

THE BRAND

OSKLEN

OSKLEN finds itself between the dynamism of the metropolis and the exuberance of Brazilian nature, giving life to a style based on the harmonization of contrasts.

OSKLEN is the leading Brazilian fashion brand. In terms of style and DNA, the brand represents the lifestyle of contemporary women and men in a world where urban and nature, global and local, organic and technological live together. Furthermore, **OSKLEN** is considered one of the ten most influential and inspiring brands in the world by WGSN and identified as "Future Maker" by the WWF-UK.

The brand is recognized for its international quality and innovative design, with conceptual items made in its style workshop with sophisticated materials, special finishes, and exclusivity. **OSKLEN** shoes line is really strong also.

OSKLEN presents its collections at São Paulo Fashion Week, the biggest fashion event in Latin America, and in New York Fashion Week.

Nowadays there are more than 50 **OSKLEN** stores in Brazil, in addition to 7 international flagship stores, Tokyo, New York, Miami, Buenos Aires, Mykonos and Punta Del Este. **OSKLEN** also exports to several important multibrands stores around the world.

Every year **OSKLEN** attends to Who's Next – Paris tradeshow and several tradeshows in the US.

Oskar Metsavaht is a multidisciplinary creator who dwells in areas such as fashion, audiovisual, furniture design, socioenvironmental actions, and expeditions.

"My creative process starts with a scene, a story, a style, a concept I create from something I wished or lived. From this point on I create the mood, the atmosphere, the looks, and the attitude. Most of the time I conceive the campaign even before the collection. Maybe that's why I love making the art direction of the photo shoot. I create the atmosphere of the story and make my own movies, through which I can share the scene I imagined in the beginning of the process. The pieces are designed to be the costumes for my movie, and it's possible to 'watch' it in each detail of the collection. I'm only satisfied when the elements proposed for each piece, the colors, the textures, and the silhouettes are worn by the characters of the movie I created", says Oskar Metsavaht.

His lifestyle connected to the urban, to nature, to the arts, and to the boarding sports, united with his constant need for experimentation, brought him to also create projects such as the snowboarding expedition trilogy Surfing the Mountains. As his ideas and projects are always intertwined and mutually influence each other, the trilogy served as inspiration for collections and documentaries directed by Oskar Metsavaht.

Through Om.art, his Creation and Design office, new developments of his ideas came from invitations to create projects for Brazilian and international clients, such as the Andy Warhol Foundation of Art, the special edition of the Jeep Cherokee for Chrysler Brazil, the series of watches for H.Stern entitled Arpoador, commercialized in Brazil and abroad, besides the creation of the sandals Ipanema RJ, a worldwide launch of the line inspired in the most authentic contemporary carioca lifestyle.

Oskar Metsavaht has been recognized as one of the forerunners of the movement for sustainability, bringing the market the idea of "new luxury". His work was defined in a deep study research by the Word Wild Foundation (WWF-UK) as a "Future Maker". He is frequently invited to participate as a keynote speaker about the theme in world conferences such as the Milano Fashion Summit and the Ethical Fashion Paris. Oskar was invited by Anna Wintour from American Vogue to participate in the Runway to Green event, a charity runway show to promote sustainability in luxury fashion brands. Founder of the E-Institute, a non-profit organization located in Rio de Janeiro, dedicated to the promotion of human sustainable development, he develops the project **gfabrics** that, in partnership with businesses, institutions, and research centers, identifies fabrics and materials developed from socioenvironmental criteria. In 2011, his brand, OSKLEN, did receive the title "Emergent Luxury Brand of the year". And was declared by Fast Company magazine the 4th most innovative in Brazil and himself one of the 100 Most Creative People in Business in World. Oskar Metsavaht was also named in 2011 as a UNESCO Goodwill Ambassador. That same year he was invited by Suzy Menkes to be one of the speakers at the International Herald Tribune Luxury Hot event. Also he was one of the speakers at SWU, along with Neil Young and Bob Geldof.



Vogue USA

VIEW

OSKAR WINNING
THE DESIGNER WITH HIS FRIEND AND FELLOW BRAZILIAN CAROLINE TRENTINI, IN AN OSKLEN LINEN TANK (\$247) AND COTTON POPLIN SKIRT (\$1,740).

rio bravo

Just what the (former) sports doctor ordered: an ethically minded, eco-friendly Brazilian label called Osklen.

Among his many achievements, Oskar Metsavaht, the 46-year-old founder of the Brazilian label Osklen, can count the following: training in sports medicine at Pitie-Salpêtrière Hospital in Paris; being involved in Agenda 21, a United Nations initiative directed toward global sustainability; and currently working on a tome called *The Ipanema Way: The 30-Day No-Diet Pleasure Plan for Losing Weight and Getting More Out of Life*. Clearly Metsavaht does not exist in the same realm as other designers, and he is not in the least concerned by that. "I don't even think of myself as a designer," he says modestly on a recent trip to New York, where he has decamped after a week snowboarding with his three kids in Aspen. "I can't sketch, I don't draw. . . . Osklen is more like an expression of a lifestyle." Which means the kind of ecologically conscious, ethically aware way of living that he and fellow Osklen devotees want to pursue.

Yet his collections show that he does indeed design, a process that is informed both by his previous life—"As a physician, you are always looking at the body"—and his avid devotion to adrenaline-charged pursuits like mountaineering and surfing. So there are curvy jackets with high collars, the better

to protect a woman's face from the elements; lean pants with ergonomic seams at the knees, so they move as their wearer does; and racerbacks on evening dresses because, contrary to popular belief about the free-and-easy Brazilian attitude to showing off

skin, he prefers a more modest approach. His life is bustling, cosmopolitan Rio de Janeiro—in the Arpoador district, a Haavaanas flip-flop's throw from Ipanema—also plays a part. It's the reason the Osklen look surfs the line between fast urbanity and laid-back coasting, what with the label's decidedly minimalist organza dresses and draped organic-cotton tees.

Metsavaht started the label in 1988, two years after he had designed a performance jacket for an expedition he undertook to the Aconcagua peak in the Andes. Since then, Osklen has grown, as have its possibilities. Unburdened by the historical and cultural weight of established fashion epicenters like New York, Paris, Milan, and London, Metsavaht has the freedom to do things his way. He founded the Institutoe, which not only gives economic and employment aid to small Brazilian communities but also investigates the development of organic fabrics (because he believes that if companies switched to using even a small percentage of them, it would make a difference) and leather derived from salmon, dorade, and halibut skins. And while he started off in his home country, Metsavaht has global aspirations. "I like to think that Brazilian fashion is really about feeling relaxed, eating healthy, not being pretentious," he says. "It's a new way of life that's good not just for Brazil but for the world." —MARK HOLGATE

Vogue

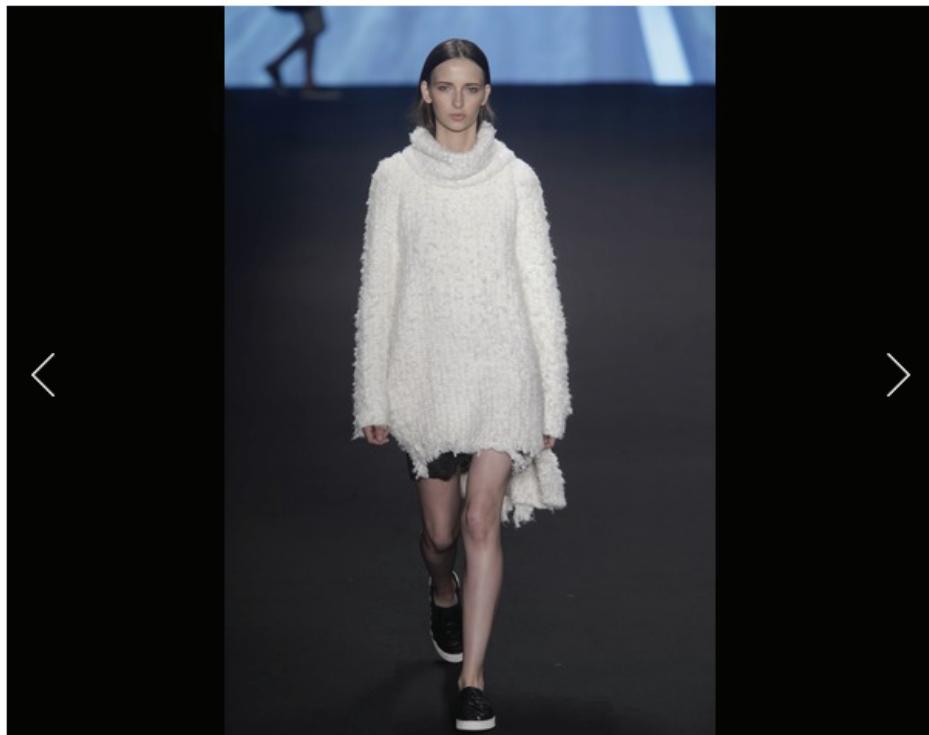
VOGUE BRASIL

Osklen | São Paulo | Inverno 2015

Osklen | São Paulo | Inverno 2015

[abrir a galeria](#)

1 de 22



Osklen

Inspirada num casal que roda o mundo e mistura seus básicos às peças que garimpa em suas andanças, a @osklencollection apresentou uma ótima coleção para o inverno 2015, misturando materiais inusitados, que brincam com os clássicos - seda reciclada que parece lã, renda feita com couro, entre outros. Destaque para a estampa com xadrez meio "apagado", o trech coat desconstruído e os jeans com barras desfiadas - Osklen em sua essência e em sua melhor forma. (**SILVIA ROGAR**)

New York Times

A Multicolor Revolution



Oscar de la Renta; Rodarte, by Kate and Laura Mulleavy, and Osklen, by Oskar Metsavaht, spring/summer 2013, in New York.

By SUZY MENKES
Published: September 12, 2012

NEW YORK — It was not just Henry Ford who said that a car buyer could have "any color that he wants so long as it is black." That choice has long been the mantra for New York closets.

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But there is a color revolution breaking out in this summer 2013 season, which is rich in bright palettes, lurid shades and digital patterns.

The question is: how well are designers handling the complex combinations?

There was a time when **Rodarte** was painted, metaphorically, in two colors: blood red and black, suggesting an underlying darkness and drama to the Californian-based designers' whimsical, handcrafted clothes.

But exposure to the sophisticated world of high fashion has changed the sisters Kate and Laura Mulleavy. Although there was still fine craftwork in guipure or brocade, the duo are now "on trend." From the short, egg-shaped skirted dress familiar for many seasons to shoes that mirrored Balenciaga's *feetwear*, their show was probably more commercial.

A sweater we were in Rodarte were baffling leather, with Only the col with primro winding over originality.

"I always try **Rent**, spe the skyline o

Following o summer bro the juice of t for day and cardigan; sl and a fuchsia — and color

**LIFE OF PI**
NOVEMBER 21**Narciso Rodriguez**

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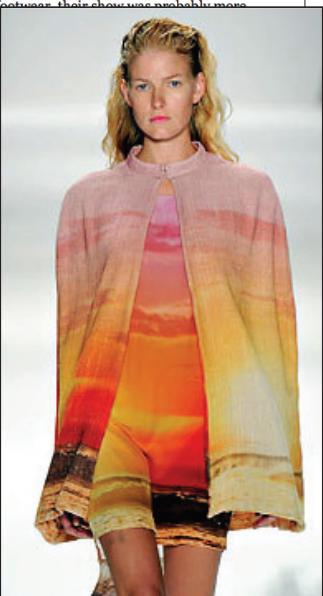
Chris Moore/Karl Prouse

Narciso Rodriguez, spring/summer 2013, in New York.

Enlarge This Image

Following o summer bro the juice of t for day and cardigan; sl and a fuchsia — and color

Following o summer bro the juice of t for day and cardigan; sl and a fuchsia — and color

Chris Moore/Karl Prouse
Vera Wang, spring/summer 2013, in New York.

Enlarge This Image

Chris Moore/Karl Prouse
Duro Olowu, spring/summer 2013, in New York.

The geometric lines of the **Narciso Rodriguez** collection were familiar, if softened from his earlier days. He cuts a great pair of pants and a streamlined, modern dress. And the colors — blood orange, mixes of pink with fuchsia, and a rich teal blue — seemed fresh. The evolution was in decoration, as the designer used laminated wood beads to create abstract floral patterns, giving rich texture to streamlined shapes.

Osklen is a name new to New York shows — but not to fashion, where the Brazilian designer Oskar Metsavaht has built a fervent following for his designs linked to sustainability and to preserving environmental biodiversity.

This force for good made for a good collection. The Osklen look was sophisticated in its fabrics, where texture and color were both effective. Organic silk treated with vegetable dyes had a sheen of elegance, and scuba pants gave a jolt of the sporty.

The designer described his inspiration as "Brazilian soul meets California dreaming." That brought palm tree patterns; cutaway backs to show off a tan; and sunset hues, shading in vibrant pink and orange on a cape or slim dress.

"The romantic beauty and sensuality of India" was **Vera Wang**'s mantra. But the collection was more subtle in color and shape than the familiar subject might suggest. By absorbing the white of India's male wardrobe and cutting cotton into jackets and tunics, the designer created a canvas for color: dresses in blue jacquard or layered with black lace. A splash of violet came on a short, sweet dress, before the richness of golden brocades and embroideries mixed with pine or chartreuse green. It was a way for Ms. Wang to use color while staying true to her own fashion spirit.

Tory Burch has a way with basic American sportswear, livening it up with prints. (Golden wheat sheaves were a treat.) Or there were touches of macramé, fringed crochet and raffia that speak of vacations — along with flower appliqués as if inspired by Hawaiian leis.

A focus of the collection was tie-dye, hand done in Guinea as part of a project to help native women. The dresses, tailored shorts and skirts seemed urban, but original — a winning combination.

Sophie Theallet's colors always look as if she were immersed in India — but with clothes that show in their precision and body-conscious cut the designer's French origins. A dragonfly pattern added to a ripe sense of summer in a collection that focused on the waist, whether it was a colorful knit tucked into a full white skirt or a shapely dress in the sunset colors that are currently fashionable and were done here with finesse.

Carlos Miele called his collection a "hallucinatory jungle" — meaning an eye-popping hybrid of animal prints and colors. The Brazilian designer said that "watching my kid drawing a blue giraffe" kicked off the concept of an oxidized yellow tiger print and a phosphate blue giraffe pattern. But all the vivid animal skin looks were melded into chiffon and satin, giving the collection fluidity and softness.

Duro Olowu is a master mixer of print. Taking patterns from his native Africa, from the narrative imagery of the French toile de jouy and from traditional paisley curlicues, the designer brought vivid but controlled color to both his favored shapely dresses and to separates that often included knitwear in graphic stripes.

"There is an L.A. influence and a Japanese influence," said Victoria Beckham about a shadow of palm trees and a pattern of sakura, or cherry, blossom on dresses in for **VB** (Victoria Victoria Beckham). Short suede dresses in pretty shades and subtle tones in lace produced a collection more laid back (and less expensive) than the main VB line and, as the designer put it, "in a color palette that really makes you smile."

Urban cool has its place in a season that has seemed elegant rather than edgy. Yet at **Diesel Black Gold**, the unremitting black and white of streamlined, downtown tailoring lacked the fizz it might have had if a black mesh tunic had revealed a flash of color underneath. Just an occasional dash of turquoise on pant cuffs and hip line or scribble street-art patterns on black enlarged the scope of a collection that relied on changing textures to relieve the gloom.

style.com

SPRING 2013 READY-TO-WEAR

Osklen

[REVIEW](#)[COLLECTION](#)[post a comment](#)

SEPTEMBER 11, 2012

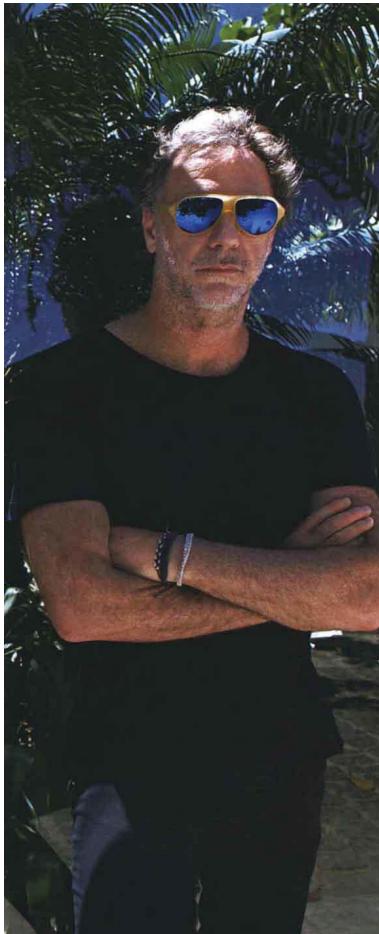
NEW YORK

By *Jessica Minkoff*

The weather in New York is getting brisker, but the folks at Osklen are planning for an "endless summer." At least that's what designer Oskar Metsavaht titled his latest collection for the Brazilian brand. "Think about the best kind of summer day, when you wake up before the sunrise and spend the whole day at the beach," said Metsavaht (a former surfer) backstage before the show. The clothes riffed on California surf culture and the Brazilian soul of Ipanema—which provides for just the right selection of clothes to pack for 24 sun-kissed hours. Model Ros Georgiou opened the show in a head-to-toe white look whose fabric mimicked the graphic pattern found on the sidewalks of Rio. One Brazilian market director made the connection instantly.

But with it being Osklen's NYFW premiere (the label has shown at São Paulo fashion week in the past), Metsavaht's goal wasn't just to capture the attention of his fellow Brazilians. "We are ready for a new audience," he said. "I am excited for Americans to see our style." Transparent organza tops printed with colorful beach landscapes were layered over silk pants, and a formfitting crop top was accented with rubber closures. There were skinny neoprene pants paired with striped tunics, and a linen jumpsuit with an open back. Those pieces would work nicely for a modern girl in America and beyond.

Vogue



French connection

Oskar Metsavaht se une a Bianca Brandolini e Alexia Niedzielski e lança nova linha da **Osklen**, focada em biquínis de ar retrô e moda para o pós-praia

POR DANIELA FALCÃO FOTO RENATA CHEDÉ

Há exatamente um ano, no fim de uma temporada de férias no Rio, as mezzo brasileiras Bianca Brandolini e Alexia Niedzielski ligaram para Oskar Metsavaht e marcaram uma reunião - tinham uma proposta interessante para fazer. Combinaram o encontro para o fim da tarde seguinte no Azul Marinho, o mix de bar e restaurante quase pé na areia que fica no Arpoador, ao lado do apartamento do empresário-estilista. Saíram duas horas depois com um *deal* que promete ser "a" novidade do próximo Fashion Rio, que começa em 8 de abril. Bianca e Alexia vão assinar uma linha que inaugura formalmente um novo braço da grife de Metsavaht, a **Osklen Praia**.

"Elas começaram a conversa dizendo que adoravam os biquínis da **Osklen**, e me ganharam na largada. A gente faz biquínis desde sempre, mas nunca fomos reconhecidos por isso. Como nossa modelagem lembra um pouco mais a europeia, e as estampas e cartela de cor refletem o DNA chique e cool da coleção principal, as duas contaram que sempre voltavam para Londres ou Paris cheias de novas peças na bagagem", lembra Oskar. Mas a conversa não se limitou a rasgação de seda. "Alexia foi direta e disse que queria assinar com Bianca uma coleção de *beachwear* para a **Osklen**. Não me empolgo muito com essa mania de parcerias, acho que não precisamos disso porque temos personalidade de sobra, mas elas cravaram



RIO DE JANEIRO

DEU SAMBA!

Um dos highlights do Fashion Rio, o aguardado desfile da **Osklen Praia A&B** reuniu convidados em locação cinematográfica para apresentar a primeira coleção da grife de *beachwear*, comandada por Oskar Metsavaht em parceria com Bianca Brandolini e Alexia Niedzielski. A Villa Philippe, um casarão tombado na Glória que pertenceu à condessa de Barral (grande paixão de dom Pedro II), recebeu fashionistas e amigos do trio para o desfile - à beira da piscina, claro -, seguido de festa com show do coletivo Fabrik.



SÃO PAULO

AFTER SHOW

Para comemorar sua estreia no SPFW, Giuliana Romanno recebeu amigos em sua casa ao lado da sócia, Fabiana Delfim, para um *after show* organizado pela amiga Daniela Cutait e com delícias by Gisela Schmitt. Que venha a próxima semana de moda!



FOTOS: BRUNO RIBEIRO/ND/LUÍS ALVES / FERNANDO GODOY/ND/LUÍS ALVES

STYLE. COM/

DESIGNER UPDATE

Bianca Brandolini and Alexia Niedzielski
Collaborate with Osklen



Everything's coming up Rio this season. At last week's much-buzzed-about Fashion Rio shows, we couldn't help but get a little jealous after seeing all the island-ready prints and colors. (How many vacation days do we have left?) We were particularly drawn to Oskar Metsavaht's latest swimwear offering at Osklen. For the first time, the designer—who also presents **ready-to-wear** in New York—focused solely on his swim range, which he designed in collaboration with stylish jet-setters Bianca Brandolini and Alexia

Niedzielski. A first look at the collection debuts exclusively here. "While our customers know and love our swimwear, I wanted to increase visibility through our runway show," Metsavaht told Style.com. "[Bianca and Alexia] are half-Brazilian, half-French, so [they] embody our mood, *carioca* mixing elegance and cosmopolitanism."

Niedzielski cited the French Riviera of the fifties and sixties and photos taken there by Slim Aarons as the main sources of inspiration. Luckily, there were no string bikinis in sight. "We wanted to explore new bikini shapes," she said. "This is very new for Brazil, as they are used to tiny, mini bikinis! We wanted to revisit retro cuts in a modern, Brazilian way." Bustier-style tops, high-waisted bottoms, and molded cups had a pinup vibe, but metallic finishes, saturated colors, and tropical prints packed a modern punch. "We wanted to stay faithful to the Osklen DNA by using all of these beautiful patterns of Rio and Brazil's luxe vegetation," she added.

Niedzielski and Brandolini also knew exactly what women look for in a swimsuit. "We really tried to design for lots of different women. Our mothers with elegant one-piece suits, our sisters with more cheeky cuts and jumpsuits... We named each piece according to someone we know," they explained.

Not vacation-bound? Not a problem. Many of the pieces could easily transition from beach to street, blurring the line between swimwear and ready-to-wear. All the more reason to stock up. "I really think we created a collection that is original and new, a balance between the chic European style with the sexy Brazilian beach culture," Metsavaht said.

—Emily Farra

tags: Alexia Niedzielski, Bianca Brandolini, Osklen

colette:
Newsletter/ Janvier 2015

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Maillots de bain : Lisa Marie Fernandez / Osklen **SHOP →**

colette accueille [Lisa Marie Fernandez](#) et [Osklen](#), deux maisons qui outre leur collection de prêt-à-porter développent une ligne de maillots de bain. Un design rétro mais des matières modernes pour l'une et un style minimaliste et contemporain inspiré de La French Riviera des années 50 et 60 ainsi que des paysages du Brésil pour la collection capsule d'Alexia Niedzielski et Bianca Brandolini.

colette welcomes [Lisa Marie Fernandez](#) and [Osklen](#), two houses that, in addition to their collection of ready-to-wear, have developed a line of swimwear. A retro design with modern materials for one and a minimalist, contemporary style inspired by the French Riviera of the 50s and 60s as well as Brazilian landscapes for the capsule collection of Alexia Niedzielski and Bianca Brandolini.

SHOP

- 50% Femme
- 50% Homme
- 50% Street
- 50% Design/Hi-Tech
- 50% Bijoux
- 50% Lunettes
- 50% Beauté

- New
-
- Femme
- Homme
- Street
- Lunettes
- Bijoux
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- Musique
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- Focus
- Cadeau
- A venir
- Shop Only
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- Marques

OSKLEN / Maillot de bain

[]

Tailles Choisir la taille Quantité Ajouter au sac

Mode, design de meubles, audiovisuel, voyage, Oskar Metsavaht est un touche à tout qui prône une philosophie de vie simple et saine. C'est au Brésil qu'il développe pour son label Osklen, des collections dynamiques et colorées fabriquées en harmonie avec la nature. Cet été, il s'associe à Bianca Brandolini et Alexia Niedzielski, rédactrices en chef du magazine System pour une beachwear ligne inspirée de La French Riviera des années 50 et 60 ainsi que de l'iconographie et des paysages du Brésil.

Collection Printemps-Eté 2015 par Oskar Metsavaht

- Maillot de bain en polyamide et élasthanne
- Imprimé feuille
- Dos nu

Voir tout OSKLEN →



Grazia France

GRAZIA mode



Bianca Brandolini et Alexia Niedzielski

LES GYPSETTEUSES RÉTROPICALES

Créatrices d'Osklen. Elle a ce physique un peu agaçant de l'it girl créée selon des lois génétiquement géniales, avec ses jambes de 2 mètres et son bronzage intact. Bianca Brandolini, ex-compagne du mauvais garçon à gros millions Lapo Elkann (petit-fils Fiat) ne faisait jusqu'à rien. Désormais, la fille de la comtesse Georgina (ex-muse de Valentino) et du comte Ruy Brandolini d'Adda a un double emploi: elle dessine des collections capsules pour les bijoux Amsterdam Sauer ainsi que des modèles pour Osklen, marques brésiliennes. Et le fait bien. Pour Osklen, elle et sa copine Alexia Niedzielski, issue d'une grande famille d'avocats, ont pensé à une collection très fifties, «Riviera meets Copacabana», s'élevant contre l'habituel string flashy qui sévit localement. Des modèles beachwear graphiques aux teintes vivantes rappelant le tropicalia, courant brésilien psyché. Et qui donnent furieusement envie de siroter des mojitos dans la lumière de Trancoso, le village hippie bourgeois où la famille Brandolini possède une propriété design en bois.

Osklen.com



Trois silhouettes de la collection capsule «Riviera meets Copacabana» d'Osklen.



BIANCA & OSKAR

MUSA ITALIANA E DIRETOR DE CRIAÇÃO DA OSKLEN FOTOGRAFAM A MODA PRAIA CARIOCA COM JEITO DE BALNEÁRIO EUROPEU. PÁGINA 2



MODA SEXY E MODERNA

GILBERTO JÚNIOR
gilbertojunior@oglobo.com.br

Osken investe uma muta, sia em cena, sia em coleção. A estreia italiana Bianca Brandolini. Ele gosta do jeito como Bianca é museu, de seu sorriso e seus longos cabelos e, por isso, sempre descreveu o look chique — que, por sinal, é a cara da Osklen. Por isso, Oskar não recouvo quando Bianca veio com uma coleção de praia a seis meses — na empresaria também estaria Alexia Niedzielski, a francesinha.

— Elas são minhas amigas e já vestiam Osklen há muito tempo. Mas não precisam achar de beleza. Em vez disso, é um projeto que nos inspira. Eu nunca tinha feito algo assim. Tanto é que fizemos um projeto só para elas. Elas não pensavam nisso. Mas a coisa toda se encantou.

O resultado é a coleção Praia, que estreou no Fashion Rio na semana passada, co-

meçou com uma água de coco no Arpoador, poi-

rém com uma modelagem europeia, pois a brasileira é pequena demais. Mas era complicado. As meninas queriam usar roupas que fossem aqui o tempo inteiro. Pensamos em grifes que gostam de chamarões a Osklen, a nossas meninas. Compreendemos que elas queriam tomar uma água de coco no Arpoador e falam sobre a nossa ideia. Ele disse que poderia fazer aquilo. Ele é um cara que entende de moda e mais europeu dos brasileiros. — Ele tem uma visão muito moderna de moda, faz uma mu-

lher que é diferente da brasileira, que é mais pa-

ra. O desfile de estreia da Osklen Praia foi aponta-

do como um dos melhores da temporada de verão 2013. Na passarela, houve mix and match,

compostos, listras, muitas peças em preto e branco e estampas que reproduzem a paisagem carioca.

Foi muito legal fazer o desfile no Rio. Para mim, a cidade é a capital da moda praia. Falo isto há anos. A Rio é filha da moda praia, com São Paulo é Apolo e fashion Rio, a conclusão de tivemos é que as marcas de beachwear foram de grande desastre. Esse é o momento que devemos seguir. A moda praia não é necessariamente da cidade — avalia Oskar, que continuará a apresentar sua linha principal na São Paulo Fashion Week e em Nova York. — A linha praia segue no Rio — completa.

A participação de Bianca em coleções finais da Osklen Praia ainda não está acertada. Mas o desfile agitou. Em Trancoso, seu destino logo após o desfile, ela só exerceu elogios.

— Mas queria falar com o horreiro?

— A italiana é uma pessoa para este ensaio com os seus looks favoritos da coleção, que chegará às lojas somente em outubro.

— Ela é uma pessoa que Bianca encara o papel de modelo. Aos 26 anos, ela já estrelou campanhas para a Dolce & Gabbana, no lado de dentro da moda, mas não é só isso.

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Mais Fashion Rio na página 8

PRESS

OSKLEN



Wallpaper UK

Wallpaper* BRAZIL SPECIAL

Architectural innovators, design dynamos and the country's hottest trends

Hair Tomoko at Calliste. Make-up: Min Kim at Airport Agency. Model: Natasha at Marilyn. Photographer's assistant: Caterina Naflo

A full-page photograph of a woman in a blue swimsuit standing against a bright yellow wall. The sunlight creates sharp, diagonal shadows across the wall and floor. The woman is looking off to the side with a neutral expression. She is wearing a blue, one-piece swimsuit with a textured, ribbed pattern and a small cutout detail. The background is a plain, light-colored wall.

SWIMSUIT, €145,
BY OSKLEN PRAIA A&B

Beach life

Carioca cool from local fashion brand Osklen

Osklen founder Oskar Metsavaht is a committed celebrator of his home country, and the modernity of Brazil is evident in all his collections. His latest beachwear, born of a collaboration with Brazilian socialites Alexia Niedzielski and Bianca Brandolini (for the occasion, the duo call themselves A&B), merges the distinctly Brazilian with the French Riviera of the 1950s and 1960s through bold colours and structured shapes. The prints form a tribute to the palms and landscapes of Rio de Janeiro.★

www.osklen.com



W USA

BORN BEAUTIFUL

WHO TASTEMAKERS

From left: MAC Prabal Gurung eye shadow, bronzer, and lipstick; Gurung in MAC Cosmetics store in New York's Flatiron district.

Beauty Insider
PRABAL GURUNG

PRABAL GURUNG WAS JUST A CHILD growing up in Nepal when he was first seduced by a red lip. "I couldn't have been older than 4 or 5, but I remember my mother coming home from work, sitting at her vanity, and applying red lipstick," the fashion designer says. "And then, Paloma Picasso! Seeing that ad of her wearing red lipstick with her face in her hands got me thinking for the first time of leaving Nepal. I began dreaming of a place where I'd find my own way."

And that he did. In 2009, Gurung launched his namesake collection with a New York runway show full of hand-sewn feather skirts, fur jackets, ruffled blouses, and—of course—crimson kissers. "The country was in a deep recession, and I was practically unknown," he says of his debut. "My friends handled the production, the venue was free, and MAC did the makeup. They hardly knew a thing about me, but they took a risk."

Five years later, that risk is still paying off. This month, MAC will launch a collection with Gurung, who won the Council of Fashion Designers of America's Swarovski Award for women's wear in 2011 and has since dressed Michelle Obama, Amanda Seyfried, and Kate Middleton. The 14 products—in hues ranging from beige-y nudes to smoky charcoals—include three eyeshadow duos, eyeliner, cream blush, highlighter, three shades of lipstick with corresponding glosses, and a bronzer.

Gurung insisted on being involved creatively well beyond the color palette. "I wanted a lipstick that, even after it's gone, women would keep for the packaging," says Gurung, whose inspiration comes from sources as diverse as the woven pattern of a trash can and artworks by Damien Hirst and Sylvie Fleury. The result: burnished-gold cases that are almost sculptural. Paloma would no doubt approve. JANE LARKWORTHY

Blame It on Rio

When it comes to Brazilian beachwear, Alexia Niedzielski and Bianca Brandolini d'Adda have got you covered.

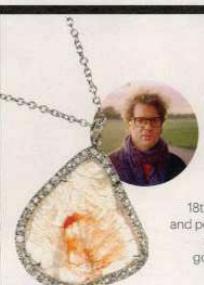
CHILDHOOD FRIENDS ALEXIA NIEDZIELSKI, the editor in chief of *System* magazine, and Bianca Brandolini d'Adda, a fashion plate and actress, were both born and raised in Paris and spent holidays at their family homes in Brazil. One hazard of such glamorous globe-trotting lives? "We wear a lot of Brazilian bikinis but find they're a bit tiny when we're in Europe," Niedzielski says. So the longtime fans of the Rio-based lifestyle brand Osklen contacted its founder, Oskar Metsavah, and proposed that they design a collection together. Metsavah, who, in his 25 years in business had never collaborated with anyone, readily agreed. "They were muses of mine," he explains. Debuting this month, Osklen Praia A&B combines sophisticated 1950s Côte d'Azur silhouettes with vibrant Copacabana colors and prints. Bandeau tops, high-waist bottoms, rompers, and one-pieces come in palm-frond patterns; fitted tops and filmy palazzo pants in cabana stripes. The line also includes accessories like stretchy belts, pineapple-shape bags, and block-heel sandals. "Everything a beachgoer needs to feel somewhat dressed," Niedzielski notes. No matter what side of the equator she finds herself on. KARIN NELSON

BEAUTY INSPIRED PHOTOGRAPH BY DUSTY PERIN AND UNIDENTIFIED; HAUTE DENIM HOT GLAMOUR PHOTOGRAPH BY JEFFREY MANN; MAKEUP AND HAIR STYLING BY ALEXIS MELLO; HAIR AND MAKEUP BY KARINA MANN; FASHION STYLING BY TANIA SOTO; TOP ROW: SHOT ON LOCATION IN BRAZIL; BOTTOM ROW: SHOT ON LOCATION IN NEW YORK CITY; ALL OTHER PHOTOS BY KARIN NELSON



WANDERING EYE

If William Welstead's name rings a bell, you probably own a pashmina or two. The British designer was largely responsible for their popularity in the late '90s, having discovered the shawls while traveling in Kathmandu and selling them to magazine editors back home in London. "I'm not a fashion person," Welstead (inset) says. "I've just always been interested in handmade luxury." And his creative wanderlust hasn't waned: In India, he recently unearthed a cache of 18th-century cut diamonds, which he crafted into rings, earrings, and pendants, like the flat sliced-diamond one at left. The gems are now available at Dover Street Market. "I never know what I am going to find in these remote places. But it's so exciting when something beautiful and unusual turns up." K.N.



Vogue



NA VOGUE

Tanto Bianca quanto Alexia são habituées das páginas da *Vogue* brasileira, estrelando editoriais de moda e perfis sobre sua vida e estilo



Irmandade fashion

Seja na primeira fila dos desfiles mais disputados ou nas festinhas mais animadas do circuito, elas formam uma dupla mais que dinâmica



VOGUE NOTABLET

Confira todos os croquis da coleção *Osklen Praia*

as pessoas certas com a proposta mais certa ainda. E fechamos o negócio informalmente ali mesmo."

Ao longo dos dez meses seguintes, foram três reuniões entre as duas e a equipe da *Osklen* - uma de briefing, outra para aprovar estampas e croquis, uma terceira para checar a modelagem, com direito à prova de roupa feita pela própria Bianca. "Foi tudo muito tranquilo, até porque temos estilos muito parecidos. Já disse mais de uma vez que, se a *Osklen* tivesse uma musa, essa musa seria Bianca. Ela incorpora perfeitamente o ideal de mulher despretensiosamente elegante, que começa o dia nas areias do Arpoador, depois coloca um shortinho para o drinque pós-praia na piscina do Fasano e pode até emendar uma festinha usando o top do biquíni como bustiê."

Ainda que Alexia e Bianca de fato representem muito do que Oskar pretende que a *Osklen* signifique nas areias de balneários do Hemisfério Norte, a convergência não foi tão natural assim. A primeira mudança nítida no estilo padrão da grife está justamente no top do biquíni, que na coleção de Alexia e Bianca virá com bojo, primeira vez na história da *Osklen*. De maneira geral, as peças são mais femininas, adicionando glamour ao retrô característico da *Osklen*, que tem uma pegada mais esportiva. "Para mim o retrô estava nos maiôs de natação antigos, cujas costas reproduzimos até em vestidos. As meninas preferiam shorts de cintura alta e bustiês, e essa visão sem dúvida deixou a coleção mais feminina."

Ao todo, a linha terá cerca de 50 looks, que serão desfilados numa casa em Santa Teresa, marcando a volta da *Osklen* para o Rio numas semana de moda. "Há tempos estávamos querendo fazer algo memorável na cidade, acho que esse desfile vai ser histórico, não só pelo lançamento da *Osklen Praia* por A&B, mas porque vamos promover uma verdadeira celebração do jeito *Osklen*

de ser", planeja Nelson Camargo, head of fashion marketing (o cargo é assim mesmo, em inglês, porque a grife continua firme em sua escalaada rumo ao cume do reconhecimento internacional).

A *Osklen Praia* por A&B terá duas estampas básicas, uma de palmeiras e outra listrada, em combinações de preto e pink, preto e verde e preto e laranja. Há uma boa gama de acessórios, de viseiras a rasteirinhas. As peças chegam às lojas da *Osklen* no Brasil somente em setembro, e nas do resto do mundo em dezembro, para coincidir com as datas das coleções de resort. "A exemplo do evento de Santa Teresa, vamos fazer também festas de lançamento em Nova York e Paris em junho e julho, acho que Bianca e Alexia serão excelente embaixadoras desse espírito da *Osklen* que mescla bossa carioca com uma modernidade cosmopolita", afirma Oskar.

A princípio a *Osklen Praia* por A&B é uma iniciativa pontual, feita para durar apenas uma estação, mas não está descartada uma prorrogação. "Tudo vai depender da receptividade. Se tiver sido bom pra gente e para as meninas também, quem sabe não repetimos a dose?" De concreto, o que Oskar tem certeza por enquanto é que essa parceria vai aproximar a *Osklen* de seu espírito original, mesmo com duas mezzo estrangeiras. "Não vamos mudar nosso DNA, a *Osklen Praia* não tem pretensão de lançar tendência, queremos fazer biquínis usáveis, um clássico chique e contemporâneo, que não quer ser *trendy* nem revolucionário."

Ok, pode ser mesmo que vender biquínis seja a grande meta dessa nova parceria. Mas Oskar deixa escapar que obviamente pretende expandir a influência da *Osklen*, e não apenas somar cifrões. "Nunca colocaram a gente em um editorial de biquini, e olha que a *Osklen* tem muita coisa legal em moda praia. Quem sabe agora, com a chegada de Alexia e Bianca, o resto do mundo veja isso também?"



fashionista.com

reviews

Osklen Spring 2013: Brigitte Bardot Meets *Blue Crush*

By DHANI MAU Saturday, Jun 16, 2012 / 1:00 PM

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9

6

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7



SAO PAULO—[Osklen](#) is one of the most highly anticipated shows of [Sao Paulo Fashion Week](#) and it did not disappoint. This was one collection I'm sure would do well in the states (and one brand we anticipate having an even bigger presence here in the future). I wanted everything.

Designer Oskar Metsavaht has made a name for himself in Brazil and beyond for his use of original high tech fabrics produced sustainably, but his eye for color, unusual-yet-appealing silhouettes and clear vision deserve praise as well.

His background happens to be in snowboarding, but this collection was inspired by a different type of board.

While I'm fairly certain it was not one of Metsavaht's references, the opening of the show immediately recalled Kate Bosworth's breakout film *Blue Crush*: a voice came on through the speakers, as if it were coming from a radio, giving a weather report of clear skies,

high temperatures...a perfect day to hit the waves, while b-roll of California waves on a beach were projected onto a screen behind the runway. The subtle theatrics set up the theme of the show perfectly: "endless summer." Beautiful digital prints of sunsets, waves and palm trees covered everything from shift dresses to ponchos to men's button downs.

The beauty look, which was keyed by Daniel Hernandez for MAC, was inspired by a few things: a sunset, the way someone might look after spending a long time in the sun, and Brigitte Bardot on vacation in the '60s.

A very Bardot-esque [Aline Weber](#), who, like most impossibly gorgeous people, is Brazilian, opened the show in a legit wetsuit. The rest of the looks weren't quite as literal, but many of them would be perfect for a (very stylish) jaunt to Malibu or Venice Beach (California surf culture, in particular, was a key inspiration for the designer). Click through to see all the looks!

Photos via [FFW](#)

Wallpaper*

*THE STUFF THAT REFINES YOU

Fashion Week S/S 2014

Osklen

Osklen translated its fun-loving Brazilian heritage into a playful collection that saw bright jewels tones take centre stage. The show opened with a series of punchy numbers, with models dressed in ruby red, citrine and emerald green from head-to-toe. 'I was thinking a lot about the colour of gemstones for spring. About their brilliance and their transparency,' said Oskar Metsavaht. Each look emerged with a little surprise. Straightforward tunic tops revealed plenty of skin from behind, with zips hanging open provocatively. Sheer chiffon tops featured angular, facet-like detailing. Printed pieces, emblazoned with multicoloured stripes and kaleidoscopic gem formations, were cleverly layered on top of one another to form a pastiche of different shapes and patterns, that echoed the different cuts of gemstones themselves.



DAILY CHRONICLES

blog.STYLESIGHT

Osklen

September 11, 2013 | NEW YORK, OSKLEN, RUNWAY, S/S 2014, WOMEN



COLOR & FORM

New York: Gemstones were the starting point for Osklen's spring collection, played out via a jewel-toned color palette, geometric pattern-cutting and gemstones arranged in different formations, photographed to make eye-catching prints. — Natalie Shukur

Key Items: Dresses-over-pants / Tunics / Geometrically-cut silk blouses & skirts / Transparent layered dresses / Crop tops / Tap shorts / Clear plastic skirts & tops

Color: Amber / Emerald / Ruby / Citrine / White / Black / Cobalt / Orange / Midnight

Materials + Trim: Wool crepe / Vegetable-dyed eco silk / Plastic / Organza / Embroidery

Print + Pattern: Photographic gemstone prints / Stripes / Palm tree print

Accessories + Footwear: Pointy slippers / Strappy sandals / Tinted Perspex sunglasses



SPRING 2014 READY-TO-WEAR

Osklen

REVIEW

COLLECTION

[see the slideshow](#)[view full screen](#)

SEPTEMBER 11, 2013

NEW YORK

By Alison Baenen

Gemstones have a lot going for them. They're brightly colored, simultaneously transparent and opaque, made up of interesting angles, and coveted, pretty much universally, by the fairer sex. Oskar Metsavaht's Spring collection was an ode to them: a tightly focused exploration of sharp angles, sheer layers, and brightly saturated solid colors. The styling was a little gimmicky—the models' gemstone clutches and heels matched their outfits, and a few wore matching, faceted sunglasses—but the quality of the fabric was clear and the tailoring clean. An all-white look in crepe was crisp and refreshing—a very cropped top layered over a long tunic was worn over attenuated pants. Simple and sophisticated. Later layered looks in black and white silk looked like elegant geometry problems—square tops over angled tops that turned square skirts into triangles. Sounds tricky, but it looked very easy. One of the collection's two prints—neon bright gemstones on a black background—was graphic and fun (Metsavaht arranged minerals in the shapes of pineapples and palm trees, then photographed them), but it was cheapened by the addition of clear plastic layers. Ditto that same print later on, now in neutrals and printed on a special vegetable-dyed eco silk. The hard plastic layering pieces were out of place and unnecessary. Strip them off and you'd be left with something cool and covetable.



Wallpaper

Wallpaper* BRAZIL SPECIAL

Fabulous fashion, distinctive design, hot hotels - why we're packing our bags right now

Bright hope

Brazilian fashion label Osklen steps out in style in New York

Osklen's luxurious take on Brazil's fun-loving culture is warming the label fans all over the world. And since the São Paulo-based brand decided to show at New York Fashion Week last year, it has gone from strength to strength in the U.S. At its recent Spring/Summer 2014 showing, its carefree attitude and penchant for colour took on a fresh sophistication. In a collection inspired by precious gems, tunic tops in plain, sheer or printed fabrics were cut at revealing angles, resulting in formations that echoed the different cuts of stones when worn layered on top of one another. Sandals featured faceted soles while tote bags came in glistening jewel tones.

'I came to New York to propose the Osklen style to the American and the international public,' says the brand's founder Oskar Metsavahht. 'It's a great exercise and shows maturity for a Brazilian company. Brazilians are happy, sensual and sophisticated in an easy way. Just as the United States has the American dream, we have the Brazilian soul, as I like to say.'

www.osklen.com

DRESS: \$427; TOP: PRICE
ON REQUEST; TROUSERS,
\$349; SANDALS, \$242;
TOTE, \$90; ALL BY OSKLEN



BØF 500



Oskar Metsavaht

Designer, Osklen

The doctor turned sustainability champion devised a fabric that could withstand icy conditions, which grew into a well-known Brazilian sports brand.



Vital statistics

1961
Born

Brazil
Nationality

Brazil
Location

Related people

Tomas Maier
Creative Director, Bottega Veneta

Maria Grazia Chiuri & Pier
Paolo Piccioli
Creative Directors, Valentino

Iris Van Herpen
Designer, Iris Van Herpen

Links

- [osklen.com](#)
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[instagram.com/oskarmetsavaht](#)
- [106 Subscribers](#)
[Youtube.com/user/osklen](#)
- [LinkedIn](#)
[linkedin.com/company/osklen...](#)

Biography

Oskar Metsavaht is the founder and creative director of Osklen, the Brazilian fashion brand. Although the brand began with a focus on sportswear, after ten years Metsavaht refocused the brand on the luxury segment. "My creative process begins with a scene, a story, a style, a concept that I create from something I wanted or lived. From this point, I create the climate, the atmosphere, the looks and attitudes. In most cases, I conceive the campaign even before the collection. Maybe that's why I adore doing the art direction of my photo shoots, to create the atmosphere of the story and make my own films through which I can share what I imagined the scene to be in the beginning of the process. The clothes are designed to be the costumes of my films. And you can 'watch' it in every detail of the collection. I'm only satisfied when the proposed elements for each piece, the colors, textures and silhouettes become worn by movie characters that I created."

His work has been cited in a thorough study done by the Word Wild Foundation (WWF-UK) and they have named him a "Future Creator". He is often invited to participate as a speaker on the topic at conferences worldwide, such as the Milano Fashion Summit and the Ethical Fashion Show in Paris. Metsavaht was invited by American Vogue to attend the event 'Runway to Green', a charity fashion show to promote sustainability among brands in the luxury segment.

He is the Founder of 'E Institute' (Instituto e), a nonprofit organization located in Rio de Janeiro, dedicated to the promotion of sustainable human development, which develops the e-fabrics project that, in partnership with companies, institutions and research centers, identifies fabrics and materials developed from social and environmental criteria. In 2011, his brand, Osklen, received the title of "emerging luxury brand of the year" in London, and he was pronounced by Fast Company Magazine, as the 'fourth most innovative person in Brazil and one of the 100 most creative people in the business world'. Metsavaht was also named a Goodwill Ambassador of UNESCO in 2011. In the same year he was invited by Suzy Menkes to be one of the speakers at the International Herald Tribune Luxury Hot Event.

Latest news

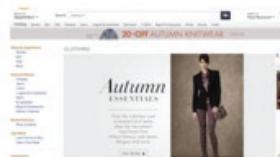
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11 October, 2012

Global Briefing | Brazil's Changing Fashion Calendar

Source: The Business of Fashion



11 October, 2012

Amazon mantra, Stake in Osklen sold, Burberry confirms slowdown, Uniqlo's fight, The Shot

Source: The Business of Fashion

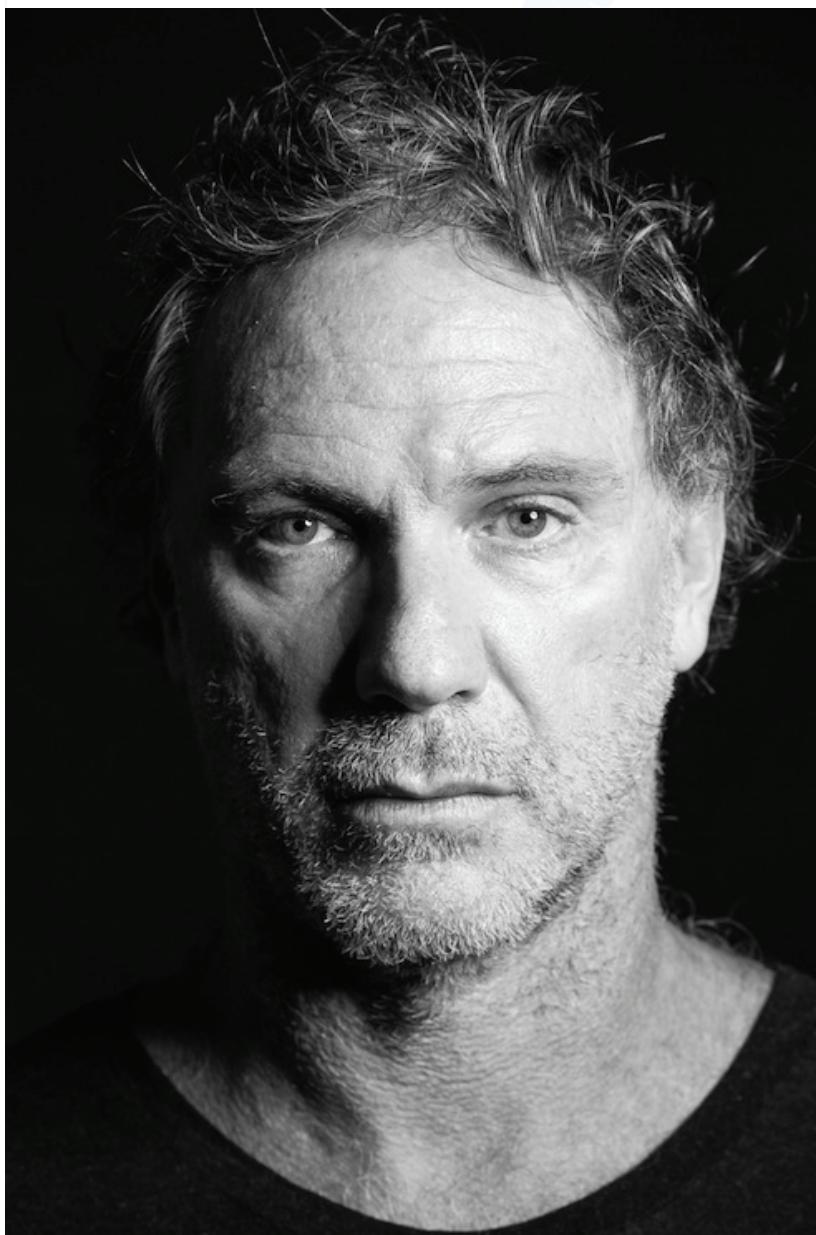
PRESS

OSKLEN

STYLE.
COM/

STYLE MAP

HEALTHY HEDONISM: OSKAR METSAVAHT'S
TAKE ON THE BRAZILIAN ESSENCE



**STYLE.
COM/****FARFETCH IDEAS: AN A-LIST E-STORE
TAKES BRAZILIAN BRANDS GLOBAL**

Since most Brazilian brands are not available overseas, writing about local fashion for a global audience has always been more about identifying the lifestyle and feeling than about actually defining the styles people will wear on the streets. But this might be changing, thanks to the Internet.

An exciting new project led by Farfetch.com will take permanently sixteen local brands to sell in over 140 countries where the e-store operates. In the past couple of years, retailers such as Le Bon Marché, in Paris, and Macy's in NYC have made seasonal collections with a mix of Brazilian designs, colors, and prints, but these collections were temporary and didn't provide access to Brazilian brands for a longer period.

Now, consumers all around will have access to local favorites such as Vitorino Campos and Giuliana Romanno (and Osklen, pictured above). "Brazil is a country that creates unique fashion. Many global companies are coming to Brazil to seize the opportunities that it offers. We see this movement as a two-way street, and we understand that Brazil also has its place internationally to occupy. Our consumers want this creative young fashion available," said José Neves, founder and CEO of Farfetch.

The Telegraph



Farfetch launches Destination Brazil

*The e-commerce website **Farfetch.com** embraces the spirit of Brazil with a new project comprising 15 of the country's finest designers*

BY **ELLIE PITHERS** | 07 MAY 2014

Farfetch.com is out to change that. The virtual marketplace for more than 290 upmarket boutiques has just launched Destination Brazil, a collective of 15 Brazilian fashion designers. Some of the biggest names in Brazilian fashion will be stocked on the site, including Osklen, Patricia Viera, Martha Medeiros, Lenny Niemeyer, Blue Man, Mixd, Cris Barros, Uma, Zapalla, Fernanda Yamamoto, Brigitte, Giuliana Romanno, Juliana Jabour, Vitorino Campos, and Emannuelle Junqueira.



Designs by Osklen

STYLE. COM/

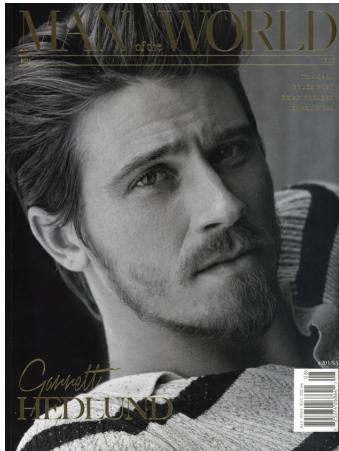
We walk over to his desk, where Oskar shares with me some photographs of his Spring collection, Rio by Night. He is known for photographing and filming (in Super 16) his own campaigns), but the "Marvellous City," is known mostly for its sun-drenched daytime glory, so what is it, exactly, about the night that inspired him? "I think that the night in Rio de Janeiro has a beautiful balance of the sophistication and coolness, which is rare in the tropics," reveals the designer. "A night in Rio can start one place and end in a completely different one, so the clothes should be sexy and chic and go well with every occasion. You can start with a formal, old-school dinner at the Copacabana Palace, before heading to a cool, sophisticated party at the Fasano—such as the Gagosian cocktail last Wednesday—then hitting an underground party at the favela do Vidigal, followed by a night swim in the waters of Arpoador Beach, and, finally, watching the sunrise from the beginning of Copacabana Beach, near post 6."



Surboards, and a painting by Ana Amélia Motsavah

The creative process behind "Rio by Night" was particularly challenging for Oskar and his team. Brazilian gemstones became the birthplace of inspiration for the collection marked by transparency, color, and shine. The clothes were perceived as jewels in the making, and designing became a complete lapidary experience. "The challenge was to create dresses in geometric forms without sacrificing comfort and sensuality. In every collection, I aim to create a new element of style." Says Oskar, who believes this is one of his sexiest collections yet. But his concept of sexy is very far from the obvious curves of bikini-clad Brazilian girls. To me, the sexiest part of a woman's body is the nape, and the back in general. My looks show a lot of back. And legal! Yes, this collection shows a lot of leg—the sixties-style zibeline silk dresses in bright, monochromatic layers are undoubtedly perfect for a night on the town. Keep an eye out for the accessories—the hard-candy-colored clutches will for sure make wish lists all over the globe!



**Man of the World**

HAVAIANAPIANEMAVIDEO PASSPORT

**Osklen**

85 Rua Maria Quitéria - Ipanema, Rio de Janeiro

Osklen is Brazil's most famous fashion label (after Havaianas, of course). Founder Oskar Metsavaher, the first Brazilian to scale Mont Blanc, conceptualized the brand as a harmonization of opposites. His luxury athletic wear is simple, effortlessly cool, and well made.

EXAME.COM

Comércio eletrônico | 23/04/2014 20:00

Com a Farfetch, luxo e riqueza pela internet

Com um modelo de negócios inovador e faro aguçado para o que está na moda, a Farfetch desbrava o comércio eletrônico — e abre um novo canal para grifes brasileiras

Sérgio Teixeira Jr., de EXAME

Julia Rodriguez/EXAME



José Neves, da Farfetch: "Nosso maior concorrente no Brasil é a TAM"

Nova York - No mundo da [moda](#), o que importa nas cerimônias de premiação acontece do lado de fora dos teatros e auditórios: é no tapete vermelho que os estilistas têm a chance de mostrar suas criações no corpo das estrelas mais famosas do mundo. Os vestidos desfilados diante das câmeras servirão de assunto para intermináveis discussões em programas de TV, jornais, revistas e blogs.

Na recente festa de entrega do MTV Movie Awards, não foi diferente. Mas quem leu sobre Mila Kunis encontrou um link interessante em alguns sites especializados: onde comprar o vestido (preto e soltinho, desenhado pelo estilista Thakoon para acomodar a barriguinha que ela já exibe da filha que vai ter com Ashton Kutcher).

"Vamos poder divulgar nossa marca para os exigentes consumidores de moda nos cinco continentes", diz [Oskar Metsavaht](#), fundador da [Osklen](#), uma das marcas que fazem parte do projeto.

A Farfetch é uma das marcas mais reconhecidas do comércio online de luxo pessoal, um mercado que cresceu 28% em 2013, de acordo com um levantamento realizado pela consultoria americana [Bain](#). Em larga medida, o segmento de luxo mantém o padrão do comércio eletrônico como um todo: altos índices de crescimento, mas tamanho ainda reduzido e baixas taxas de retorno.

Para resumir uma longa discussão, no ano passado a Amazon, maior varejista online, registrou um lucro de 274 milhões de dólares (com uma margem de 0,9%), enquanto a rede [Walmart](#) obteve 17 bilhões de dólares (com uma margem de 3,4%).

Neves acredita que, por lidar com itens que têm demanda imediata (com as temporadas e as coleções dos estilistas), seu negócio pode se firmar como uma exceção no varejo eletrônico. A empresa deu lucro dois anos depois de aberta e, com isso, atraiu 45 milhões de dólares em investimentos.

Entre seus investidores está a Condé Nast, editora da revista de moda *Vogue*. Com o capital, o objetivo principal é primeiro crescer, depois concentrar-se no resultado. A Farfetch, não resta dúvida, está na moda.

[Saiu o novo app de EXAME.com para iPhone! Quem já tem o antigo, basta atualizar. Quem não tem, baixar.](#)

[Já foi no novo site móvel de EXAME.com? Basta digitar exame.com num iPhone, iPad ou Android.](#)

Tags:

[Barneys](#), [Comércio eletrônico](#), [Condé Nast](#), [Farfetch](#), [Givenchy](#), [Luxo](#), [Marcas](#), [Moda](#), [Vendas](#)

O link apontava para a Farfetch, loja virtual que representa a nova fronteira em um mercado que resiste a crises, cresce rapidamente no mundo inteiro e pode ser uma oportunidade única para a indústria de moda brasileira no exterior.

A Farfetch foi lançada em outubro de 2008, no início da crise mundial causada pela [bolha imobiliária](#) dos Estados Unidos, por José Neves, empreendedor português baseado em Londres.

O timing não poderia ser pior, mas Neves desde o princípio orientou o negócio para atender os [consumidores](#) das [marcas](#) mais exclusivas do mundo — e, como costumam dizer os que lidam com o mercado de [luxo](#), nesse segmento não há crise.

Podia ser verdade ou pensamento positivo, mas a Farfetch cresceu de maneira espetacular enquanto os países mais ricos do mundo entravam na pior crise em um século. A empresa deve vender 340 milhões de dólares neste ano, quase o dobro de 2013.

O valor reflete as transações feitas no site — a Farfetch fica com uma porcentagem a título de comissão e serviço. A Farfetch está mais próxima de uma plataforma de transações, como [um eBay](#) ou um [Mercado Livre](#), do que de uma pura loja virtual, como a [Amazon](#), mas as coisas são um pouco mais complicadas do que isso.

Não são as lojas que escolhem vender pela Farfetch, mas o contrário. "Fazemos uma seleção muito rigorosa de quem vende pela Farfetch", diz Neves. "Temos uma equipe de 12 pessoas responsáveis somente por fazer essa seleção."

Escolhida a loja, a Farfetch cuida do restante: produz as fotos e as páginas de apresentação dos produtos, cuida dos pagamentos e organiza a entrega para o comprador. A ideia é que, sem sair de casa, o consumidor faça uma viagem pelo mundo da moda.

Viagem é uma palavra apropriada, pois 300 lojas de 26 países vendem pela Farfetch. Já os clientes estão espalhados por todo o mundo, inclusive no Brasil. Os americanos são os maiores compradores, seguidos pelos britânicos e, em terceiro lugar, pelos brasileiros. Com uma equipe de 60 pessoas em São Paulo, a empresa consegue entregar em qualquer ponto do país em sete dias úteis.

Os preços, naturalmente, incluem o custo Brasil: um tênis Givenchy, que custa 630 dólares na Barneys, uma das lojas mais famosas de Nova York, sai por 2.940 reais pelo site da Farfetch. "Minha maior concorrente é a [TAM](#)", afirma Neves, rindo — mas falando muito sério.

A vantagem que a empresa tem sobre as viagens de compras dos brasileiros é a rapidez na resposta. "O cliente quer a peça da coleção que está na loja hoje", diz Neves. "Se ele for para o exterior daqui a três meses, não vai mais encontrá-la."

A Farfetch vai anunciar no fim de abril um acordo com estilistas brasileiros que pode significar um ótimo impulso para as grifes brasileiras no exterior. Um programa chamado Destination Brazil vai levar as criações de 16 marcas, como Juliana Jabour e Emanuelle Junqueira, para clientes da Farfetch em 144 países.

**STYLE.
COM/**



NYFW REPORT: BEHIND THE SCENES OF OSKLEN'S SPRING COLLECTION

BY
PAULA BEZERRA DE MELLO

It's 11:30 a.m., his flight to New York leaves in six hours, and he has yet to pack, but Oskar Metsavaht is in no rush to finish breakfast. The creative director of Osklen drinks his coconut water, observing the unobstructed view of Arpoador Beach, or the "United Kingdom of Ipanema," as he has poetically coined the unique beauty of the tribe of this famed beach. I reach for a piece of organic papaya and get distracted by the surfers so up close, then I realize that just an hour ago, Oskar was one of them.



Oskar sips his coffee, cool as ever. His serenity is particularly startling, considering that Osklen will be showing its Spring '14 collection this upcoming Wednesday, at Lincoln Center, and he has yet to approve the final casting and editing. He pulls out his iPhone to show me what I think will be a preview of the collection, but instead I find an image of an engraving by Waltercio Caldas, Oskar's latest acquisition in the ongoing ArtRio fair, which this year coincided with New York fashion week. An avid art collector (he is on the advisory board of Inhotim, the world-renowned open-air contemporary-art museum), Oskar browsed the fair with his friend Eungie Joo and his sister, Ana Amélia Metsavaht, whose paintings often serve as inspiration for Osklen's original prints.



From left: Oskar's photographs, Vik Muniz, Janaina Tschäpe



Safari Japan

① Doctor

医者一家に誕生
 父も医者で、自身も医大出身。まさに生徒の医者一家という環境で育った。

② Adventure

大自然との融合
 自然を冒險することは、後の生活の一駄。1986年にアコンカグア登頂を果たす。

③ Designer

独自の世界観が人気
 ヨーロッパでは「トロピカル・ラグラン」と呼ばれるなど、デザインへの評価は高い。

④ Filmmaker

映像制作
 アートプロジェクトや、シートフィルムを制作するスタジオ、Omart主宰。

⑤ Activist

環境保護活動家
 園境保護活動を行う非営利組織の設立など、革新的な活動家としても有名。

**オスカル・メツバウト
 Oscar
 Metsavaht**
 1961年生まれ。(オスカル)メツバウトのデザインとしてだけではなく、映像作業、経営者、活動家など、多彩な顔を持つ。

**街と自然が融合した理想的な
 ライフスタイルを表現するブランド
 OSKLEN**
 (オスクレン) from BRAZIL
 写真=中山信昭、丹羽田義人、スタイル=伊藤正宜実
 文=吉方洋子
 photo by AFLLO, amanaimages

VOL.12

IPANEMA
 カリオカたちの愛するビーチの
 ブラジルである「五感」「八感」!
 リオデジャネイロには数多くのビーチがあり、それぞれ個性がある。そのビーチの運営に賛同している、「オスクレン」の商品ラインによく使われている「IPANEMA」の名前は、カリオカたちが最も愛するビーチの名だ。イエスロードを走る車の運転による風景。ここにオスクレンの誇りでもある。

右: サーフボードやウニ
 フィッシュモチーフの
 ショーツ(各4万800円)

What's "Osklen"?
#1 Spirit

ブラジル
 オスカルたちの愛するビーチの
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What's "Osklen"?
#2 Icon Item

**ブラジルのソウルが詰まった
 ブランドの「アイコンアイテム」**

サーフィンでもスケートが台頭しているように、ビーチアートにサーファー、足袋はニーカーといったのが、ブラジルセレブ界の代弁的な姿になり、それは、オスクレンのマークをついたアイテムや、サウザン素材で作られたものでできています。これで、実用的でアーティスティックな

Icon Item 1
 リバウンド素材を使った
 ビーチプリントの
 靴#1

Icon Item 2
 イバマの石墨地の
 靴#2

Icon Item 3
 イバマの石墨地の
 シャツ#3

Icon Item 4
 スリッポンタイプの「ニーカー」#4

What's "Osklen"?
#3 ARPOADOR

**都会と自然を結びつけるオスカルの
 「ライフスタイルの拠点」**

リオデジャネイロを代表する8つのビーチ、オスカルとコババーナに挟まれた場所にあるサーフスポット「アルボアドール」。12歳の頃ここを訪れた彼は「いつかここに住む」と誓った。アルボアドールは、ここに現れるビーチ風景を楽しんで、国際的に活動をはじめ、仕事もしながらサーフィンができる。彼のライフスタイルの基盤となる大本命なスポットだ。

右: 2006年の第1回大会の
 ポスター
 ニュースポット
 カルミーは年2回、サーフィン
 大会の「アルボアドール ク
 ラシ」を主催している

2 AMAZON
 環境保護の一環として
 「アマゾンの自然」を再利用する

熱帯雨林アマゾン、ブラジルを代表する自然。そのアマゾンに生息する淡水魚「ピラルー」の皮で作られたのがこのヌニーカー。本來なら捨ててしまう優くて惜まず皮を再利用した製品で、オスクレンはラグジュアリーブランであります。写真=アマゾン熱帯雨林の森

What's "Osklen"?
#4 Amazon

熱帯雨林アマゾン、ブラジルを代表する自然。そのアマゾンに生息する淡水魚「ピラルー」の皮で作られたのがこのヌニーカー。本來なら捨ててしまう優くて惜まず皮を再利用した製品で、オスクレンはラグジュアリーブランであります。写真=アマゾン熱帯雨林の森

What's "Osklen"?
#5 Arpoador

都会と自然を結ぶオスカルの
 「ライフスタイルの拠点」

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 大会の「アルボアドール ク
 ラシ」を主催している



Safari Japan

What's "Osklen"!?

#4 Collection

"エント
カリコルニアとブラジルが融合"

エンドレスマー"をテーマに2013年春夏のコレクションを展開する(オスケン)。カリコルニアのハイウェイ走るたま、イマイマ歩道を散歩したりする想像上の夏の日イメージしたコットンは、開放感の中にマンチックなムードが漂う仕上がり。大人の夏カジュアルにぴったりのアイテムが揃っている。

A: フラッグ Tシャツ 4,850円
B: リキン 100%のタートルネック 7,050円
C: カーネギー Tシャツ 4,850円
D: カーネギーのトート 6,800円
E: カーネギー・スレーブ 工が特徴的 2,741円
F: カーネギー・スレーブ
ショーツ 3,040円
G: カーネギー
ハーフパンツ 2,600円
H: くちばしのあそびスリーピングパンツ 2,000円
I: 海で寝つくやかを
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幸運を運ぶハーバードニッケルのモチーフをモチーフにした幸運のモチーフで豊かな土産の供えに貢献。さりげなく、お出での際は、アーバン・カジュアル印象の「トートの着心地ニット」(4,850円)、スリーピングパンツ(オスケン/オスケン 販売店ヒルズ店)

E-item 1
難皮を利用した
"白スニーカー"
本物の難皮。難皮の特徴は、難皮の表面は滑らか、足踏みの軽減でさらり、足踏みのがい深い。難皮の特徴を活かして、アグレッシブ、爽快なシルク印象に仕上げた。4,850円
(オスケン/オスケン 販売店ヒルズ店)

E-item 2
こだわりが詰まった
"オーガニック"
農薬を使わずに、オーガニック栽培する植物を育てる農場で豊かな土産の供えに貢献。さりげなく、お出での際は、アーバン・カジュアル印象の「トートの着心地ニット」(4,850円)、スリーピングパンツ(オスケン/オスケン 販売店ヒルズ店)

E-item 3
土に還る素材の
"トートバッグ"
希少なバーチ・エコ・ジュークの木の葉をモチーフにしたトートバッグを使用したトートバッグ。2013年トヨタ選手権で優勝したアーヴィング・カーティス選手が愛用する。4,850円
(オスケン/オスケン 販売店ヒルズ店)

E-item 4
ペットボトルの
"リサイクルT"
高密度されたペットボトルの再生素材。リサイクルのシンボルをモチーフとしたTシャツ。2,741円
A: フラッグ Tシャツ 4,850円
B: リキン 100%のタートルネック 7,050円
C: カーネギー Tシャツ 4,850円
D: カーネギーのトート 6,800円
E: カーネギー・スレーブ 工が特徴的 2,741円
F: カーネギー・スレーブ
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G: カーネギー
ハーフパンツ 2,600円
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I: 海で寝つくやかを
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What's "Osklen"!?

#3 Ecology

**環境保護に貢献する
"イーブリゲードライン"に注目!**

環境保護活動にも積極的に取り組むことで知られる(オスケン)。その代表的なコレクションである「E-brigade(イーブリゲード)ライン」だ。本来なら、商業されるものや再生可能な素材(=e-fabrics)を使用したアイテムは豪華だ。

e-fabricsとは?
エコ素材の「e-fabrics」。その「e」は、下の6つの意味を表している。

- 1.energy
- 2.empowerment
- 3.earth
- 4.environment
- 5.education
- 6.economics

e-item 1
難皮を利用した
"白スニーカー"
本物の難皮。難皮の特徴は、難皮の表面は滑らか、足踏みの軽減でさらり、足踏みのがい深い。難皮の特徴を活かして、アグレッシブ、爽快なシルク印象に仕上げた。4,850円
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e-item 3
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**個性あふれるプリントと
色使いでキャラ立ちを狙う!**

A: フラッグでも有名なリゾート、ビアリッツの文字入りTシャツ 4,850円
B: 海の世界観を表現
アーバン・カジュアル印象の「トートの着心地ニット」(4,850円)
C: 「ソロニー」はブリヂストンの愛称。車高が名前。
D: ハーフパンツ 2,600円
E: 色褪せた高品質のイエローTシャツ 4,850円
F: 青色とユニークなプリントのコンbosトが絶妙。
G: ハーフパンツ 2,600円
H: 木目調のシルバー調の手袋
I: 木目調のシルバー調の手袋
J: 木目調のシルバー調の手袋
K: 木目調のシルバー調の手袋
L: 木目調のシルバー調の手袋
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Y: 木目調のシルバー調の手袋
Z: 木目調のシルバー調の手袋

Safari lounge 先行発売
¥8,190~9,450円
サイズ: S.M

Safari lounge スペシャルアイテム
オスケン

**太陽と海の
恵みがあふれる
彩り"プリ"T!**

VMAN

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VMAN

OSKAR METSAVAHT: THE SOUL OF BRAZILIAN STYLE

THE FOUNDER OF OSKLEN PUTS HIS BRAZILIAN SOUL INTO EVERY SUSTAINABLE STITCH

PHOTOGRAPHY VICENTE DE PAULO TEXT ADDISON O'DEA



Sweater Osklen

"Brazil is booming!" declares Oskar Metsavaht. We are standing on Ipanema beach in Rio de Janeiro as the sun sets, amidst thousands of Brazilians of all ages carrying white flowers into the sea in honor of Yemanja, the Brazilian deity of the ocean. A former physician, Metsavaht is now the proud founder of the Brazil-born global lifestyle brand Osklen. Osklen was conceived in the '80s while Metsavaht was mountain climbing in the Andes. Then a young doctor, he volunteered to design the technical gear for the expedition. "The design was cool," he happily remembers. "My friends liked it and asked me to make some more."



Safari Japan

Oskar Metsavaht

Close up! ①
個性派デザインで
首元にニュアンス!
まるでバーカの上にティラードジャケットを羽織った
かのよう、斬新なデザイン。モノトーンスタイルの
ポイント作りに注目

Close up! ②
スケ感漂う
爽やかローファー!
コインローファーで、ジャケット姿にカジュアル感を
プラス。ページュのスウェード素材が、大人らしい強
さを引き出してくれる

Profile
普段モテるクリエイター。自身のブランドはパリジンにもNYにも、また東京や香港など世界中の都市で活動。毎回のキャリアートは「アカデミー賞受賞監督」や「アカデミー賞受賞脚本家」など、常に豪華な顔ぶれ。しかし、彼の本業はシネマ監督ではなく、実業家。映画制作会社「メタラボ」を運営するほか、音楽活動も手がけている。昨年は「バーカ」と「ローファー」の組合せで注目された。今は食事の休み時間で、また、普段の映画鑑賞の際にも、この「バーカ+ローファー」を愛用している。

Photo: Oskar Metsavaht / Styling: Yujiro Kuroda / Hair & Make-up: Yuki Matsunaga / Model: Oskar Metsavaht / Location: New York City / Production: Sato Production / Photo: Sato Production / Styling: Yujiro Kuroda / Hair & Make-up: Yuki Matsunaga / Model: Oskar Metsavaht / Location: New York City / Production: Sato Production

[オスクレン] のTシャツ
着るだけで夏を感じさせてくれる
レタードプリント

OSKLEN

右:「ENDLESS SUMMER」の背中に刺繍されたリバースプリント。両サイドにはオーバーサイズのポケット。左:「SURFER」の背中に刺繍されたリバースプリント。両サイドにはオーバーサイズのポケット。
中:「ENDLESS BEACHES」の背中に刺繍されたリバースプリント。両サイドにはオーバーサイズのポケット。
左:「ENDLESS WAVES」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
右:「ENDLESS SUN」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
左:「ENDLESS BEACHES」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
中:「ENDLESS SUMMER」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
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右:「ENDLESS SUMMER」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
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右:「ENDLESS SUMMER」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。

celeb snap

**ショットは最近
グレーーテニスを
ヘビロト中!**

左:「ENDLESS SUMMER」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
右:「ENDLESS BEACHES」の背中に刺繡されたリバースプリント。両サイドにはオーバーサイズのポケット。
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上下で色の違う新鮮デニム・オン・デニム

デニム・オン・デニムといったら普通は
ブルー同色を合わせるものばかり。あえて
色を変えることで個性を持たせるのが
「オーバーデニム」。色を変えることで、
甘~い個人的色を引き立てるのです。

男:「デニム×オーバーデニム」の組合せ。左:
カットオフパンツ1万500円(税込)、インサートポケット・ハーフボトムトートバッグ
5万円(税込)、右:カットオフパンツ2万500円(税込)、インサートポケット・ハーフボトムトート
バッグ5万円(税込)、スヌード8000円(税込)、マキシスリーブセーター1万500円(税込)、
ハーフボトムトートバッグ4万円(税込)、マックブックカバー1万円(税込)、スヌード8000円(税
込)、マックブックカバー1万円(税込)。左のカットオフパンツは「OSKLEN」、右のカット
オフパンツは「OSKLEN」、スヌードは「OSKLEN」、マキシスリーブセーターは「OSKLEN」、
ハーフボトムトートバッグは「OSKLEN」、マックブックカバーは「OSKLEN」、スヌードは「OSKLEN」。



Safari Japan



Present

Safariから厳選した大人のアイテムをプレゼント!
応募方法は下記の**プレゼント応募方法**をご覧ください。

**(トミー バハマ) の
晴雨兼用傘**

1 4月13日に発売する《トミー バハマ》晴雨兼用傘。軽量で丈夫なポリカーボネートの傘骨。傘頭部には「サンブリーチ」を名乗る。白やとしてて雨兼用として使用できる。ブルーと白の組み合わせが鮮やか。(トミー バハマ 電話番号 03-6688-0999)

**(オスクレン) の
Tシャツ**

2 「エンドレスサマー」を今夏のテーマに掲げる《オスクレン》のTシャツを1名様にプレゼント。サイドスリット入りのTシャツ。豊かな色使いがキャラクトロインに合せやすい。(オスクレン 営業担当 電話番号 03-6410-5012)

**(モルトンブラウン) の
フレグランス**

3 南フランスにある香水の街、グラースからインスピレーションを得た「モルトンブラウン オードパルファン」50mlを2名様に。みずかずらしいシトラストのトップと、ラスのシャーノートが特徴。(モルトンブラウンジャパン 電話番号 03-3690-7986)

**(シンバシー・オブ・ノウル) の
ブレスレット**

4 (シンバシー・オブ・ノウル) のブレスレット

**(モスクワ) の
アンダーウエア**

5 フランス東部で生まれた《モスクワ》のアンダーウエアを1名様に。軽量で通気性の高い内側の生地をフロックにしたり、フロントを二重にしたりと、穿き心地のままに定評あり。(ライクシルバー・ジャパン 電話番号 03-3291-9190)

MAY 2013 Safari 329



Ten UK

10 PEOPLE TO MEET

OSKAR METSAVAAHT FOUNDER AND CREATIVE DIRECTOR, OSKLEN

What's new for spring/summer 2013?

"A second Noughties – contemporary, fresh, urban/beach. Inspired by an imaginary summer day, from sunrise to sunset and early night. I would say it's not retro or even future, it's actual, from my point of view. Some of the visual language of the 1960s, a mix of futurism and beachy flower power, but modern. Please have a look at my art book of the current collection to understand. It's hard for me to express by writing or talking."

When did you first get into fashion?

"In the first 10 years of Osklen, it was more a technical outdoors and surfing/beach wear. In 2001 I began to exercise fashion design. How to express the Osklen lifestyle concept in a fashion-aesthetic language? What were the elements of my style? Who would the Osklen woman be? So I worked with my atelier and experienced during this last decade these elements of style as forms, colours, textures, mood, iconography, etc."

How did you become a designer? Did you always want to be one?

"My cultural education consisted mainly of art and science. My father founded a medicine faculty and my mother a philosophy and art-history faculty. Both were very elegant and chic. So, I believe my approach to aesthetics came from them. Also, I was born in 1961, so my first 'experience' of design was what happened in the 1960s, which you can see in my collections and campaigns. I didn't study design or art, I did medicine and worked as a physician until 1997. I specialised in biomechanics, biophysics and ergonomics. I would say that my approach to fashion design was shaped by my knowledge of the human body and its relationship with the environment and society. That's the way I see fashion – we designers, we have to create a physical layer from the body, a layer that protects from the weather, and a layer of image through which individuals relate themselves to society, express their individual and collective personality. Medicine is much closer to fashion design than people understand. Who understands a human body better than a physician? Also, physicians learn to observe signals, behaviours, etc, and that is the pure essential of fashion."

What was your first job? What has been your worst job?

"When I was 16 I designed the second skateboard park in Brazil, in the 1970s. And I created and organised the first championship. I used to design some of my own clothing, surfing style. Also, for years, I did work photographing for the art-history books for my mother's presentations and worked at my sister's atelier and art gallery. But my first official job was as a paramedic during my medicine studies. Another interesting job I had was in my late twenties, when I was already a physician. For two to three years in the 1980s Louis Vuitton were manufacturing in Rio de Janeiro. Some of their artisans came from France to develop it here. I worked as a physician for the company twice a week. Of course the company wasn't big here, so I had a lot of time and curiosity to spend hours with the artisans and observe up close the quality of their craft."

How important is Brazil to what you do?

"I think I'm one of the protagonists of what Brazil is now. The lifestyle is perceived as interesting and contemporary, with a healthy, sexy and balanced urban/nature approach. I think I have created a brand that represents our essence, what I call the



'Brazilian soul', with a universal aesthetic language, international quality and social and sustainable development. A contemporary way of life, the 'new luxury'. Brazilians like what I do, I believe, because I challenged the paradigm of luxury, introducing a Brazilian brand without the classic characteristics of luxury to the luxury market."

What's up and coming in Brazil?

"I think that, during the past two decades, we had the chance to express our culture through art, music, architecture, design and technology. The world is interested in it – much more so now in the current global economic climate. So, in this next decade, we'll have the chance to prove that we are an interesting people and have a great economy, natural resources and culture that can be shared with the world through new business models, exchanging knowledge and practices in a sustainable way. But what I like to say to my friends and also in some articles that I write, is we now have the world paying attention to what we do and who we are, so let's really do it and not just think that we are 'the coolest ones in the planet' because of our happy, healthy and sexy way."

Do you believe in reincarnation? What would you come back as?

"No, but to answer your question I'd say I would like to come back the same. Not in an egotistical way. Just because I think to be human is the best way to live life's adventure on earth."

Can you samba?

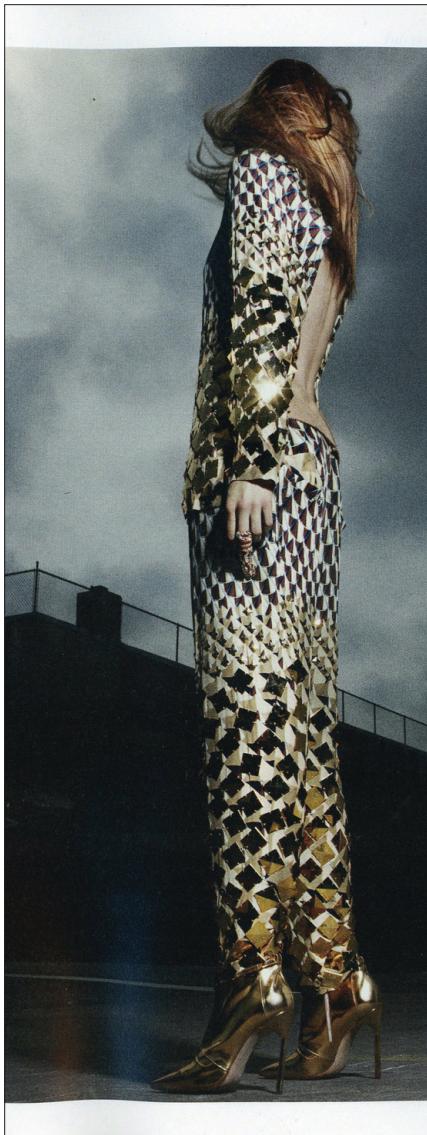
"Of course ;)."

WWW.OSKLEN.COM

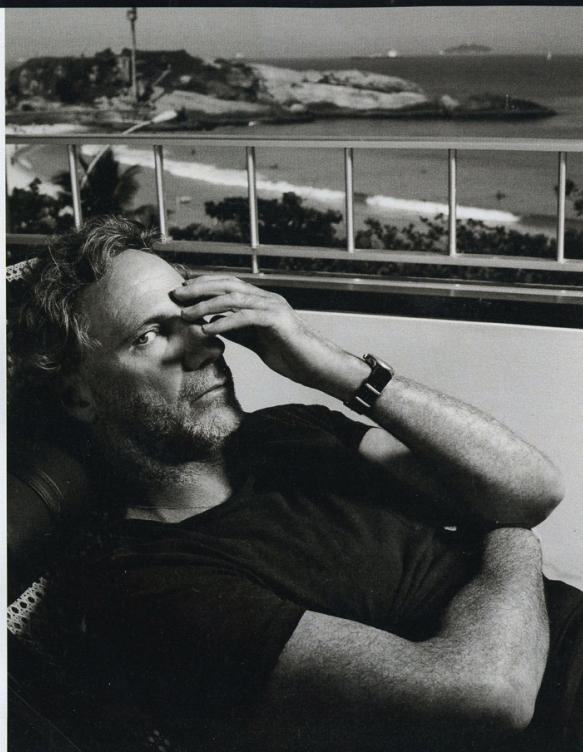
PHOTOGRAPHER MARCELO KRASILCIC



Interview



44/Interview/FASHION/beauty/STYLE

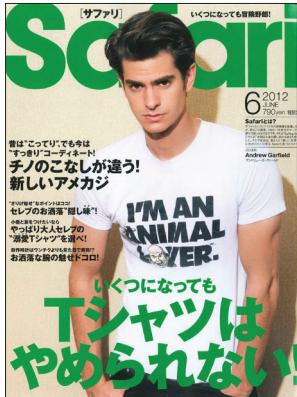
Oskar
METSAVAHT

Oskar Metsavaht may well be one of the most learned men in fashion. Certainly he's one of the only designers to hold a doctorate in medicine. An orthopedic physician by training, the 51-year-old Metsavaht is also the founder and creative director of Osklen, the Brazilian apparel company that is looking to assert itself as the nation's first global fashion brand. Currently selling in 15 countries, with 63 stores in Brazil, 9 more outside of those borders, and with lofty investors circling like sharks, it looks as though Osklen is well on its way. "Clothing is to protect from cold, from rain, from heat, from sun," says the chiseled Metsavaht, who calls the Rio de Janeiro neighborhood of Ipanema his home. "Also, physicians learn to observe details about human behavior. Through fashion, the human body interfaces with the environment. Who better to understand this relationship?"

The genesis of Osklen has a direct connection to the good doctor's medical experience. Finding the available winter gear lacking, Metsavaht, an avid outdoorsman, snowboarder, and skier, designed his first weather-resistant jacket for a climb in the Andes in 1986, where he was accompanying a group as the expedition doctor. The garment was so well received that he decided to begin manufacturing it. Over the years, his vision for Osklen has expanded beyond outerwear to comprise a complete wardrobe for men and women, including footwear and sportswear. Metsavaht's aesthetic is minimalist, unisex, and functional, inspired by the designs of Oscar Niemeyer and the Bauhaus. "People think, 'Oh, because Oskar is interested in sports or is a physician, he thinks about comfort first,'" he says. "No, I think aesthetics. I like beauty."

Metsavaht's other intention for Osklen is to create a degree of sustainability. Not only are all of his stores in Brazil carbon-neutral, but in 2000 he started the Rio-based Instituto-e, which creates sustainable projects in nearby favelas and poor Amazonian communities, often utilizing their fishing and agricultural technologies in the production of materials for accessories and clothing. It's a project that has won Metsavaht nods from the World Wildlife Fund and UNESCO. "It's a culture inside the company. We have to try to be as sustainable as possible without undermining what we need to do economically," he says. "I don't see my company or my career as a fashion designer as a green brand. I'm an artist. I'm a creator. It's an expression of a lifestyle. My lifestyle is not 100 percent sustainable." The Osklen lifestyle is an enviable one. "I chose an artist's way of life instead of medicine," Metsavaht says.

THIS PAGE: ALL CLOTHING:
OSKLEN. NECKLACE: YVESSAINT
LAURENT. RINGS: ERICKSON
BEAMON. SHOES: MANOLO
BLAHNIK. OPPOSITE: OSKAR
METSAVAHT IN RIO DE JANEIRO.
MAY 2012. T-SHIRT: OSKLEN.



Safari Japan



リオといえばビーチサンダル。その代表的なブランドのひとつである「イバネマ」と「コラボ」コレクション。フットウェアとソールがイバネマの道路模様になっている。日本でも購入可。3045円(オスクレン／オスクレン表参道ヒルズ店)。



ここはリオデジャネイロのアフリカ系の町ヘラ。イバネマのスリッパ。右側には海風をさわるザ・ファイン。高さ約5mで立派。

ミニ(オスクレン限定車)

ヒルトン

Hスター

(オスクレン)の店内に飾られたスタイルアート。アーティストのアーヴィング・クーパーの絵画や、モチーフの時計、靴などアートのショーケース。日本でも購入可。R\$18,000円(オスクレン／オスクレン表参道ヒルズ店)。

イバネマ

リオといえばビーチサンダル。その代表的なブランドのひとつである「イバネマ」と「コラボ」コレクション。フットウェアとソールがイバネマの道路模様になっている。日本でも購入可。3045円(オスクレン／オスクレン表参道ヒルズ店)。

オスクレン社

友人

友人であるグラフィティアーティスト。彼がスケートパークに寄り詠うて、Tシャツを販売する。日本でも購入可。R\$2800円(オスクレン／オスクレン表参道ヒルズ店)。

ラフォ(アーティスト)

任命 クネスコ親善大使

任命。新たに誕生するクリエイターであり、アーティストとして多くの才能を持つ。アーヴィング・クーパーの絵画などを手掛ける。彼のアート作品は、リサイクル素材で作られており、環境問題に対する意識とともにアートブリックを運営している。日本でも購入可。2万800円(オスクレン／オスクレン表参道ヒルズ店)。

OM

リオで誕生したアーティスト。アーヴィング・クーパーのアート作品を手掛ける。日本でも購入可。日本でも購入可。日本でも購入可。

ニューオーダー

新たに誕生したアーティスト。アーヴィング・クーパーのアート作品を手掛ける。日本でも購入可。日本でも購入可。

エルネストネット

1984年、リオ生まれの現代アーティスト。アーヴィング・クーパーのアート作品を手掛ける。日本でも購入可。日本でも購入可。

アズリート

存知スケートボーダー。アーヴィング・クーパーのアート作品を手掛ける。日本でも購入可。日本でも購入可。

リオから世界へクリエイションを発信!



ミニ(オスクレン限定車)

2階で海の景色を見ながらおもしろい南国ハイクアット!

バーレスク

立派な施設。ビーチアスレチカルームと、その隣のアーバンハイクアットの2つの部屋がある。壁は、壁紙で覆われ、床はタイル。床などはタイルアートで、頭に届くほど高い木造の階段がある。

BAR URCA

④ Rua Cândido Góeffe, 205 Urca
☎ +55 21 2565-744
www.barcrica.com.br

ローラルモードのバー。夜景が見える場所。料金は、1杯1000円。この空間は、ここでの空気を楽しんでほしい。

渕が見渡せる空間にあるリオらしいキャリー

アーヴィング・クーパー

ブラジルでコンテンポラリーアートをフルで手掛けるアーティスト。アーヴィング・クーパーのアート作品は、カオナの新作が目立つ。キャラリーリーは、アーヴィング・クーパーのアート作品を手掛けるアーティスト。アーヴィング・クーパーのアート作品を手掛けるアーティスト。

A gentil Carioca

④ Av. Estácio Pesssoa, 1674 sala 401
☎ +55 21 5325-1103
www.agentilcarioca.com.br

アパートの1室に、あれやこれやとアートが飾られている。壁には、アーヴィング・クーパーのアート作品が飾られている。

アルボアドールにある最高のクラブかっこいい

スタジオJR

最高のオーブンしたばかりのクラブで、入り口や内装は、アーヴィング・クーパーのアート作品で飾られている。壁には、アーヴィング・クーパーのアート作品が飾られている。

Studio Rio

④ Rua Benedito Chaves, 23-São Cristóvão
☎ +55 21 5252-1236
http://studio-rio.com.br

ステージは、アーヴィング・クーパーのアート作品で飾られている。壁には、アーヴィング・クーパーのアート作品が飾られている。

フレックス・スタイルが手掛けたホテル!

フレックス

リオでも最も人気のあるホテル。アーヴィング・クーパーのアート作品は、カオナの新作が目立つ。壁紙は、アーヴィング・クーパーのアート作品で飾られている。この1階はカオナもあつら、ちなみにマドリードにもあります。

Faro

④ Avenida Vieira Souto, 80, Ipanema
料金: スペースルーム、US \$70~
アーヴィング・クーパーのアート作品で飾られた部屋を多くはキャッシュでなく、入り口で支払う。料金は、アーヴィング・クーパーのアート作品で飾られた部屋を多くはキャッシュでなく、入り口で支払う。

コルコバードのふもとにいる緑あふる公園で散歩を!

ハルカ

シントラを中心とする美しい地図。ここは、アーヴィング・クーパーが住んでいた施設。施設は、アーヴィング・クーパーのアート作品で飾られている。この1階はカオナもあつら、ちなみにマドリードにもあります。

Parque Lage

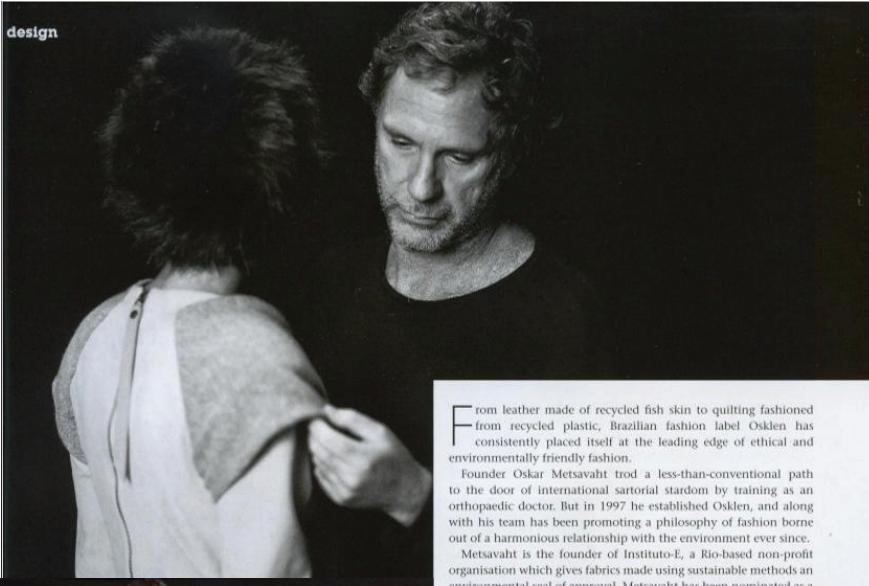
④ Rua Jardim Botânico,
料金: 入園料: US \$10~
+55 21 3527-1800
10:00am~9:00pm
スカラ

新作のアーヴィング・クーパーのアート作品で飾られた部屋を多くはキャッシュでなく、入り口で支払う。

※エディションの源のからではない。



Sublime UK



S: WHAT'S THE STORY BEHIND THE BIRTH OF THE BRAND OSKLEN?

OM: For the first ten years, the influence of sports in the brand was very visible. From 2000 onwards, we began to focus more on fashion design and luxury, but the issues of environmental conservation and socio-environmental education have been present throughout.

Osklen has always been about communicating something. It was never a brand that just makes clothes to wear; they are clothes with meaning, made for people who identify with the lifestyle we offer.

S: THERE ALWAYS SEEMS TO BE A THOUGHTFUL INTELLIGENCE TO THE OSKLEN COLLECTIONS. HOW DO YOU ACHIEVE THIS?

OM: We don't make clothes just to be worn, but clothes that express something, whether it's a state of mind, a belief or an interesting shape. Perhaps it is this way of looking at my creations that makes the collections consistent and – why not? – intelligent. Whenever we are creating a collection, we are also learning about a theme.

In the Royal Black AW 2012 collection, we pay tribute to Afro-Brazilians. My team and I attended classes by experts in black culture in Brazil. We seek knowledge beyond the clothes in all our collections, because that's how we communicate with the world.

S: WHAT FIRST PROMPTED YOU TOWARDS SUSTAINABILITY, AND WHAT HAS IT ENABLED YOU TO CREATE?

OM: As a child, my family taught me the importance of preserving the environment, and today it is still for me one of the most important values. My last name, Metsavaht, means 'guardian of the forest' in Estonian and Finnish. My family comes from Estonia, and I am an honorary consul of that country. I always thought of using fashion as a means of communication, and the environmental preoccupation has been there even from the first t-shirts I ever did.

S: WHAT DO YOU THINK IS THE SECRET BEHIND OSKLEN'S SUCCESS AND POPULARITY?

OM: We do not have a secret, but I would say that success comes from being consistent in research and design. All the projects within Osklen are completely interconnected: the clothes, the fashion show, the campaign, the stores, all are part of a larger whole that is harmonious and true to its ideals. Anyone in the world who has had contact with the brand will recognise its design, its shops, its publicity. We are a brand that can work on every aspect of a piece with complete consistency of integrity and authority. Perhaps this is our secret.

S: WHAT DOES OSKLEN WANT TO SAY TO THE WORLD AS A BRAND?

OM: We represent the kind of lifestyle of people who know that drinking coconut water with your feet in the sand is as luxurious as drinking champagne from a crystal glass. Or that being at a rave in a tropical forest is as chic as being at a gala ball in London. Or

'FOR ME, BUYING SUSTAINABLE PRODUCTS FROM BRAZIL MEANS YOU ARE HELPING TO PROMOTE A BETTER QUALITY OF LIFE FOR BRAZILIANS'

that using helicopters for snowboarding in Alaska is as soulful as searching for waves to surf from a fishing boat in the Fiji Islands.

The new luxury is to understand that sophistication comes from simple things and noble values. Then to bring all these to expression in an original design, with universal aesthetics, at a high level of quality and using as socially and environmentally sustainable practices and materials as you can get.

S: WHAT CAN WE EXPECT FROM OSKLEN, AND FROM YOURSELF, IN THE FUTURE?

OM: Today I can understand why people used to call me a visionary because of the things I said and expressed 20 years ago. In the early 1990s, Brazil used to copy European and North American products as they were considered the best. Brazilian products and brands were poor-quality copies of well-known luxury brands. With Osklen, I did exactly the opposite. We found that original design inspired a new way of life – 'Brazilian soul'. It's an expression I created to communicate what we are and what we have, which is different from other cultures.

I was the opposite of the mainstream in Brazil at that time. I was a physician who became a designer inspired by Brazilian culture instead of the American Dream or the European idea of luxury. The Brazil we know today is, as I always said we would be, a new economy based on creativity. Brazil must develop economically to bring a better quality of life to its still poor population. But this development must be socially and environmentally sustainable.

For me, buying sustainable products from Brazil means you are helping to promote a better quality of life for Brazilians. In past decades, it has been cool to buy products with American iconography, or which had a European luxury design, or affordable products from China. But now it is much cooler and more chic to buy products from Brazil because the American Dream has grown old, European luxury has become snobbish and Chinese manufacturing is not socially fair.

The future I see for Osklen is a mix of European luxury, American technological advances and Chinese fair prices, infused with Brazilian soul's creativity and a sustainable ethos. ■

osklen.com

From leather made of recycled fish skin to quilting fashioned from recycled plastic, Brazilian fashion label Osklen has consistently placed itself at the leading edge of ethical and environmentally friendly fashion.

Founder Oskar Metsavaht trod a less-than-conventional path to the door of international sartorial stardom by training as an orthopaedic doctor. But in 1997 he established Osklen, and along with his team has been promoting a philosophy of fashion borne out of a harmonious relationship with the environment ever since.

Metsavaht is the founder of Instituto-E, a Rio-based non-profit organisation which gives fabrics made using sustainable methods an environmental seal of approval. Metsavaht has been nominated as a UNESCO Goodwill Ambassador for his work, and this year received a London-based Luxury Briefing Award, taking his place among the best and the brightest of the luxury fashion industry.

S: DO YOU HAVE OTHER PASSIONS ASIDE FROM FASHION THAT HELP YOU TO CREATE?

OM: I love art, architecture, design, photography, movies, sport and travel. All these things help me to create because they are each a part of my lifestyle. Osklen is where I show my lifestyle to the world. My collections are a reflection of what I think is beautiful and comfortable, combined with elements of art, fashion and design.

S: WHERE DOES THE SPORTSWEAR ASPECT OF YOUR DESIGN COME FROM?

OM: I'm an eclectic person, who admires movement in dance and sport as well as the design of the clothing or equipment which forms part of the performance. The design of a surfboard and its fins, and the look of a dancer's costume, for example. I enjoy sports – surfing, snowboarding and skateboarding – and I appreciate classical dance such as ballet, and at the same time, capoeira.

At the beginning, all Osklen clothes were inspired by sportswear, and today the technical ergonomics of comfort and performance are still a foundation of our collections.

BRAZILIAN SOUL

Interview Zara-Jade Bestwick

DESIGNER OSKAR METSAVANT HAS ALWAYS BEEN AHEAD OF THE CURVE. BUT PEOPLE ARE FINALLY STARTING TO CATCH ON TO HIS IDEAS – BOTH IN HIS HOMELAND AND BEYOND

PRESS

OSKLEN



Oskar Metsavaht and Pierre Cardin were the only names of fashion industry that were named Unesco Goodwill Ambassadors.

Journal da Tribune – France

LA TRIBUNE

HABILLEMENT

Oskar Metsavaht, un entrepreneur éthique

Le fondateur de la marque de vêtements Osklen et de l'Instituto-e figure parmi les dirigeants de plus en plus influents au Brésil.

LEADER A SUIVRE

PAR ISABELLE LEFORT

A près avoir reçu fin mai, à Londres, le prix de leader des pays émergents lors des Luxury Briefing awards 2011, Oskar Metsavaht, fondateur du label de mode Osklen, vient d'être nommé ambassadeur de bonne volonté à l'Unesco. Et, le 7 juin, à Rio de Janeiro, dans le cadre de la Bright Green Cities Conference, il a annoncé que son association en faveur du développement durable et de la lutte contre l'exclusion sociale, Instituto-e, allait lancer, avec le groupe de réflexion Forum das Americas, un vaste programme pour créer des technologies écologiques inédites et produire de nouvelles matières premières durables pour l'industrie de la mode. Destinés au marché italien de la mode, tous ces nouveaux tissus biologiques et/ou réalisés à partir de matières recyclées visent une empreinte carbone nulle. « Osklen a été la première société de détail d'articles de mode à avoir neutralisé ses émissions carbone », explique Oskar Metsavaht. « Cette coopération va contribuer à promouvoir le Brésil comme un modèle de développement durable ». Né en 1961, ce médecin orthopédiste de formation est profondément fasciné par la nature et la beauté de la forêt amazonienne. Surfeur, passionné de sports de glisse, il aime partir à l'assaut des plus grands sommets de la planète en snowboard. En 1986, avec un groupe d'amis, il décide de s'attaquer à l'Aconcagua, le colosse de l'Amérique, le point culminant de la cordillère des Andes.

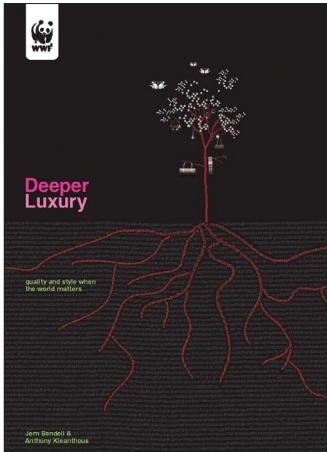
Dans les boutiques brésiliennes, aucun vêtement pratique ne satisfait son besoin de confort et de résistance au froid. Il décide donc d'inventer une ligne : Storm Tech System sera plébiscitée par tous. Les Brésiliens suivent l'aventure retransmise à la télé, le buzz est lancé. Résultat : en 1989, Oskar Metsavaht ouvre son premier magasin à Buzios, le Saint-Tropez brésilien, avec 7.000 dollars en poche. Vingt ans après, la marque est présente dans plus de 60 points de vente à l'international, dont un en France, à Paris, chez l'Éclaireur. Et Osklen (140 millions d'euros de chiffres d'affaires, 1.000 employés) figure parmi les marques brésiliennes les plus en vues de la semaine de la mode de São Paulo.

TRIBUS AMAZONIENNES

Son style : des vêtements « chics et modernes », qui associent high-tech, couleurs du Brésil à un toucher de peau exceptionnel. Mais surtout, des matières inédites : cuir bio à base de saumon ou de dorade, latex réalisé avec des bouteilles plastique recyclées, bambou tissé pour les ceintures, soies naturelles... tout chez Osklen prône le respect de la nature et le recours à la fabrication des tribus amazoniennes. L'engagement d'Oskar n'est pas feint. Ses T-shirts en coton bio avec des messages de paix fleurissent sur les poitrines de Copacabana. En son nom, depuis 2002, des groupes de jeunes, baptisés e-brigadiers arpencent Rio de Janeiro pour convaincre de la nécessité du recyclage des matières plastiques dans les favelas, mais aussi de l'opportunité que cela représente pour lutter contre l'exclusion sociale. Oskar Metsavaht en est convaincu, le business est sans avenir, s'il n'est pas associé à l'engagement social et au développement durable.

Oskar Metsavaht lors de sa nomination comme ambassadeur de bonne volonté à l'Unesco, le 27 mai.

After receiving, at the end of May the award as a leader of the emerging countries of Luxury Briefing Awards in London, Oskar Metsavaht, Osklen creator, has just been appointed as Goodwill Ambassador of UNESCO in Paris.



Deeper Luxury Report UK

Article reforing OSKLEN's position regarding sustainability.

Exploring challenges, problems, commercial imperatives and myths could give the impression that deeper luxury is a complicated ambition. It is not, and to some entrepreneurs it comes naturally; innovative examples of authentic luxury products and services can be found around the globe. To illustrate, we have selected seven companies that embody aspects of the future of luxury by excelling in key aspects of their social and environmental performance.

Examples covered here include: clothing from Osklen in Brazil; furniture from OSISU in Thailand; jewellery from John Hardy in Bali; cosmetics from MÁDARA in Latvia; fashion from US designer Linda Loudermilk; sports cars from Tesla, also based in the US; and sustainable housing in Mata de Sesimbra, Portugal. These brands demonstrate that sustainable luxury cannot be approached in a superficial way, but involves meeting challenges in sourcing, design, production, marketing, use, repair and disposal. WWF has not audited these companies' sustainability and cannot vouch for their broader performance, but presents them here to illustrate the possibilities.



Osklen's Amazon Guardians collection winter 2007

Osklen

Osklen is a leading fashion brand in Brazil and is expanding internationally, with three new stores in Tokyo and one in New York opening in 2007. Owner and creative director Oskar Metsavaht is keen to promote the Brazilian heritage behind his brand, as well as supporting efforts to protect the local environment. Osklen's winter 2007 collection, "Amazon Guardians", makes full use of organic wool, natural latex and fish leather which was used for a range of brightly-coloured accessories.

Osklen

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Osklen makes innovative use of organic wool

These fabrics were developed in partnership with Instituto-e, a not-for-profit organisation promoting sustainable human development in Brazil. WWF-Brazil has supported Instituto-e in promoting access to sustainable fabrics. Through Instituto-e's partnership with Osklen, a royalty is derived from sales of products using these fabrics.

"We need to fire up the consumer again," says Metsavaht, who adds that conspicuous eco-consumption (as opposed to a quieter focus on sustainability) is the way to shape consumer attitudes in Brazil. The environment was heavily featured in Osklen's 2007 show in São Paulo.²²



Elle Italy

elle speciale

Verde bandiera. Che volto ha il futuro nostro e del pianeta? Se lo domandano a Nairobi, dal 6 al 17 novembre, i responsabili dell'Ambiente di 40 Paesi. Se lo chiede **Al Gore** con il suo film-evento, *An Inconvenient Truth*, una scomoda verità. Noi speriamo sia il volto allegro di **Coqueline Courrèges**, che firma prototipi di auto elettriche. O il sorriso di **Laurie David** e **Leonardo DiCaprio**, una mamma e una star contro il riscaldamento globale. O l'energia di **Donatella Massai**, al vertice di Greenpeace Italia, che ci invita a cambiare vita. In meglio.

New Eco logy

Nel cuore dell'Africa inesplorata con il National Geographic.

La nostra battaglia quotidiana, secondo Donatella Massai.

Gli orsi della Iune, in Cina, hanno trovato la loro padellina: Jill Robinson.

Coqueline Courrèges, creatività allo stato puro.

Julia Butterfly Hill, attivista dell'ambiente

Utilizzo il trasporto pubblico e invito tutti a farlo. Oltre a essere un modo per ridurre il riscaldamento globale, aiuta i contatti fra le persone, incoraggia la socialità.

Cameron Diaz, attrice

«Per MTV ho accompagnato alcuni vip nei posti del mondo a maggiore rischio ambientale, cercando di far loro cambiare alcune cattive abitudini, come buttare le cicche delle sigarette per terra. Ho comprato la Toyota Prius, un'auto ibrida (a doppio motore: a gas ed elettrico), e ho scoperto che esistono ottimi prodotti ecologici per pulire casa. Uso persino un dentifricio naturale».

Green team

Attori, musicisti, attivisti e scrittori raccontano come hanno virato le loro vite al verde. Dalla spesa ai mezzi di trasporto, ecco la loro buona eco-azione quotidiana. E se la possono fare loro... di RACHEL HOLTZMAN e LILIAN (ha collaborato CHIARA BONDOLI)

Kevin Bacon e Kyra Sedgwick, attori

«KYRA È IL BOSS DELLA NOSTRA CAMPAGNA DI RICICLAGGIO DOMESTICO. CERCA SEMPRE DI ACQUISTARE I PRODOTTI CONFEZIONATI CON MENO PLASTICA POSSIBILE».



Elle Italy

Daryl Hannah, attrice

«Mangio cibi organici, per ingerire meno sostanze chimiche. La spesa biologica aiuta a non inquinare le riserve di acqua. Il sapore è sicuramente migliore. Se vi preoccupano i prezzi andate al mercato: tutto è più fresco e costa meno».

Milly Moratti, ambientalista

«Il mio gesto verde quotidiano è usare esclusivamente la bicicletta quando mi devo spostare nelle varie zone di Milano, la città dove vivo e lavoro. Inoltre, acquisto solo cibi biologici, naturalmente con certificazione che ne garantisca qualità e provenienza».

James Taylor, musicista

«IL LIVELLO DI CONSUMO DELLE RISORSE NATURALI È INSOSTENIBILE. USIAMO MENO! FACCIAMO MENO! CHE QUESTO DIVENTI UN OBIETTIVO PER OGNIUNO DI NOI».

Leonardo DiCaprio, attore

«Possiedo due automobili ibride e ho installato pannelli solari sul tetto. E compenso la mia parte di inquinamento atmosferico rimboscando foreste in varie parti del mondo».

Andrea De Carlo, scrittore

«Partecipo da qualche anno alla campagna di Greenpeace Scrittori per le Foreste: faccio stampare i miei libri su carta riciclata senza cloro. Sono riuscito a ottenere lo stesso per tutte le mie nuove edizioni tascabili, e per quelle estere. È una scelta praticabile e la dimostrazione che ognuno può compiere nel proprio campo una scelta a favore dell'ambiente. Oltre a questo, voglio impegnarmi sempre più a sostegno delle associazioni contro la caccia. Il 76 per cento degli italiani ne vorrebbe l'abolizione, eppure la lobby dei cacciatori continua a spadroneggiare».

Robert Redford, attore e regista

«Una delle cose che tutti possiamo fare è sostenere il lavoro delle tante associazioni ambientaliste, come per esempio la National Resources Defense Council. Consultate il sito: www.nrdc.org».

Jack Johnson, musicista

«USATE POCO LA MACCHINA... ANDATE IN BICICLETTA, IN SKATEBOARD E FATE SURF».

Wangari Maathai, premio Nobel per la pace 2004

«Piantiamo alberi! Quando piantiamo un nuovo albero, piantiamo i semi della pace e della speranza».

Oskar Metsavahki, stilista della griffe Osklen

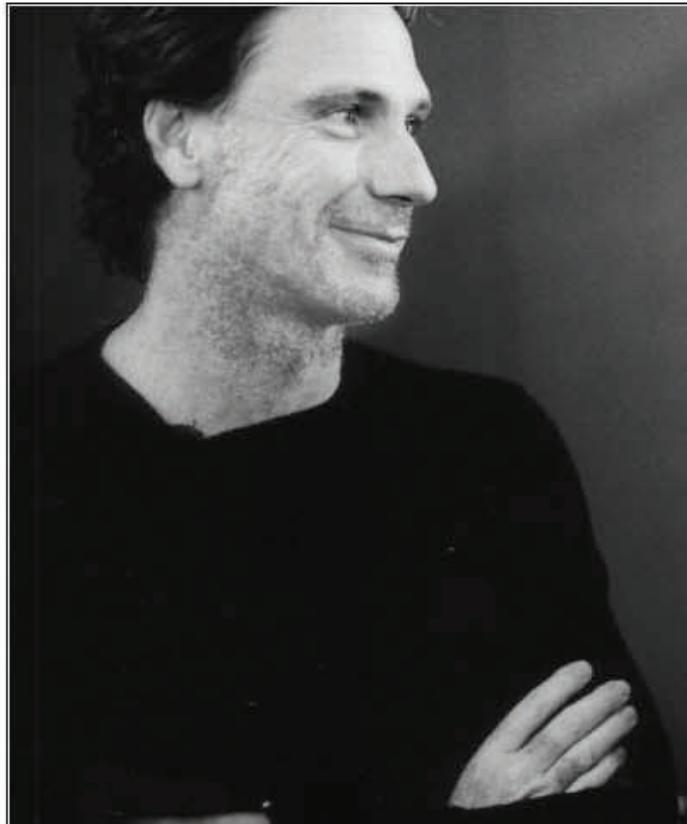
«Ho fondato il movimento e-brigade, per far conoscere ai giovani i principi della Earth Charter, del Protocollo di Kyoto, della Convenzione sulla Biodiversità e dell'Agenda 21. Sostengo da anni due tribù indigene dell'Amazzonia, acquistando tutta la loro produzione di gioielli fatti con fibre e semi, e 140 famiglie delle terre aride di Ceará, sempre in Brasile, la cui sopravvivenza è legata alla coltura del cotone biologico».

Interview

FASHION

Doctor's Orders

By KATHARINE ZARRELLA 04/21/2010 05:33 AM



Sports medicine and fashion would ordinarily make strange bedfellows, but Brazilian designer Oskar Metsavaht is an exception. The avid skier, snowboarder and mountain climber—and former sports physician—made his first coat (for an expedition to the Andes) in the mid-1980s. The cozy garment was so well received by his mountaineering chums that Metsavaht was encouraged to launch a full line of active wear in 1989. He called it Osklen, and the clothes were suited for outdoors adventurers, like the man himself. In recent years, the doctor-turned-designer has expanded his line to beach and ready-to-wear, combining urban sensibility with a tropical flare.

This fall, Metsavaht's architectural his-and-hers looks aim to span the seasons by featuring raw, sustainable fabrics. He also called upon his previous Spring collections to do hooded winter coats and structured dresses in

pink, aqua and jungle green floral prints. Wool-felt bikinis and bodysuits with geometric, even robotic shoulders call to mind sexy, organic Storm Troopers. Others, like a stiff, wide-collared cream coat and matching men's mini-shorts, are more R2D2. Ski goggle-inspired sunglasses and long, scrunchy gloves are embellished at the top with sharply square bangles. A vest wraps around the body to become a backpack, epitomizing the doctor's conceptual, utilitarian method.

Interview

FASHION

KATHARINE ZARRELLA: How does one go from working in sports medicine to creating high-concept attire?

OSKAR METSAVAHT: I had the opportunity to get into the culture of medicine—the art and the science—and gain knowledge and experience by observing human behavior and healing. Fashion is an expression from observing human behavior and designing for it.

ZARRELLA: What was the inspiration behind this collection?

METSAVAHT: The collection is called Tropic of Capricorn, for the imaginary line that bisects the southern hemisphere, and which crosses the city of São Paulo. We have a true winter in this subtropical region, and I wanted people to understand that Brazilian designers aren't just beach colors and bikinis. São Paulo is a very sophisticated city, as others in the world, with an impressive architecture.





Vogue Italy

Face to Face

www.vogue.it/trends/itolog-delle-tendenze

40

In Oskar Metsavaht, fondatore e stilista della griffe brasiliana Osklen, convivono anime diverse: quella dello scienziato, dell'ecologista, dello sportivo. E proprio da quest'ultima è scaturita la nascita del brand. È il 1986 e non trovando in Brasile l'abbigliamento tecnico ade-

● «La moda è libertà. Ciò che possiamo fare è provocare una riflessione sul mondo che ci circonda. E su come e quanto ognuno di noi contribuisce a costruire il futuro»



tatori, esposte in una mostra a Rio lo scorso gennaio. A proposito delle quali Oskar afferma: «Registrare con immagini e parole l'estetica di Ipanema è diventata un'abitudine: la beach culture unita alla quotidianità urbana rende questo luogo semplice e sofisticato. Ipanema è luce in se stessa». Impossibile comprendere appieno la griffe senza conoscerne il complesso "retrotreno". Un background nel quale spicca il côte artistico del designer, che si trasforma anche in reporter quando nel 2007 organizza e realizza "Surfing the mountains", filmato

li, Metsavaht ha creato l'Istituto e, un organismo che si occupa della ricerca di tessuti naturali, organici, ottenuti dal riciclo, lavorati a mano da comunità indigene. Un esempio sono gli accessori realizzati con la pelle di un pesce locale, il dorado, dalla consistenza morbida, ma resistente. Per affermare così che la moda può contribuire efficacemente a preservare il contesto sociale e ambientale. Nella collezione presentata a gennaio alla São Paulo fashion week ha fatto sfilare ragazzini con capi di feltro pressato, un materiale ottenuto dagli scarti. «Volevo realizzare qualcosa che ricordasse un gesto primitivo, come l'avvolgersi qualcosa intorno al corpo per proteggersi. Un bozzolo caldo, di tono paurostico, ma elegante. Cui si aggiungono lunghi tubini in maglia a macropunti o avvolgenti abiti di shantung di seta stampata a motivi tropicali. Per ribadire, once more, "saudade do Brasil".

Conscious elegance by Patrizia Gatti

Sporty, ma raffinata. E dal forte côté ecofriendly. La moda di Oskar Metsavaht, eclettico creativo brasiliano, esprime la dirompente vitalità del suo paese

Dall'alto: Foto di spiagge brasiliane prese da Oskar Metsavaht a Ipanema. A destra: Due outfit dalla collezione Osklen a/I 2010-2011; sotto, minuti e cappelli da sole in feltro pressato; altro lungo in shantung di seta stampata e sabañ in tono.

guato a una scalata sulle Ande, il designer se lo è autoprodotto. Qualche anno, e qualche discesa estrema in snowboard, dopo, fonda il marchio Osklen che in principio è sintornizzato solo sull'abbigliamento sportivo, con la prima boutique a Búzios, località di vacanza vicino a Rio. Nel 1991 Oskar disegna la linea femminile che sfilerà al Copacabana hotel. Ma il successo internazionale lo deve a quella commistione fra disincantata eleganza, sport e vita all'aria aperta che rappresentano le componenti del lifestyle brasiliano contemporaneo, così affascinante per il mondo intero. Una dimensione tra l'omirico e il gioioso che si coglie nelle raffinate immagini scattate da Oskar alle spiagge di Ipanema e Arpoador e ai loro frequen-

ti che lo ritrae con il fratello mentre scalca e fa snowboard sulle Ande, in Alaska e sull'Himalaya. Un modo per confrontarsi con la natura e conoscere culture etniche diverse, suggestioni che poi trasleriscono nei décors e nelle forme delle sue collezioni. «Sono un medico e dunque il linguaggio della moda mi era estraneo. Ho dovuto imparare tutto. In questi anni ho capito che ciò che mi interessa trasferire è un concetto d'estetica unita al comfort e a un'idea originale. Quando studio una collezione non penso al lato commerciale, mi interessa soprattutto trasmettere un'emozione, un'esperienza». E per sottolineare il contenuto dei propri capi, generalmente poco strutturati, ma molto studiati nella scelta dei materiali, spesso inusua-



Style.com

THURSDAY, JANUARY 24, 2008 09:46 AM

ALL EYES ON OSKLEN

If Alexandre Herchcovitch is the go-to designer for Brazilian club kids, Osklen's Oskar Metsavaht is the man uptown girls and boys with healthy disposable incomes turn to. His presence at São Paulo fashion week was formidable: In addition to a stellar show, styled after a Raggedy Ann and Andy look, he hosted an intimate dinner for friends; an all-night after-party at one of the city's chichi clubs, Mynt; and an in-store brunch. In all of his collections, Metsavaht mines his native land—he's based in Rio—for subtle inspiration that translates into looks that can be appreciated around the world. With a network of stores that span the country, Osklen is one of Brazil's most successful brands, and a fitting symbol of the country's emerging fashion potential.

—Sameer Reddy



Safari Japan



① アクティブに使える都合派ティーパック!
② "味" 防寒アウターでデニム姿に風格増し!
③ デニム姿に差がつく非営利組織!
④ スマートな大人なら休日は彼女と自宅メシ!
⑤ 格上げデニムで作るこなれた大人カジュアル!
⑥ 品格デニムスタイルは魅せロングノーズで!
⑦ 格上げモノトーン時計で貴様ジャケテニ姿!
⑧ Brazilien Soul オスカルソウル

サーファーとして デザイナーとして海を愛す!

⑨ カラーで裾を分けるブーツ×デニムの鉄則!
⑩ 冬の大人口ジーパンはほどミリでござり!
⑪ レザーグランジで作る男前デニムスタイル!
⑫ 男の"デカ尻"時計は實か白フェイス!
⑬ デニムスタイルにキラキラ大人顔アウター!
⑭ アシッドの手元で光る腕時計の実体とは?!

懐かしいビーチカルチャーが 今も息づく街を訪ねて!

⑮ 春にむけ新ボリゾントで大人のハチスを楽しむ!
⑯ ラグジュアリーコートでさりげにこなれ出し!
⑰ フラガリミリコートであったかスポーティに!
⑱ 大人の品格出しには上質ニットが効く!
⑲ デニムに映えるひんや味うチェック使い!
⑳ 大人のダウンJKは間しワザがいっぱい!
㉑ 足元からお目立ちできる個性派カジュアル靴!
㉒ インドキシア・スラウェシ島 至高の一一杯を求めて!
㉓ ディテールで差をつける質実キルティングジャケット!
㉔ TV界の大祭典に豪華セレブが集結!
㉕ タダな海男なら誰は"真っ黒"ダイバーズ!
㉖ ワイルドに男上げるなら武骨な味"ブーツ"!
㉗ 強くて軽い大人に似合う健脚ダクト!
㉘ ボコ先ブーツで足元から個性出し!
㉙ 週末のカジュアルは味レザーでワイルドに!

アートとサーフィンが組み合わされた
モダンな空間

アート

PRESS

OSKLEN



Safari Japan

The spread includes several images: a couple in a room, a silhouette of a person against a sunset, a couple in a car, and a couple in a shop. A large "FASHION" section header is in the center. Text discusses the fusion of art and fashion, mentioning Ryan Reynolds again.

The spread features a large photo of a man sitting by a poolside with a surfboard, with the word "BUZIOS" in large yellow letters. Below is a photo of a man in a hammock. A grid of smaller photos shows various scenes of Buzios, including houses, landscapes, and people. Text discusses the beauty of Buzios and its blend of traditional and modern elements.

The spread features a large photo of a surfer riding a wave. A large "SURF" section header is at the bottom. Text discusses the surfing culture in Brazil, mentioning the beach town of Buzios and the "Oceans" brand.



Wallpaper UK

089

NEWSPAPER

Wallpaper's hot pick of the latest Brazilian goings-on



SALVAGE DESIGN PART ONE

NATURAL SELECTION
From left: salmon skin trainer, \$469; pirarucu fish skin bag, \$349; silk straw tote, \$347, all by Osklen, www.osklen.com

'Luizão XV' bench, R\$6,900 (\$3,932), by Studio MK27, from Micasa, www.micasa.com.br

Waste maker

Osklen's upcycled accessories prove beauty is only skin deep

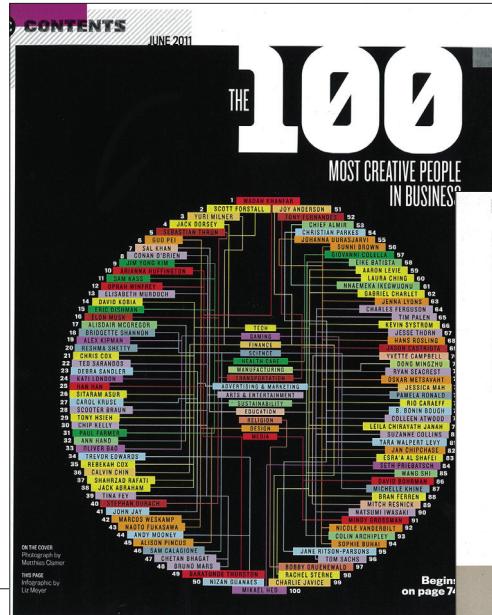
PHOTOGRAPHY: MANOLO MORAN WRITER: EMMA MOORE

Oskar Metsavaht, founder of Brazil's most successful fashion export, Osklen, has become the standard-bearer for sustainable fashion. A former medic, Metsavaht founded Osklen in 1988 after designing a coat to climb the Americas' highest peak, Mount Aconcagua in Argentina. It evolved into a lifestyle brand that reflects the personality of Rio – laid-back and fashion forward. Osklen is now concentrating on its pioneering e-fabrics project and developing new materials using salvaged substances such as the pirarucu fish skins rejected by the food factories or the silk cocoons discarded by the fabric industry.

www.osklen.com. See Metsavaht's Wallspace* and his snowboarding and fashion film clips at www.wallpaper.com *



Fast Company USA



FROM THE EDITOR



FEAR, FUN, AND CREATIVE RISK

on our annual list of the 100 Most Creative People in Business. As senior editor Chuck Salter shows in his lead article (p. 4), the creative process is both high pressure and messy. And that's why it works.

Creativity is unpredictable, and that's what makes it fun. A new idea often inspires fear—about whether the idea is the right one; whether creating it is possible; or whether the cost of doing it will swamp its benefits. At Fast Company, we try to provide a safe space where people can take risks without fear of judgment. Google's Sebastian Thrun (No. 5) is using robotics to envision a future of safer driving with cars that see and think for themselves.

3. There is a limitless supply of creativity. We see it every day, everywhere. The top-ranked person on this year's list, Al Jazeera director general Wadah Khanfar (No. 1), was once a Quaker who ran his busines

(No. 57) found a way around a barrier to affordable health care by building a portal that allows consumers to compare prices across states. Google's Sebastian Thrun (No. 5) is using robotics to envision a future of safer driving with cars that see and think for themselves.

4. Creativity implies reinvention.

Robert Safian
editor@fastcompany.com



73 OSKAR METSAVANT / Osklen

"IT ALL COMES from having an open mind about art, design, and sustainability," says Oskar Metsavah, founder and director of Osklen, a Brazilian fashion label with 70 stores (and counting) worldwide. The "it," of course, is Metsavah's role in turning his native Brazil into a real force in global fashion, by creating sleek, sensual clothes that are gaining fans in France, Italy, Japan, the United States, and more. The designer also had his mettle tested by disaster last year, when a fire struck his Rio headquarters. "It was sad," he recalls, "but the

moment I saw the colors and prints mixing together—something I would never have imagined—I felt life coming up." So he gathered the remains to seed an entirely new collection. The much-lauded line, appropriately dubbed Fenix, hits stores later this year.

②



JESSICA MARIN / InDinero

"We want to create products that people actually understand," says Jessica Marin, the 21-year-old founder of InDinero, a new finance-management platform that Mint.com for businesses. Among more than 15 leverage: an budget maker dashboard that tracks income, spending, and profits in real time.



PAMELA RONALD / University of California, Davis

Pamela Ronald has always felt at home around plants—nurturing them, modifying them, propagating them—so it seems natural that she is developing new crop varieties. One of her breakthroughs: a strain of flood-resistant rice created through precision breeding, not genetic engineering. The new rice has increased yields three- to fivefold under flood conditions in countries including Bangladesh, India, and Indonesia. The question to ask about a new crop, she says, "is not 'Is it GM?' but 'Can it help food security in less developed nations?'"

75 RIO CARAEFF

In just 18 months, Rio Caraeff has created the impossible: a successful business built around music videos. In March alone, his Vevo platform lured 337 million global unique visitors, who logged some 2.5 billion streams via computers and mobile apps. Not that Caraeff is surprised. "Music and images have always surrounded me," he says, citing his father, Ed, who shot album covers for Elton John and Carly Simon, among others. This month, Caraeff will lead Vevo through its latest blockbuster live stream—the Bonnaroo festival.





Bazaar Argentina



98

El nuevo lujo. carioca



Oskar Metsavaht, fundador y director creativo.

Antes de fin de año, OSKLEN abrirá su boutique en Buenos Aires. Oskar Metsavaht, su director creativo, en un diálogo exclusivo con Bazaar, explica cuál es el espíritu de la marca, que pretende traducir su estilo de vida.

Por NOEL FALKEN

Q ue una marca carioca no se parezca en nada a lo que comúnmente se asume de las etiquetas que llevan el famoso "made in Rio" es casi un halago para Oskar Metsavaht, fundador y director creativo de OSKLEN. Y no es que el diseñador gaucho reniegue de los orígenes de su marca, pero si escapa a los estereotipos, especialmente aquellos que asocian la moda brasileña con diminutos bikinis de estampas tropicales en multicolor. Según Metsavaht, "una marca representa mucho más fielmente el espíritu del diseñador que el de la ciudad de la que es originaria". Y de antemano advierte: "No hago ropa para la gente de Río de Janeiro, hago ropa para quienes tienen un cierto estilo de vida, y que probablemente lean los mismos libros que yo, miren las mismas



96

Líneas depuradas, con poco color y mucha piel expuesta.



Backstage SPFW.

ron el mix ideal para una paleta que engamó blancos con marrones y detalles metalizados en dorado, o bien negros absolutos, hasta la llegada de las túnica estampadas de la colección, generadas a partir de dibujos de encaje pixelado en tonos primarios.

"Me gusta trabajar con materiales sustentables, aquellos que mucha gente no percibe como lujosos", explica Metsavaht, quien además de dirigir el timón de OSKLEN, creó Instituto E, una organización sin fines de lucro dedicada a la promoción del desarrollo sustentable a partir de textiles eco-friendly, por la que ha sido designado embajador de la Buena Voluntad de UNESCO. "Esta metodología sustentable para marcas de ropa será aplicada a marcas italianas como Gucci, Zegna y Armani", adelanta el diseñador, que este año recibió el premio a "la marca de ropa más innovadora" en los Luxury Briefing Awards (Londres) y fue nombrado una de las "cien personas más innovadoras del año" por The Fast Company Organization (Nueva York).

Recién llegado de un viaje al Amazonas con Stefania Prestigiacomo, ministra de Medioambiente de Italia, planea presentar el "caso OSKLEN" el año próximo y casi en simultáneo en San Pablo Fashion Week y el Milano Moda Donna, para lo cual el propio Metsavaht está despidiendo otro de sus placeres: la realización de un documental. "Para mí, crear un proyecto de inculcataria, una campaña, un documental, una expedición o un reloj, es exactamente lo mismo", aclara, al tiempo que suma a su agenda un nuevo proyecto: el de la apertura de su novena tienda internacional, ahora en la Argentina.

Tras una excesiva experiencia el verano pasado en Punta del Este, en noviembre OSKLEN abrirá sus puertas en Patio Bullrich, con una boutique idéntica a las setenta que ya posee en el resto del mundo, en la que colgarán las tres líneas de diseño de sus colecciones (*The Collection, Casual, OSKLEN*). Así como Tokio, Milán o Nueva York, los argentinos también podrán vivir la experiencia del "nuevo lujo" a la carioca. "Me gusta la cultura sudamericana, por eso siempre quise tener una boutique en Punta del Este y en Buenos Aires", cuenta Metsavaht recordando los días que viajaba con sus padres a la capital argentina o bien pasaba su verano del otro lado del Río de la Plata. Y concluye: "Aprecio el estilo de los porteños. Tanto las mujeres como los hombres son muy cool, chic y elegantes". ■

LAS CELEBRITIES LO ADORAN

OSKLEN juega en las grandes ligas internacionales de la moda: más de una celebrity ha adoptado alguna de sus prendas. Aunque pasa sus vacaciones en la Costa Azul, Madonna no abandona el look carioca de su goma *Ipanema* (en honor a sus tradicionales playas de Río de Janeiro). Tam poco se desprende de su bolso en red que ya ha sido rebautizado como *Madonna's Bag*. El actor español Javier Bardem es otro de los adictos a OSKLEN: este verano europeo, por ejemplo, lo fotografiaron con una de las bermudas de inspiración Capri, navegando por la Costa Amalfitana.

En Ipanema, Oskar con Karolina Kurkova, quien protagonizó la primera campaña de OSKLEN.

Madonna.

En Ipanema, Oskar con Karolina Kurkova, quien protagonizó la primera campaña de OSKLEN.

TFL TOKYO FRONT LINE

ブラジル発ニューラグジュアリーブランドOSKLENが「サッカー」をテーマにAWアイテムを発売



リオデジャネイロのクリエイティブ・ディレクターであるオスカル・メツァヴァットが提案するニューラグジュアリーブランド“OSKLEN”が6月に開催されるワールドカップ ブラジル大会にあわせ、「サッカー」をテーマにAWアイテムを6月に発売します。

オスカル・メツァヴァットが、日常生活の中でのサッカー写真撮影や、ブラジルの文化である「サッカー」のダイナミックな選手のバス、足、腕、背中が描く線や图形、色と生地の抽象的なデザインを日々観察し、インスピレーションを受けたコレクションです。

間もなくワールドカップの季節。表参道店、二子玉川店でぜひ。

オフィシャルサイト <http://www.osklen.com/>

PRESS

OSKLEN

WOMEN'S WEAR DAILY 05.23.2014



May 23, 2014

Fall 2014 Trend: Match Point

By ANDREW SHANG

Once a bit grandma-ish, coordinated top-and-bottom sets are making a cool play for fall in bold, look-at-me prints.





Osklen Celebrates the World Cup with Football Series Shirts

You'll dig these shirts especially if you're a fan of Brazilian fútbol.



1 / 3



Look, we know how you feel – it's going to be difficult focusing on work with the World Cup underway. You may be behind your work computer, but that doesn't mean you can't feel like you're actually there. Thanks to Osklen you'll have something to wear everyday that'll make you feel like you're in the stands and not in the office.

Rio based, Brazilian brand Osklen is celebrating the World Cup with a number of t-shirts in their Football Series. Each shirt reps Brazil for hosting the World Cup this year and you'll dig these shirts especially if you're a fan of Brazilian fútbol. Each tee from Osklen's Football Series is available at [Osklen in SoHo](#) and [Miami](#).

WHO WEARS

OSKLEN



Kat Graham



Marim Ireland



Rita Ora



WHO WEARS

OSKLEN

OSKLEN FASHION SHOW | CELEBS



Madonna wearing an OSKLEN white mesh bag.



Madonna wearing the “Ipanema’s sidewalk” hat.



Madonna wearing an OSKLEN white mesh bag.

WHO WEARS

OSKLEN

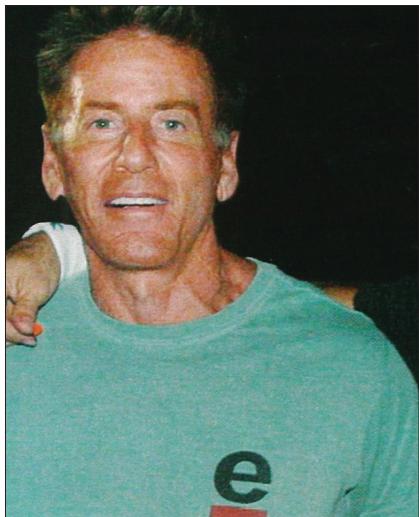
OSKLEN FASHION SHOW | CELEBS



Julia Stiles wears Osklen's dress.



Marc Jacobs wearing an Osklen outfit.



Calvin Klein wearing an Osklen t-shirt.



Penelope Cruz and Javier Barden wearing the Osklen's Palm Tree boardshorts.

WHO WEARS

OSKLEN

OSKLEN FASHION SHOW | CELEBS



Alicia Keys

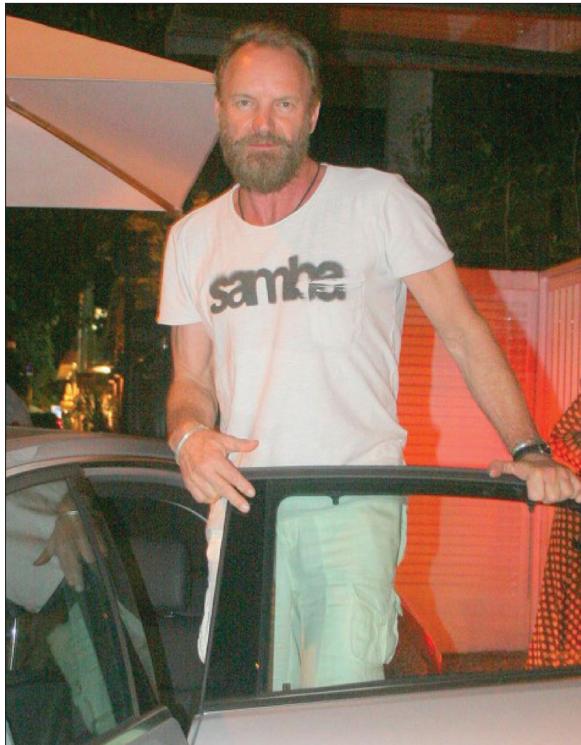


Justin Timberlake

WHO WEARS

OSKLEN

OSKLEN FASHION SHOW | CELEBS



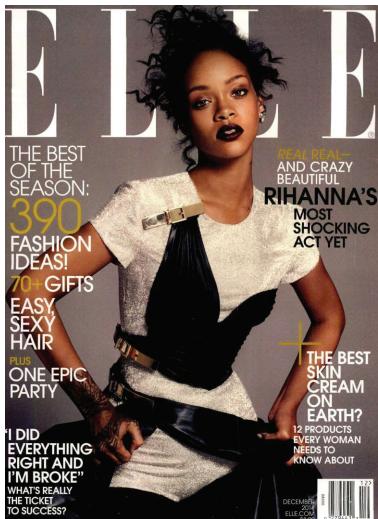
Sting wearing Osklen Samba t-shirt.



Chris Martin wears "Capoeira" and "Africa" t-shirts from the S|S 2012 Royal Black Collection.

EDITORIAL

OSKLEN



Elle USA

FASHION NEWS

SEOUL In the wake of the South Korea ferry disaster earlier this year, designer Lie Sang Bong let optimism play muse to his flower- and butterfly-laden spring/summer 2015 collection, which features a shoe collaboration with installation artist Jang Seung Hyo. liesangbong.com

NEW YORK A Peace Treaty brand founders Dana Arbib and Farah Malik are determined to create a place in the fashion world for age-old artisanal techniques. Now added to their mix of scarves and jewelry: breezy chiffon caftans produced by seamstresses in Lahore, Pakistan. apeacetreaty.com

RIO DE JANEIRO Brazilian luxury brand Osklen teamed with Parisian It Girls Alexia Niedzielski and Bianca Brandolini d'Adda, both of whom spent childhood summers in Rio, for a vibrant resortwear capsule. Our pick: this resin pineapple minaudière. osklen.com

NEW YORK Scott Sternberg's preppy-hipster fans will be pleased to know that Band of Outsiders now has a SoHo flagship: The 2,400-square-foot store is filled with men's and women's ready-to-wear and accessories. bandofoutsiders.com

MILAN Italian interiors firm Kartell (of Louis XV Ghost Chair fame) continues to elevate plastic to new heights. The Grace K handbag—perfectly in line with the ongoing bucket-bag craze—comes in six colorways that will look great come rain or shine. kartell.com

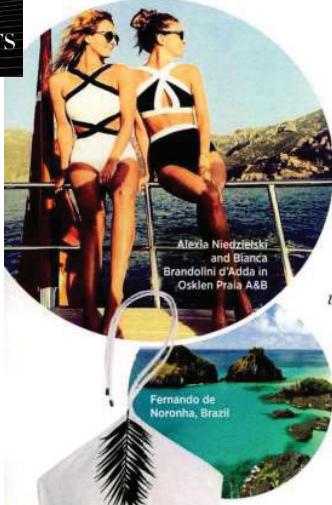
Clockwise from top left: Courtesy of Brazil. Ben Goldstein/Studio D (styled by Sabrina Giordani) (2); Band of Outsiders: Ben Goldstein/Studio D (styled by Sabrina Giordani) (2)

EDITED BY ANNE SLOWEY | FASHION NEWS | 199 | ELLE



Harper's Bazaar USA

The STYLE



BEACH-BAG PICKS



184

BEACH PARTY

The stylish women behind new collaborations with **Osklen** and **Eres** share their holiday escapes

BRAZIL MEXICO

Longtime friends **Bianca Brandolini d'Adda** and **Alexia Niedzielski** teamed up with the Brazilian brand Osklen for a capsule collection of beachwear that combines Rio sexy and international panache—perfect for wintering in the Southern Hemisphere. **WHERE WE'RE GOING** Bianca: “Bahia in Brazil for Christmas and New Year's. My family has a house in Trancoso.”

MUST-SEE Bianca: “Alexia and I are planning a trip to Fernando de Noronha—it's really a special place.” Alexia: “It's a very protected island, with only a limited number of people allowed to visit per day. It's supposed to be one of the best spots in Brazil to dive, and it has the wildest nature.” ■

Who better than a cofounder of the Webster Miami to design a line of swimsuits for Eres? **Laure Héridat Dubreuil**'s pieces are inspired by her own sunny city, but she'll be taking them to Yelapa, Mexico, a place she prizes for its remoteness. **WHERE TO STAY**

“Verana. It's adventure meets luxury—no TV, no phone, but breathtaking decor. You have to take a fisherman's boat, and once you dock, mules are waiting to carry your luggage.” **MUST-SEE**

“The waterfalls nearby, which are accessible only by boat.” **MUST-DO** “The morning yoga session at Verana overlooking the bay is amazing, and so is the massage at the spa. I also love to paddle on the main beach.” ■



BEACH-BAG PICKS



PORTFOLIO: FROM LEFT: COURTESY OF OSKLEN; GABO RIOS/BEACHES; ERICKSON; GABO RIOS/BEACHES; DAN LARIBEE/IMAGESTOCK; ALL OTHERS: COURTESY OF OSKLEN AND ERES; ALEXIA NIEDZIELSKI AND BIANCA BRANDOLINI D'ADDÀ; LAURE HERIDAT DUBREUIL/AVIMARSH; \$595, 888-656-ERES.

B = BUY FROM [ShopBAZAAR.com](#)

EDITORIAL

OSKLEN



Harper's Bazaar China



RITES VILACA, VICTOR VIGLIO/GAMMA-RAPID VIA GETTY IMAGES,
DR. PARADISE, CLAUDIO LURBE/DIGITAL VISION/GETTY IMAGES, CHAR-
DI AND JUDITH TREZA



CULTURE

旅先: ボウサウビチングアバ
はサンパウロから3時間で着く、
バラダイスのようなホテル。デザイン:
セルジオ・ロドリゲスのミッドセンチュリー
のブラジリアン家具。アート: 彫刻
家のエリカ・ヴェルズッティに
夢中。

FASHION

シグニチャー: 私のクローゼットで
最も大切なのは、白いTシャツ。特に
ジエームス・バースとティーバイアレキサンダー
ワーンがつみ重なっていること。キーアイテム:
最近はブルガリтайストを取り入れるのが大好き。
お気に入りのローカルブランド、イソルダは
面白いプリントを発表しているし、オスカーレン
は毎シーズンブラジルの強い
アイデンティティを感じるわ。



BRAZIL
6
GIOVANNA
MENECHEL

ジョヴァンナ・メネジェル
エディター



エリカ・ヴェルズッティ
「Cemitério」(2013)

ディオール
スキンヌード
BB 30ml
¥5,700 Dior

BEAUTY

ベースメイクアップ: スキンシュー
ティカルズリップトリートメント
と、ディオールのBBクリーム。
クレード・ボーポーのコンシーラーも
愛用中。香り: ラルチザン
パフュームの「シャッセ オ
バビオン」。もう何年も使い
続いているわ。

コレクチュール
ヴィーサージュS
(コンシーラー)
¥6,000 Clé de
Peau Beauté

トレス
¥28,000
Osklen



Elle China



ELLE buzz

幕后花絮：火辣的6月，有谁能比Gisele Bündchen更适合为巴西世界杯足球赛代言？

巴西铿锵玫瑰

巴西出产世界上身价最高的足球巨星，这块神奇的土地也同样是盛夏之地。比如Gisele Bündchen，这位顶级超模，是为ELLE China和国际制作部带头的ELLE家族2014年度大制作。我们拍了近6个月的不停运动赛，从里的热内卢、伯纳乌、马拉卡纳再到国际机场。终于见到了Gisele，第一次就是两个字：惺惺相惜。她有一种明快、洒脱、向上的气质，再看她完美的容貌，完美的身材比例，完美的行步，不由感叹：上帝的宠儿的确是存在的！

拍摄地是洛杉矶好莱坞的ELLE Studio摄影棚，摄影师是Matt Jones导演，模特也是我们梦寐以求的梦寐以求。这次Gisele为了配合我们拍了不下双，特地拍了两个封面。拍照的时候，大家的热情也让她很兴奋。Gisele 喜欢兴奋，喜欢挑战，喜欢尝试，这足小时后的感觉。当然，她知道自己是精神领袖，是偶像，这时，她知道自己是全世界最美丽的那个，虽然并非最长的大腿，但人家是超级贵的啊！

感谢摄影师Matt Jones

幕后花絮上
左：Gisele
右：Matt Jones

不会撒娇的新娘不是好设计师

年轻“印度女神”刘诗诗一时间和ELLE成为了自己的背景，并和丈夫Kingsley一起出现在我们的镜头里。坦率无邪，这份买萌的爱意，让她在后来的设计中变得更快乐和自由。在拍裸的问题我们俩只坚持了一个小时的瞬间：当宣布收工，诗诗第一时间撕掉高跟鞋，撕掉着执着未婚夫的领带和摄影一起看片子，光着的脚丫就踩在未婚夫的衬衫上，蹭在他身上，彼时北京正刮风，刹那间让新郎的幸福感充满了整个房间。

新婚快乐，诗诗 & Kingsley！

感谢专业摄影师：刘诗诗 / 花束摄影：李丹洋

诗诗变米妮

从广州飞往深圳再转上海，ELLE的拍摄是刘诗诗那天的第4项工作安排。进入影棚的时候，时针已指向晚上9:30，过没有电晚饭的拍摄物未施，眼眸闪亮，脸上不笑得显的疲惫，脸色也不红是忙乱后的疲惫，她安静得像一只蝴蝶或者害羞的小蝶，轻声和大家打招呼。只有亲耳听到她说话，才能理解日本电影导演行定勋评价刘诗诗“说话时轻声细语的特点”。很有韵味。

诗诗又十分的性感，让人怀疑她如何在这个圈子里生存。老天似乎特别眷顾这个少女派，给了她两件法宝：安静和自制。这让她在一片喧闹的星光下展现出别样的优雅。她多才多艺：只用了两个气球就到耳边作来去的舞动，她淡然的脸上才多了一点俏皮。

专稿摄影：小艾 摄影：叶南

EDITORIAL

OSKLEN



Elle Canada



Bodysuit (Jo de Mer) and skirt (Osklen). For details, see Shopping Guide.
Stylist, Ines Néspoli;
makeup, Brigitte Reiss-
Andersen (The Wall
Group/Chanel Collection
Les Beiges); hair, Danilo
(The Wall Group/Pantene);
manicure, April Foreman
(The Wall Group); project
direction, Roth Lai and
ELLE International
Coproduction; styling
assistant, Francesca Roth

Bodysuit (Jo de Mer) and
skirt (Osklen). For details,
see Shopping Guide.
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manicure, April Foreman
(The Wall Group); project
direction, Roth Lai and
ELLE International
Coproduction; styling
assistant, Francesca Roth



Harpers Bazaar China China

BAZ A R

Harper's
芭莎公告牌



Bermuda Shorts
印花百慕大短裤

“足球”大概是本月头等的 Dress Code。近期反复被提起的百慕大短裤在兼顾扑面而来的运动风同时，不会过分令人将它与运动场画上等号，加上色彩明快的印花，将巴西的似火热情带进冷气十足的办公室。

Piers Atkinson

The Birds 一只小小鸟

电影《里约大冒险》是对巴西最好的旅游宣传片，片中的珍贵鸟类就是南美洲的最佳形象大使。想跟男友一起感受巴西世界杯的热情？不一定一起穿着足球背心，选择南美洲鸟类图案一样适用于今夏的狂欢季。



Marc by Marc Jacobs

Saloni



Rio Fashion Week 里约清凉T台

里约除了有世界杯，还有时装周。也许是因为天气的炎热，来自巴西的设计师们更喜欢让模特们穿上清凉的泳装。不论是奢华的水晶钉珠，还是亚马逊雨林中的蝴蝶印花，或者撞色几何图案全部出齐。



Panama Straw Hat 巴拿马草帽

巴拿马草帽凭借自己讲究入流的造型，和迷倒法国女作家杜拉斯的文艺气息入围世界杯之行的行李清单。何况今夏更添加多彩的颜色可以配合不同的装束，还不快下手？



EDITORIAL

OSKLEN



Holla Argentina

The advertisement features a woman with blonde hair, wearing a black and white checkered outfit consisting of a top and pants. She is standing on the right side of the frame. In the center, there is a large black and white checkered garment, possibly a coat or a patterned fabric, displayed vertically. Below the garment, the word 'ALIADOS' is written in large, bold, red capital letters. To the left of the garment, there is a black and white checkered scarf and a pair of sunglasses. The background is a plain, light color.

Revera sin cuello con estampa [Osklen].

Sandalia con pulsera [OH].

Leggings en dos tonos [The Coco Room].

Blusa de crepe de seda [Zara].

Anteojos de sol [Jackie Smith].

A cuadros, pantalones y top del verano print se combina de duo batik y negro en la colección del Otoño-Invierno 2014 de AY Not Dead.

ALIADOS

Blanco y negro –la apuesta invencible– se reinventan en enormes cuadros y nuevas formas. Y con una nota distinta o un accesorio it, podrán convertirse en un outfit para ver y ser vistas

EDITORIAL

OSKLEN



Elle Canada

**ELLE
CELEBRITY**



Top and skirt (Jeremy Scott), sheer skirt (Osklen), necklace (Lanvin) and bracelet (BCBGeneration)



Vogue Japan



VOGUE

TAMANHO DO TEXTO A- A+

29/04/2014 - 13h55 - Atualizado em 29/04/2014 - 15h18 - POR NEWS

Destination Brazil: Farfetch leva moda brasileira para mais de 140 países

A moda brasileira ganhou um parceiro e tanto na busca por sua internacionalização. A **Farfetch** lança neste mês de maio o **Destination Brazil**, uma *shop in shop* instalada no e-commerce dedicada exclusivamente às grifes brasileiras. Embora o conceito da própria empresa seja o de reunir as melhores multimarca pelo mundo, no caso do Brasil ela trabalha diretamente com 16 grifes e estilistas escolhidos a dedo pelos buyers da loja virtual. Entre eles: **Martha Medeiros** e suas rendas, a alfaiataria cool de **Giuliana Romano**, o lifestyle carioca da **Osklen**, as estampas da **Mixed**, o couro de **Patrícia Viera** e o *beachwear deluxe* de **Lenny Niemeyer**. Todos eles, inclusive, viajaram para Londres para a apresentação do projeto que foi realizada nesta terça-feira (29.04), com a presença do CEO e fundador da empresa **José Neves**.

Brazil da Farfetch (Foto: Robert Astley-Sparke/Divulgação Farfetch)

"Apostamos muito no Brasil e há um tempo tivemos esta idéia da boutique brasileira no site. Com a chegada da Copa do Mundo, os olhos estão todos virados para o País e pensamos que essa era a hora certa de colocá-la em prática", comentou Neves. "Estamos muito positivos com a ação pois cada marca dela oferece um produto diferente, abrangendo um público final grande", completou, antes de mandar avisar que o contrato com as grifes será "de longo prazo".



Macacão Andrea Marques e sapatos Osklen, parte da seleção do Destination



Maio de Lenny Niemeyer, parte da seleção do Destination Brazil da Farfetch

(Foto: Robert Astley-Sparke/Divulgação Farfetch)

"Temos muitas barreiras para fazer a exportação, de modo que este projeto surge como uma boa forma de estarmos no mercado internacional", comentou Andrea Viera, da marca expert em couro. Lenny faz coro: "Tenho anos de carreira e é extremamente difícil ingressar no mercado internacional e ter um retorno significativo em vendas. Eles estão internacionalizando a gente!".

"Na Osklen, também estamos com um projeto novo de internacionalização e pretendemos abrir novas lojas da marca no futuro. Com esta parceria, conseguiremos alcançar uma melhor visibilidade no exterior", acrescentou Oskar Metsavaht. Projeto para ninguém botar defeito.

Parte da primeira leva de peças, que chega ao e-commerce nesta quarta-feira (30.04), pode ser vista em um editorial feito pela Farfetch, cujas fotos você confere em primeira mão nesta página e o making of (em vídeo) logo abaixo. (RENATA GARCIA, de Londres)

EDITORIAL

OSKLEN



Vogue



EDITORIAL



L'officiel France

OSKLEN



VESTE AJOURÉE EN COTON ET SATIN DE SOIE, BLUMARINE.
ROBE EN CUIR BLANC, PROENZA SCHOULER.
ROBE EN COTON, TOPSHOP.
BIJOUX DE TÊTE EN PAPIER, ELOISE CORR DANAH.
CENTURE EN MÉTAL ET CORDE, ETRO.
CHAUSSURES EN PEAU DE SAUMON, OSKLEN.

A woman is sitting on a white surface, leaning against a white wall. She is wearing a white, minimalist outfit consisting of a crop top with a small bow detail at the neckline and a long, flowing, knee-length skirt. Her hair is blonde and straight. She is wearing white sandals.

**COUPÉ/
DÉCALE**

PHOTOGRAPHIE
Jason KIM
STYLISME
Peju FAMOJURE

GILET EN CUIR, ACNE.
TOP EN SATIN ET JUPE EN SATIN DUCHESSE, MIU MIU.
COLLIER VINTAGE.
BAGUES EN ARGENT,
AMY GLENN.
CHAUSSURES EN PEAU DE SAUMON, OSKLEN.
CHAISE EN PLEXIGLAS,
TAKESHI MIYAKAWA DESIGN.

EDITORIAL

OSKLEN



Wallpaper UK



FASHION | 183

This page, blouse, \$647,
by **Osklen**. Knickers,
£430, by **Prada**. Shoes,
£110, by **Geox**

Opposite, top; skirt,
both price on request, by
Louis Vuitton. Shoes,
£110, by **Geox**

For stockists, see
Resources, page 206

Visit Wallpaper.com to see a
mood board of the Japanese art
that inspired our fashion story

Set design: Zach Geber

Model: Wang Xiao at
Wilhelmina Models

Hair: Tamas Tuzes at L'Atelier

NYC using Bumble and Bumble

Make-up: Robert Greene at See

Management using Mac Cosmetics

Digital operator: Charles Lu

Photographer's assistants:

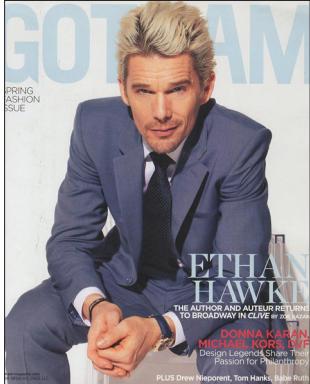
Jon Tasker and Andy Mataias

Fashion assistants:

Frank Jones, Giovanna Pisacane

EDITORIAL

OSKLEN



Gotham USA

GOTHAM Spring 2013

84 Times Square Troubadour

Ethan Hawke captivates on stage in *Clive*.

Linen blazer (\$729) and tailored pants (\$259), Osklen, 97 Wooster St., 212-219-8250; [osklen.com](#). Short sleeve courtland shirt, Billy Reid (\$165), 54 Bond St., 212-598-9355; [billyreid.com](#). Lace up shoes, Tommy Hilfiger (\$158), 500 Broadway, 212-925-5029; [tommy.com](#). Japanese fabric bracelet, Yuvi (\$180), Bergdorf Goodman, 754 Fifth Ave., 212-753-7300; [bergdorffgoodman.com](#).

Edge bench with wood base (\$995), ABC Carpet & Home, 888 & 881 Broadway, 212-473-3000; [abchome.com](#)

features

84 Times Square Troubadour

With a toast-of-Sundance new film and off-Broadway production in which he stars and directs, Ethan Hawke is the talk of the town.

By Zoe Kazan Photography by Robert Ascroft

88 Modern Romance

A look at the renaissance details of the spring couture collections that inspire a reinigorated love of design.

Photography by Michael Filonow

96 Designed to Give

Several of New York's leading luxury designers—Michael Kors, Donna Karan, Zac Posen, Elie Tahari, Diane von Furstenberg, and Rachel Roy—share details on the philanthropies that also inspire their passion.

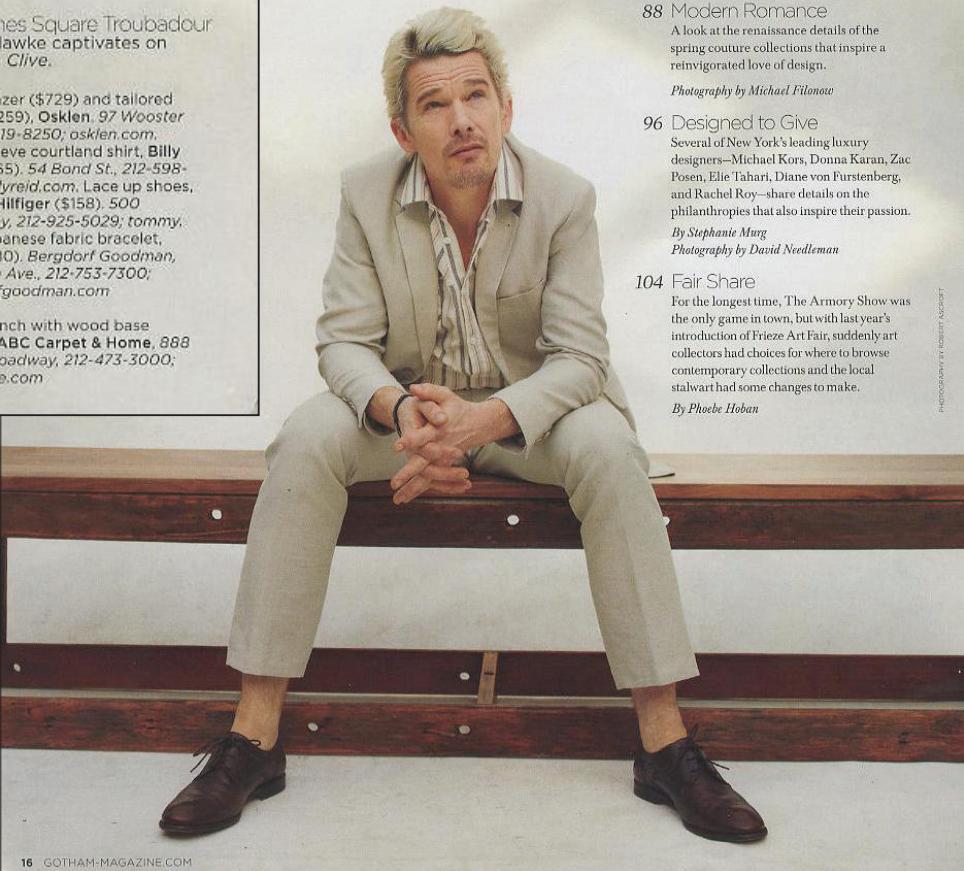
By Stephanie Murg

Photography by David Needleman

104 Fair Share

For the longest time, The Armory Show was the only game in town, but with last year's introduction of Frieze Art Fair, suddenly art collectors had choices for where to browse contemporary collections and the local stalwart had some changes to make.

By Phoebe Hoban



EDITORIAL

OSKLEN



Marie Claire

TIPPING THE SCALES

I like to think of Osklen, Brazil's premier luxury sportswear label, as the pescatarian of the fashion world. Through the E-Fabrics branch of his E-Institute—a nonprofit that promotes the research, development, and awareness of sustainable style—Osklen Creative Director Oskar Metsavaht crafts high-end accessories from such eco-innovative fabrications as arapaima (a gigantic South American fish) and salmon skin. "It's a long and exciting path to follow," Metsavaht tells me of his goal for Osklen to be 100 percent sustainable. For now his motto is "ASAP—As Sustainable As Possible."

101 IDEAS



feel-good FASHION

Like its models (Gisele, Alessandra), Brazil's eco and ethical offerings are ridiculously gorgeous and taking the U.S. by storm

Fashion editor: Amanda Hearst



MINAUDIÈRE \$594,
Serpui Marie;
shopbop.com.

MINAUDIÈRE \$610,
Serpui Marie at Oui
Boutique; (787) 765-2424.

shell check

As lovely as the bags she creates, designer Serpui Marie inlays her delicate yet sturdy minaudières with mother-of-pearl shells expertly formed.



meet the plastics

São Paulo-based Melissa shoes, made of recyclable PVC, already have a massive fan base. Recent collabs with Jason Wu and Alessandra Ambrosio (right) put them on an even chicer standing.

DRESS \$198, up to \$298, Martha Medeiros; marthamedeiros.com.br.

SHOES \$173, Melissa + Pedro Lourenço; (212) 775-1950.

CUOCC \$70



HAIR: MARINA LIMA; MAKEUP: SPARROW AT JOHN BARRETT'S SALON; STYLING: RICHARD MARCHAK; STUDIO D; STYLED BY JESSIE LIEBMAN

EDITORIAL

OSKLEN



Bazaar Argentina



VUEVO, LO ULTIMO... LO NUEVO, LO ULTIMO... LO NUEVO, LO ULTIMO...

4 URBANOS

Hacia el futuro

Este mes arribó a Paseo Alcorta la colección A21 Otoño/Invierno 12 de OSKLEN. El documento Agenda 21, que establece la importancia de comprometerse con la solución de problemas ambientales y sociales, permitió a Oskar Metsavah (diseñador de la marca y embajador de la Unesco) desarrollar nuevamente sus valores sustentables, evidenciados, colección tras colección, en tejidos orgánicos, piel sintética y otros materiales ecológicamente inocuos. Atuendos punk y *flower power*, a todo color, se combinan con voluminosos abrigos, plataformas, zapatillas y botas, y dan por resultado superheroínas ambientales que defienden la naturaleza ataviadas con lo más lujoso del diseño paulista.



ESTA PÁGINA
Gran blazer de punto, \$3.500. Zapatillas de cuero, \$1.200. Falda plisada metalizada, \$2.200. Jersey de punto de algodón, \$1.100. Botines con strass, \$1.750. Jazmín Chébar. Medias a lunares, Silvana.

PÁGINA OPUESTA
Trench espiadizo, \$1.800. María Chébar.



ESTA PÁGINA
Chaleco de lana con cinturón de cuero, \$2.500. Jersey de punto de algodón y algodón sin manchas, \$500. Osken. Falda plisada metalizada, \$2.200. Jersey de punto de algodón de angora, \$1.100. Tumbolines. Medias, \$60. Silvana. Abotinados en pata de gallo, \$750. Goya. Sombrero, \$1.200.

PÁGINA OPUESTA
Tapado de punto de gallo, \$9.750. Gara Lobo. Camisa con lazo, \$600. Awada. Pantalón con vivos en cuero, \$1.450. Falda plisada plateada, Nueveventinco.

ESTILOMIX. Marcelo Rubén y Gabriel Moncayo. Maquillaje: Vero Momonti para Estilomix. Peinado: Studio & Agency. Peinado: Facundo Díaz para Estilomix. Fotografía: Héctor Martínez para Estilomix. Modelos: Sofía Krasznyk para Hyphen Management. Tratamiento digital: Fucc Studio.

EDITORIAL

OSKLEN



We Ar UK

LOOK



BOOK



Osklen

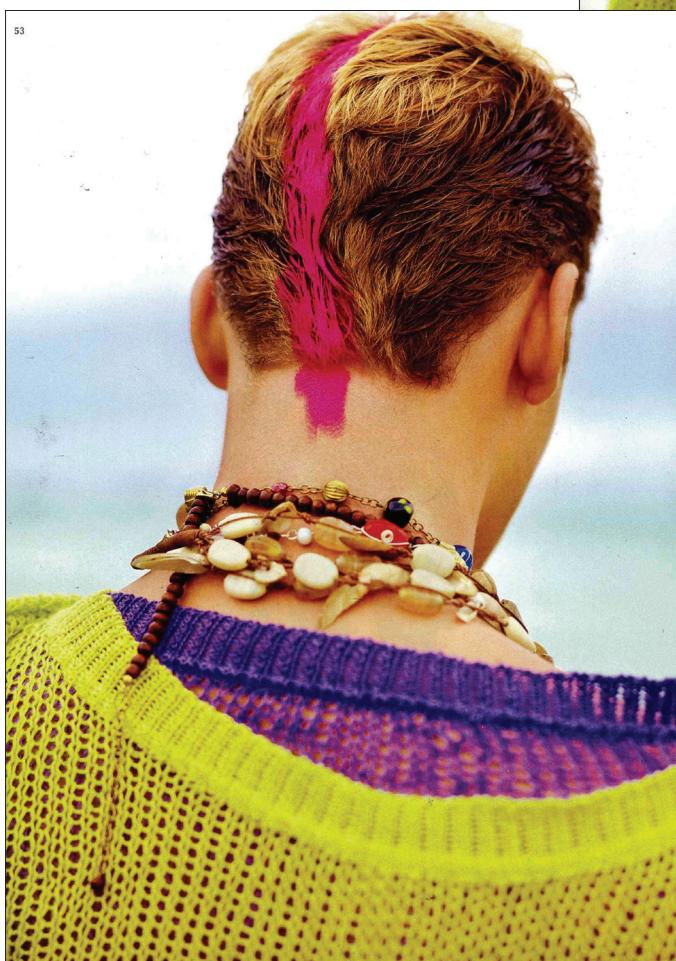
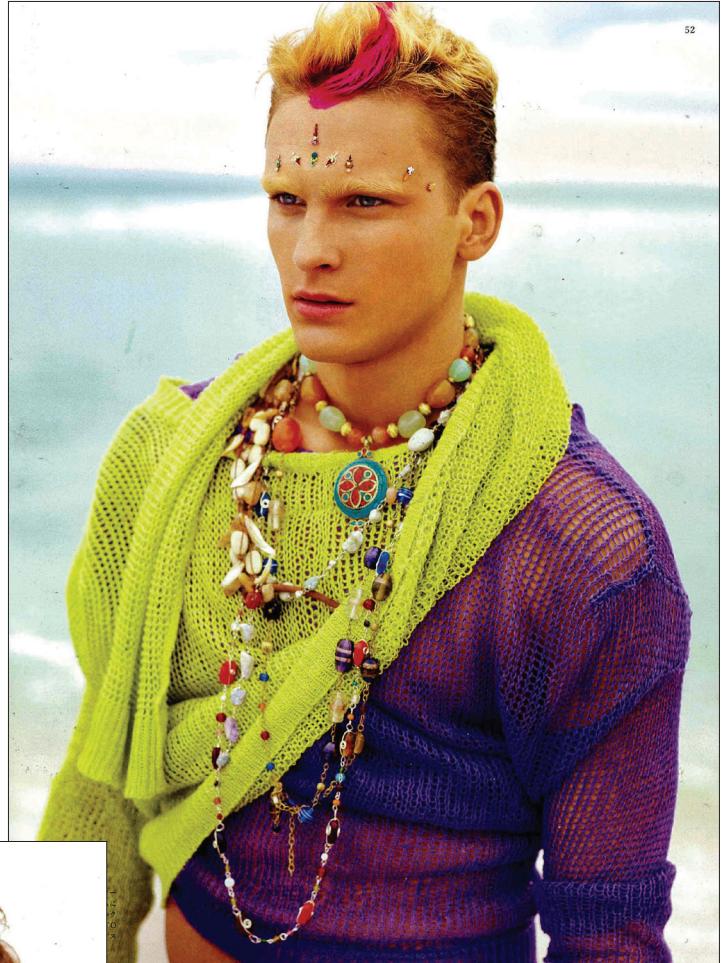
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EDITORIAL

OSKLEN



Vogue Hommes Japan



EDITORIAL



Vogue Hommes Japan



36

FASHION GOES GREEN

スタイリッシュなエシカル・ファッショントを育む。

エコとモードは融合しない——そんな先入観が最近崩壊しつつある。

素材開発、リメイクなど、科学と技術を生かした方法で

地球に優しい服作りを志すデザイナーが発信する、ファッションだからこそできること。

Editors Jun Ishida, Tomoko Suzuki

オスカーメツヴァア
1989年の創立以来、ブラジルで絶大なる人気を誇るOSKLENのデザイナー。医師の経歴を持ち、また8歳のときからイバネスマ海岸で毎日波に乗るサーファーでもある。写真下はカーニバルをテーマにした2010年春夏から。現在はNY、ミラノ、東京でも販売する。



Oskar Metsavahil

独自に開発した素材で地域に貢献。

スポーツマインドとモードを融合、ブランドを確立する「ブランド、オスカーメツヴァア」。その基軸の中で、「エコ」は最もコアな部分にある。

デザイナーのオスカーメツヴァアがエコロジーに関心を持ち始めたのは、「京都議定書」(97年)がきっかけだと思われる。その後、独自に環境に優しいファブリックを開発・開発し始め、2009年秋のコレクションで「eファブリック」として発表。織維のリサイクルはもちろん、ブランドならではの素材(ユートやアマゾンの皮など)にわたる。「ブラジル最大の財産はその豊かな自然。特にアマゾンは資源の宝庫です。それを守るのは僕らの義務で、この国が世界の

大切な発信する舞台となるバクトがあるはず」。またeファブリックの生産は、

ラジオ各地に存在するフーベーラ

(貧民街)

に住む人々の労働力に支えられている。この

プロジェクト全体が彼らに就職の機会を与え

る社会貢献的効果も果たしているのも特筆

すべきだろう。「シーザン」とコレクション

におけるeファブリックの割合は上昇、い

ずれは100%にすることができるはずで

す」。最近eネスコやWWFとの提携や、

素材提供も増加しているそうだ。そもそも、

彼の名前、メツヴァアは父の故郷エストニアでは「森の鬼」と呼ばれる世界を愛して



EDITORIAL

OSKLEN



Vogue Italy



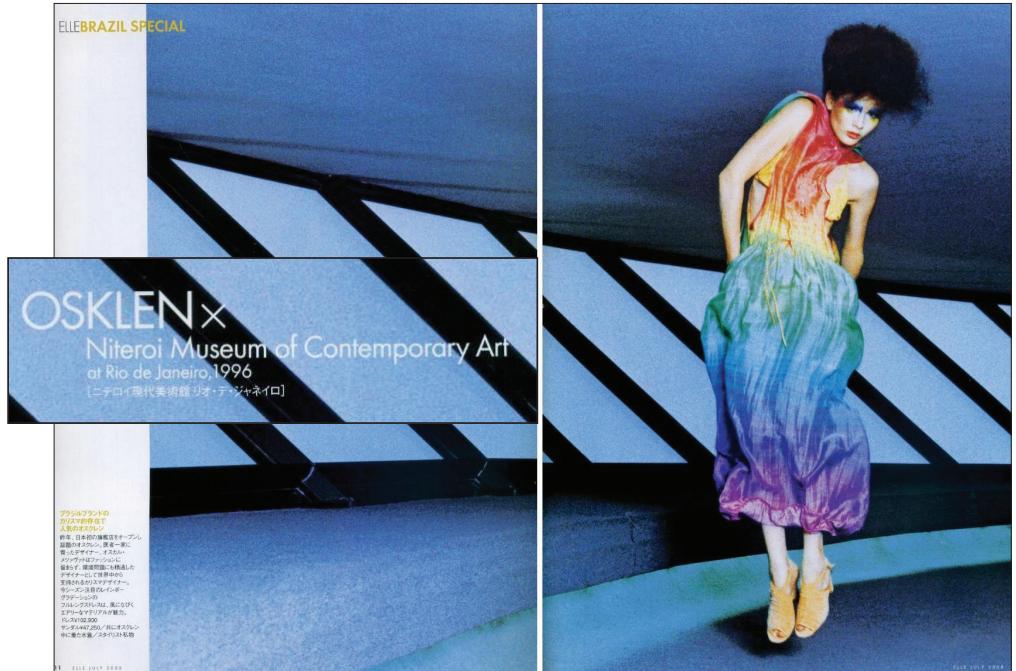
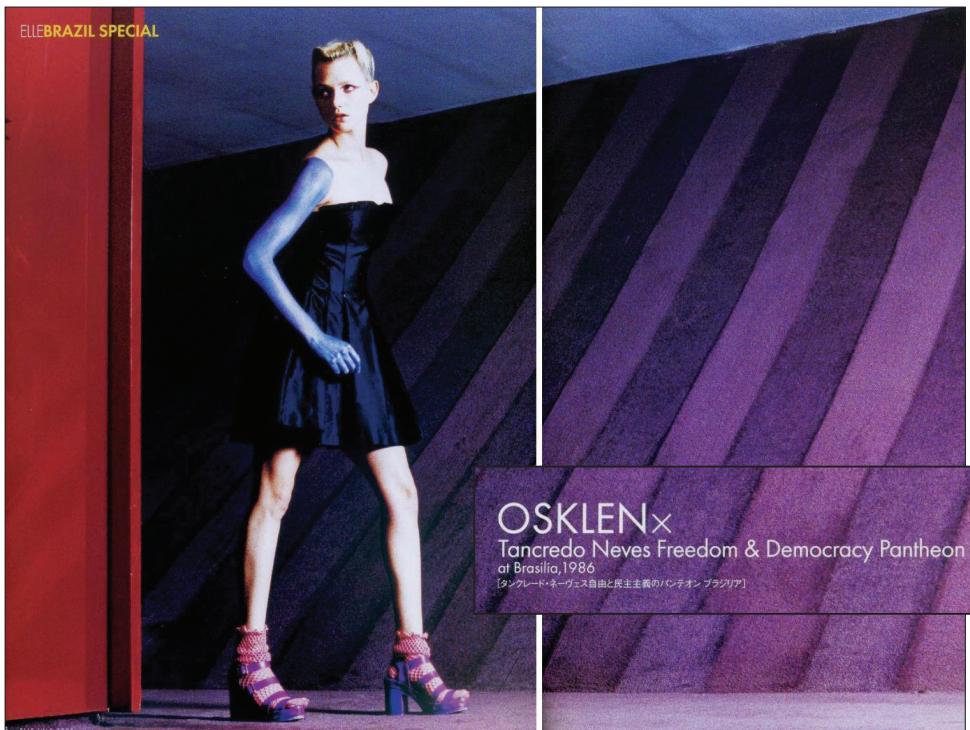
OSKLEN squared sleeves shine dress.

EDITORIAL

OSKLEN



Elle Japan



FLAGSHIP STORES

OSKLEN

Rio de Janeiro - Rua Maria Quitéria, 85 - Ipanema

São Paulo - Rua Oscar Freire, 645 - Jardins

New York - 97 Wooster Street - Soho

Miami - 1111 Lincoln Road Mall - Miami Beach

Tokyo - Omotesando Hills., 4-12-10 Jingumae, Shibuya-Ku

Tokyo - 1F Hon-Kan, Tamagawa Takashimaya, 3-17-1 Tamagawa, Setagaya-Ku

Buenos Aires - 1245, Posadas, Shopping Patio Bullrich

Mykonos - 15-17 Zanni Pitarakis Street, 84600

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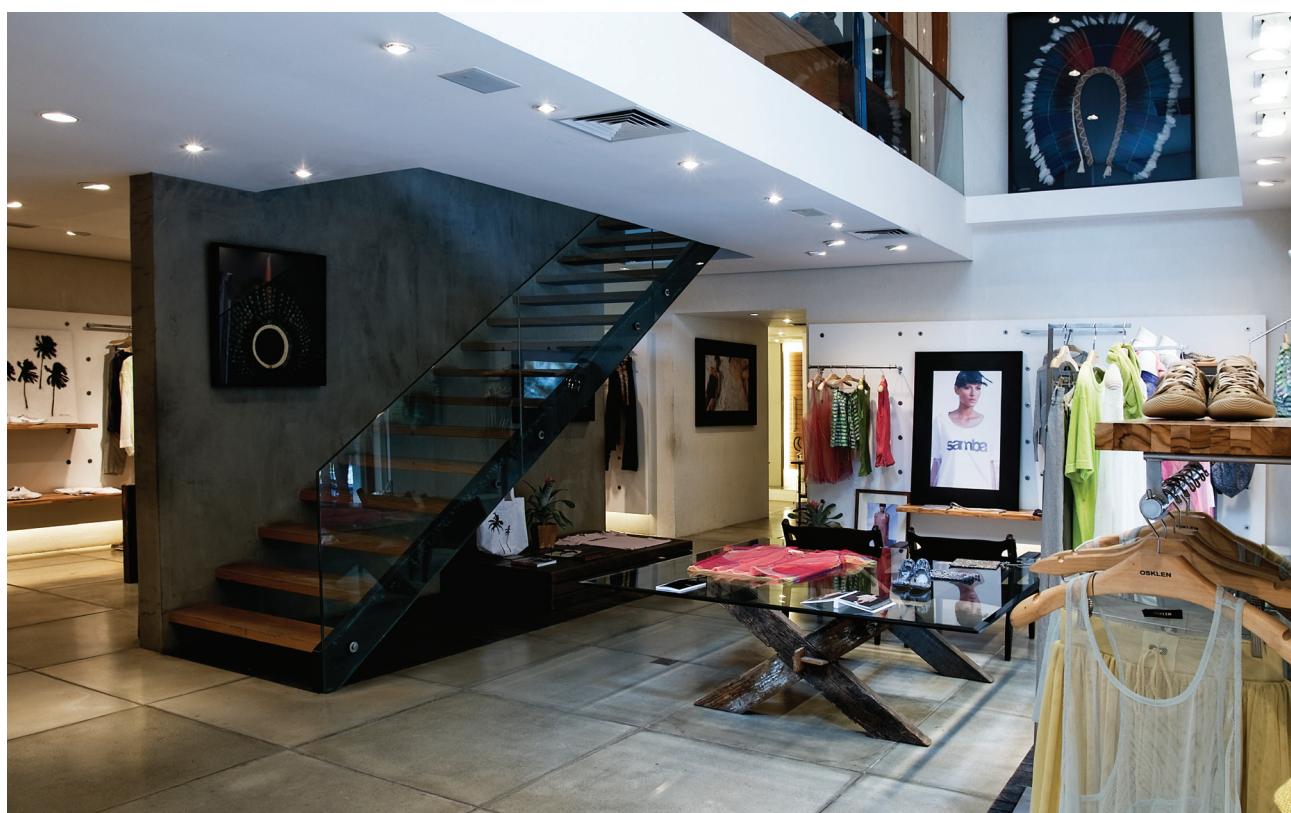
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STORES

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Buenos Aires - 1245, Posadas, Shopping Patio Bullrich



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