

# AMIRI

Spring Summer 2020

It's the morning after Woodstock '69. The sun crosses the Catskill Mountains as the final embers of Jimi Hendrix's torched Fender Strat float into the wind, yet the communal spirit created across those three defining days still burns.

This Spring Summer 2020 season represents a folkloric correspondence with Woodstock's collective ideal, embracing a mindset of peace through togetherness, love and a deep connection to the heart of nature. We gather amongst a palette of earthy tones and pastel skies to pay homage to the original guitar heroes while igniting a new vanguard. At once louche and decadent, the Summer of Love liberation is echoed by relaxed tailoring that becomes contemporary stage outfits, where construction is modernized – slim to a kick flare ankle. Crochet techniques speak to artisanal craft, while embellished peace lilies flower across silk bombers.

From beatnik to bohemian, this sonic trip expands through rich suedes, velvets and desert hues. Custom-made jacquard roses trail across women's longline coats, and silk knits are created using a unique double-weave to form an exquisite tie-dye effect. As sunset prints inform a sense of optimism and transpire alongside transcendent psychedelic florals and starry skies, large duffel bags are introduced as well as a range of leather shoulder options that resemble guitar bodies and snare drums – alluding to a nomadic lifestyle while feeding the mantra: always march to your own beat. Of particular prominence is a patchwork motif evoking Navajo blankets and symbolic of the global influences that energize the house codes. Love bead necklaces conjure Jim Morrison and romantic sheer caftans Janis Joplin, alongside original hand-airbrushed imagery authorized in cooperation with the estate of Jimi Hendrix.

50 years on, Woodstock remains an abiding symbol of counterculture freedom, humility and camaraderie – values mirrored by the Amiri family, whose hard work and kinship form the backbone of the brand.

*Discover the collection*

<https://we.tl/t-EKp5keKk5U>

*Photography credit: Catwalk pictures*