

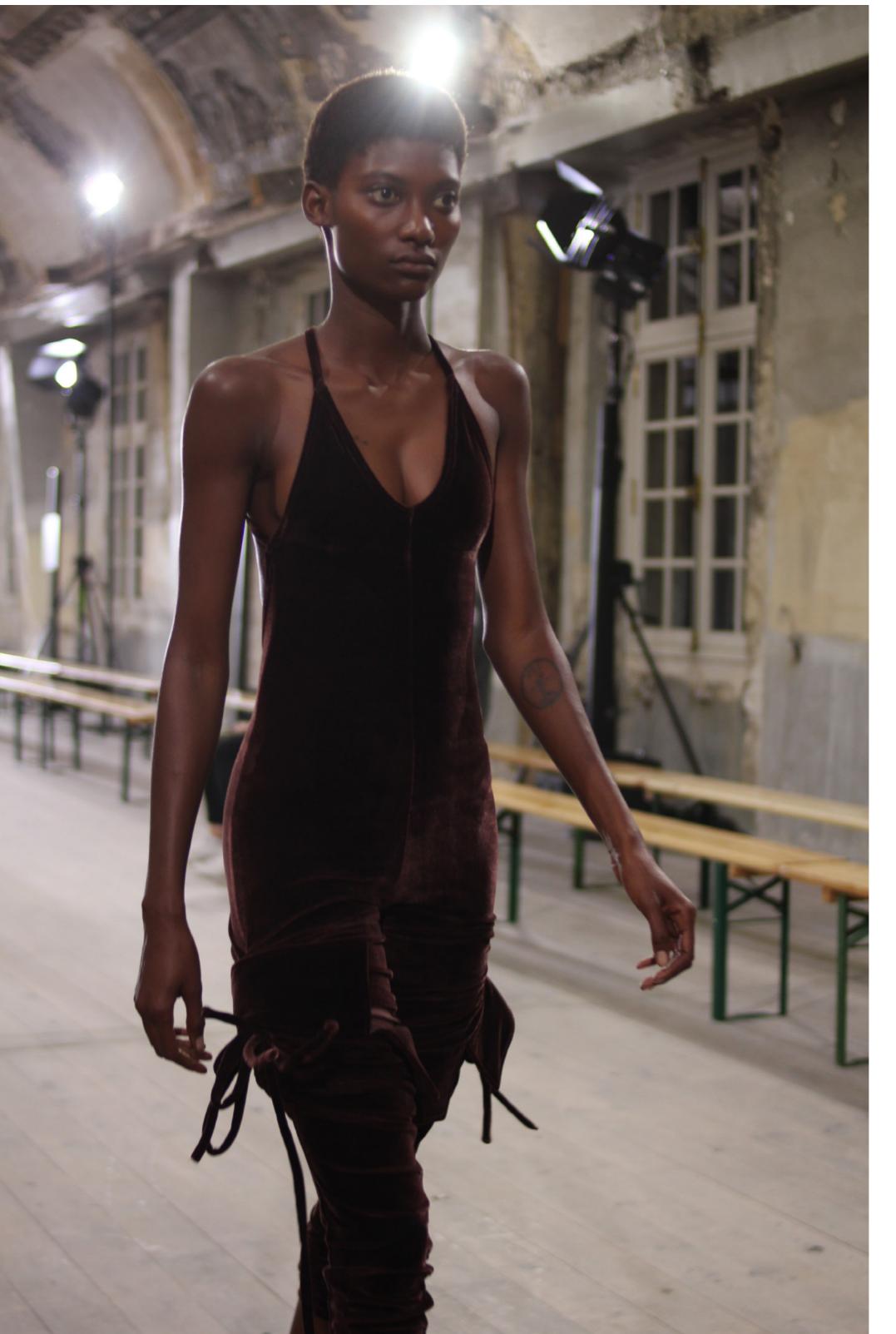
5 Minutes with Y/Project

Meet the man revolutionising street style

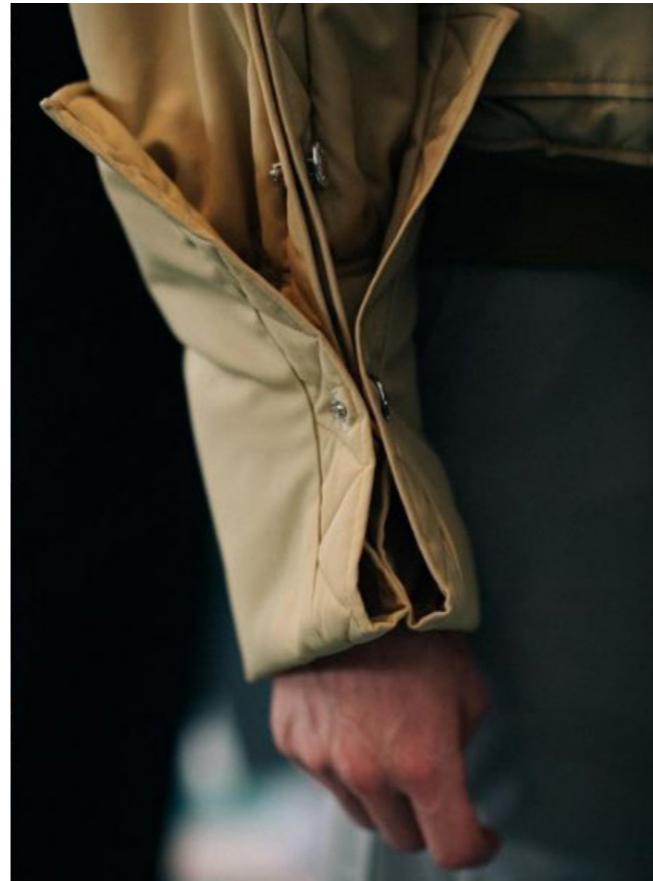
Y/Project is the real deal. As avant-garde as Creative Director Glenn Martens' luxury collections may seem, filled with progressive silhouettes and eclectic references, they are always rooted in reality. The urban woman's uniform is cleverly re-engineered with pioneering features so it's no surprise that the Parisian brand was shortlisted for the 2016 LVMH prize. A bevy of cool-girl fashion fans, most famously Rihanna, are also on board and even Martens' 90 year old grandmother wears Y/Project he proudly told us when we visited his studio last fashion week. Proof of the brand's unexpected cross-generational appeal and we were excited to learn more.



5 Minutes with Y/Project



Velvet Spaghetti Strap Jumpsuit
Coming soon



Asymmetric Sleeve Jacket
Coming soon

How has Y/Project's aesthetic evolved?

This season is about reshaping pieces and the Spring Summer 2017 womenswear is a bit more flirtatious. You have street wear elements – like pants slit open with cufflinks – and a couture element with bustier dresses that have a groove construction. There's freedom going into the garments as they're adjustable.

What references were on your mood board?

I never really look at references: I look at what I see on the street. Everybody hates the metro but I love taking it because you can't do anything but look at people. That's the starting point and there's a daily life element and a constructive element that maybe comes back to the fact that I did architecture before.

Is it important to develop signatures?

We have certain details and concepts already which are really ours like strong sleeves with cufflinks. Of course they are quite complicated but I think it's nice to challenge people a bit. They are very easy pieces to wear and understand in the collection and others that you can make your own.

Tell us about the Rihanna effect?

I work with Rihanna's stylist Mel Ottenberg and even before the [Anti] tour she wore Y/Project in private. I went to her concert and she blew me away. She's a Y/PROJECT woman for sure- she looked so cool, sounded so cool and does what she wants. I think it has had an effect on sales because we had big growth in recent seasons.

On the right: Ruffle and Bib Checked Shirt

Coming soon



5 Minutes with Y/Project



Asymmetric Sleeve Jacket
Extra Long Sleeve Stripe Jumper
Both Coming soon

5 Minutes with Y/Project



Double Breasted Coat
Coming soon

What has been your career highlight so far?

I'm happy I have a lot of highlights. I came from school, went straight to [Jean Paul] Gaultier, then I was between Istanbul and Paris and had freelance jobs with Bruno Peter. Every day is quite fun. The lowest moment is the castings. I hate the whole process- 300 beautiful girls coming in one day, it's rough.

Why do you think emerging Parisian designers are resonating so much right now?

Paris was so different when I arrived eight years ago. It was old France, kind of boring and I really didn't know what to do on the weekend. Now Paris is reviving in music, art and fashion. With international happenings and people travelling, we are confronted with different daily lives and ways of thinking.

"We take any reference we like, put it together and try to make something new and fresh"

