

VIKTOR & ROLF

VIKTOR&ROLF GO BACK TO THEIR ROOTS

Amsterdam, February 3, 2015. The House of Viktor&Rolf announces today that it will discontinue its ready-to-wear collections. Fall/Winter 2015 will be the final season. Viktor&Rolf will continue to show Haute Couture in Paris, and new initiatives will be developed next to the House's thriving fragrance and eyewear business.

Founded by Dutch fashion designers Viktor Horsting and Rolf Snoeren in 1993, Viktor&Rolf was initially embraced by the art world, before debuting in 1998 with Haute Couture to great acclaim. Ready-to-wear was added in 2000, and in 2002 the House entered into a partnership with L'Oreal, starting a very successful fragrance business. Viktor&Rolf's Haute Couture has been featured in numerous exhibitions, most notably in two major solo retrospectives: in Paris' Musée du Louvre in 2002, and at the Barbican Center in London in 2006. In 2008 the House of Viktor&Rolf became part of the OTB group.

The decision to discontinue ready-to-wear is incited by artistic and creative motives. "We feel a strong need to refocus on our artistic roots. We have always used fashion to communicate, it is our primary means of artistic expression. Ready-to-wear (with its fast pace, many deadlines and fierce competition) started to feel creatively restricting. By letting go of it, we gain more time and freedom", Mr Horsting and Mr Snoeren stated. "We are extremely excited to push the boundaries of our vision in new, unexpected territories".

Thus Renzo Rosso, President of OTB: "When I met Viktor and Rolf I fell in love with their limitless, unconventional creativity and the incredible visual universe they can create. This is a strategic decision to position the Viktor&Rolf brand in the highest luxury segment of fashion. I am proud to be their partner and I am looking forward to developing new, ground-breaking projects together".