

VIKTOR&ROLF

MARIAGE

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Mariage Spring/Summer 2020 is an exploration of spectacular beauty characterised by the mingling of signature masculine and feminine elements. The curated offering of dramatic ball gowns, elegant columns, flirty minis and tailored creations present Viktor&Rolf's singular approach to bridalwear, where the garments are reinterpreted into statement pieces with a surreal Viktor&Rolf twist.

This season offers an elaborate selection of feminine silhouettes adorned with bold stud and crystal embroideries, sculpturally draped constructions, and an abundance of intricate broderie anglaise flowers cascading down the gowns. Signature sculptural creations are infused with feminine and masculine motifs and an evolution of Viktor&Rolf's signature tulle ruffle artworks. New fabrics such as lurex jersey, shiny mikado and tulle are introduced that bring a lightness to the entire Mariage collection.

The emphasis is placed on the décolleté detailing, featuring bejeweled illusion necklines with elegant and sheer ruffle layering, off-the-shoulder necklines that wrap around the back, scallop shaped collars and sculptural draped sweethearts. This season explores tulle ruffle techniques and outstanding sculptural draped roses.

The highlight of the season is the introduction of separates into the collection, presenting the outspoken Viktor&Rolf take on the bridal suit.

The collection is produced in partnership with Justin Alexander, an international bridalwear designer and manufacturer.

About Justin Alexander:

Justin Alexander is an award-winning designer and manufacturer of mid to high-end wedding dresses under five collection labels: Justin Alexander, Justin Alexander Signature, Lillian West, Sincerity Bridal, and Sweetheart Gowns. Justin Alexander is a global company with offices in New York City, New Jersey, London, Rotterdam and Hong Kong, and is sold by more than 1,000 authorized retailers worldwide. For more information, please visit: <https://www.justinalexander.com/>

About Viktor&Rolf:

Viktor&Rolf is the avant-garde luxury fashion house founded in 1993 by fashion artists Viktor Horsting and Rolf Snoeren after their graduation from the Arnhem Academy of Art and Design.

Widely recognized and respected for its provocative Haute Couture and conceptual glamour, the house of Viktor&Rolf aspires to create spectacular beauty and unexpected elegance through an unconventional approach to fashion.

Staging signature collections for over twenty years during Paris Fashion Week – ever since the first Haute Couture collection in Spring/Summer 1998 – Viktor&Rolf creations evoke a provocative spirit infused with surreal contrasts. With Viktor&Rolf Mariage, Viktor&Rolf presents its bridal collection -

an exploration of iconic elements inspired by classic couture influences.

Viktor&Rolf's luxury products include exclusive eyewear line Viktor&Rolf Vision, and an addictive catalogue of fragrances featuring worldwide bestsellers: Flowerbomb, Spicebomb, Bonbon and Magic.

<https://www.viktor-rolf.com>

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