



**ASTRID ANDERSEN**

**SPRING/SUMMER 2013**

Astrid Andersen returns for her second season on the MAN catwalk for Spring/Summer 2013. Combining her unique urban aesthetic with spirituality and religion she turns perceived notions of sports-technical design and contemporary streetwear on their head. Taking the experience of loss and the religious intimacy of grief, Astrid Andersen examines their effects on the soul and the road to solace, applying this to her muse - the athletic male. These men battle with mind, body and soul to achieve the unachievable, pursuing an almost enlightened level of being in that moment as they push themselves toward the extremes of what it means to be human. They find ecstasy, brotherhood and direction in the gym, replacing those qualities traditionally associated with the church and religion in the ultimate expression of Your Body is a Temple.

Spring/Summer 2013 touches on the sensitive and thoughtful side of the Astrid Andersen man presenting a softer more genteel perspective on the bold heroic silhouettes of past seasons. Andersen's signature high performance technical fabrics return alongside delicate transparent silk organza, hinting subtly at the multiplicity of men and introducing a dynamic new perspective on men's sportswear. This season's palette is inspired by traditional church windows ranging from pale yellow, verdigris green, deep Bordeaux and shades of black, arranged in mosaic alongside a stained glass inspired print.

#### **Notes to Editors**

Astrid Andersen graduated from The Royal College of Art in 2010 and went on to win the Brioni Creativity and Innovation Award and the River Island MA Student Bursary Award designing 3 looks for the high street retailer. Her graduate collection was styled by Simon Foxton reaffirming the brilliance with which her work has been received. Taking part in the Fashion East Menswear Installations for AW11, she was awarded a place in the prestigious MAN showcase for AW12, and now for SS13. With support coming from across the industry and the international markets taking notice, Astrid Andersen remains an emerging talent with exceptional prospects and has become the go to name for luxury street and sportswear.

**[www.astridandersen.com](http://www.astridandersen.com)**

#### **For sales appointments:**

The Fashion East Menswear Installations  
3 Carlton Gardens, SW1Y 5AA  
Saturday 16<sup>th</sup> June 12.30-4.30pm  
Sunday 17<sup>th</sup> June 12-6pm

The LONDON show ROOMS MEN Paris  
Le Loft, off Rue Saint Antoine 28 Impasse Guéménée  
3 cour Bérard, 75004 Paris (4eme)  
Saturday 30<sup>th</sup> June – Tuesday 3<sup>rd</sup> July

#### **For press enquiries please contact:**

**Ella Dror** | [ella@elladorpr.com](mailto:ella@elladorpr.com)  
T: 07931 905 810

**Ashley Smith** | [ash@elladorpr.com](mailto:ash@elladorpr.com)  
T: 07899944140

**@ Ella Dror PR, 14 South Molton Street, Mayfair, London, W1K 5QP | [www.elladorpr.com](http://www.elladorpr.com)**