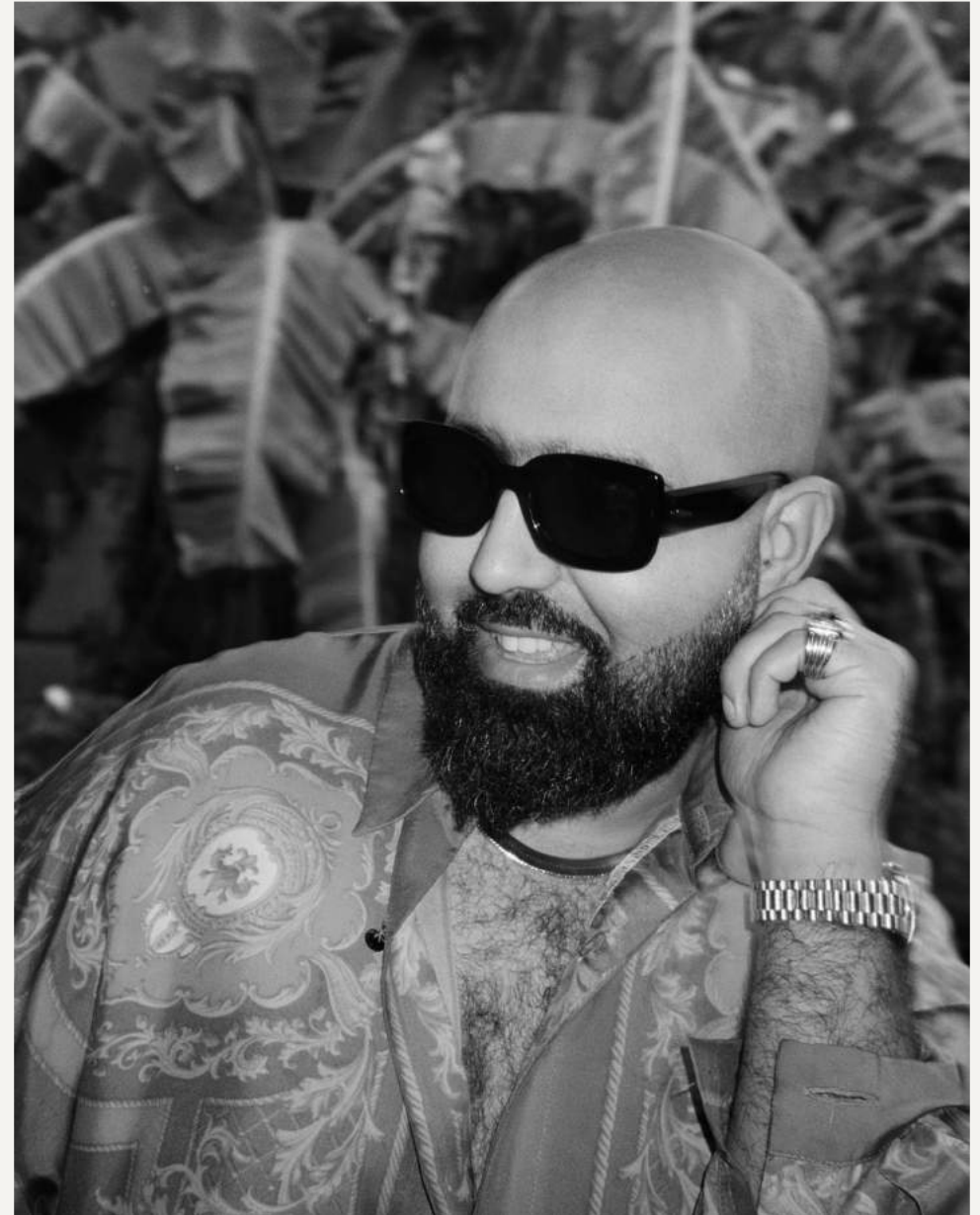
50, Rue du Faubourg Poissonnière, 75010 Paris

Casablanca comes to life in a palette that simultaneously evokes the clay courts of Stade Roland Garros and the sunbaked terracotta of North Africa; accented with fresh tennis whites and pops of pastel. Sportswear inspired silhouettes are refined but relaxed, and presented in crisp cotton and plush terrycloth.

Casablanca's aesthetic is a fusion between lux and leisurewear, a perfect equilibrium of comfort and elegance. Casablanca re-interprets timeless environments of a luxurious heritage hotel suite or a crisp glass of champagne at a private country club terrace sunset. By adding a vivacity of color keeps the brand youthful and easily inserted into a plethora of daily living.

Designed in Paris and made in Casablanca. Casablanca is a modern reimagining of the timeless après-sport aesthetic.

Applying Neapolitan tailoring techniques to tennis inspired statement pieces. Casablanca offers pieces for wearing when the days exertions are done, but the night has not yet begun. Those magical hours, marked by their sense of ease and heady anticipation, can be the most decadent part of the day. It's a combination that belies the rich dual heritage of Casablanca's French-Moroccan founder, Charaf Tajer.





DENISE REIN

18 – 23 January 2020
187, Rue Saint-Jacques, 75005 Paris

DENISE REIN is a brand created and curated by art studio UBER AND KOSHER.

Founders Martijn Vogelaers and Deborah Bloemen have been creatively active in the avant-garde segment of music and luxury fashion.

DENISE REIN is the materialization of the creative vision developed by working for numerous fashion houses and artists over the last two decades.

Created in Antwerp, projected into a larger world.





DEVÁ STATES

18 – 23 January 2020
187, Rue Saint-Jacques, 75005 Paris

Devá (देव)

The name is adopted from **Sanskrit**, one of the most ancient language in Indonesia, which translates to ; *the shining one, divine, or anything of excellence.*

Founded in Indonesia on December 2015 by Theo Kusuma and Mol Edrin, two friends with shared mutual interests in graphic and t-shirts.

We are inspired by a diverse range of references, issues and disciplines. Art movement from different times, philosophies and social phenomenons are recurring subjects of our works. A cornucopia of visual stimulants that we try to translate into graphic, colors and textures.

Devá States essentially is a reference to balance and the traditional Japanese philosophy of *wabi-sabi*, celebrating the beauty in imperfection.

DEVA

DEVÁ



DEVÁ

https://www.instagram.com/deva_states/

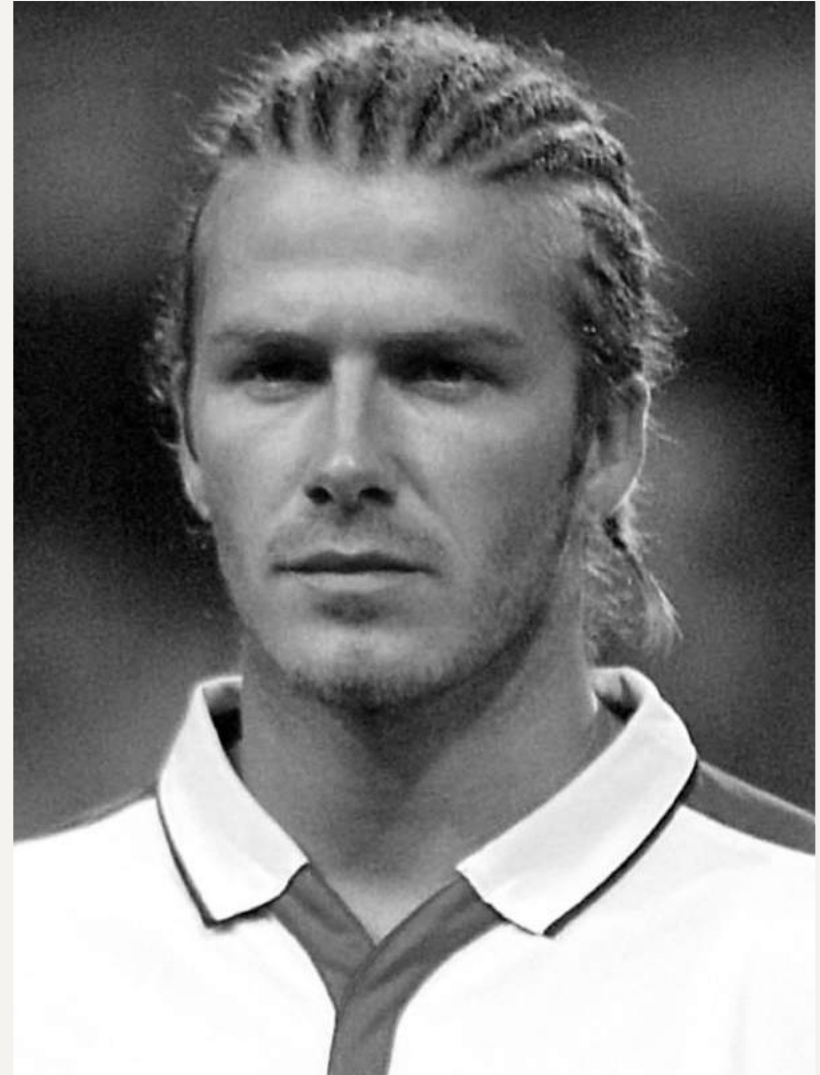
LACK OF GUIDANCE

18 – 23 January 2020
187, Rue Saint-Jacques, 75005 Paris

Raised in an environment that was dominated by football but with a growing interest in the fine arts it was easy to see the disconnect between these worlds.

Lack of Guidance is founded on maintaining the principles of football and combining it with fashion and thought provoking design.

By taking a different approach to football apparel we are filling the void and creating accessible football influenced clothing.





LIAM HODGES

18 – 23 January 2020
187, Rue Saint-Jacques, 75005 Paris

British born, London based, Liam Hodges has an interest in 'an expressive, polysyllabic masculinity'. His brand has been labelled a luxury brand for the mad and bad ones who are desirous of everything and those who foresake conformity everyday not just at the weekend.

Signature Liam Hodges means wide silhouettes, patch-working, hard wearing workwear and sportswear; influences drawn from modern male subcultures, English paganism, Hip-Hop, skatewear, UK streetwear and Post-Punk.

Liam graduated from London's Royal College of Art in 2013 after studying menswear under the tutorage of stylist Simon Foxton. In 2014 Liam debuted a collection for Fashion East before gaining catwalk sponsorship under the prestigious Topman backed MAN for three seasons. For AW19, we will see Liam's show again, with the support of NEWGEN.





MRDR BRVDO

18 – 22 January 2020
Address to be confirmed

In six notable years, contemporary creator Everard Best has designed and consulted for several esteemed brands including Off-White™, New Balance, Neiman Marcus, Puma, Alice + Olivia, Levi's, and Mr. Porter.

After launching Lease on Life Society, which gained major exposure and an enormous social media presence, Best used this platform to transition to his namesake brand, EV BRAVADO.

Founded in 2016, this rapidly expanding brand hones in on carefully crafted pieces, expert garment distressing, multi-phase hand-dying, and meticulous attention to detail. These key factors set EV BRAVADO apart in a saturated menswear market. As EV BRAVADO continues to grow exponentially, its in-house team retains the same grounded outlook and mission statement of instilling faith, culture, and a handmade touch into each garment created.

This season, Ev Best embarks on a new venture, debuting the first full-scale collection under the name "WHO DECIDES WAR by MRDR BRVDO", to set the clothes apart from the namesake and allow the garments to breathe on their own.





SWEETLIMEJUICE

18 – 23 January 2020
187, Rue Saint-Jacques, 75005 Paris

To quench the thirst for an unconstrained identity. SweetLimeJuice is a contemporary jewelry atelier based in East London. All pieces are made by hand in-house using certified 925 sterling, mainly from recycled sources, with silversmith craftsmanship.

Simpson Ma, the designer behind the brand, is a Hong Kong-born British who graduated from Fashion Jewelry at the University of the Arts London and won the Swarovski Innovator Competition 2017.





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