

**OSKLEN**  
Rio de Janeiro

INTERNATIONAL PRESS KIT

## 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, every year being the brand to open the show. **OSKLEN** has become the brand of reference for Brazilian fashion by both national and international media.

Nowadays there are 63 **OSKLEN** stores in Brazil, in addition to 5 international flagship stores, Tokyo, New York, Miami, Buenos Aires and Punta Del Este. Besides its showrooms in Italy, France, Greece, Portugal, Spain, Australia, Japan and USA. 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.

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

**A**mong 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

skin, he prefers a more modest approach. His life in bustling, cosmopolitan Rio de Janeiro—in the Arpoador district, a Havaianas 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

## 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 DAVID MCNEW  
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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Enlarge This Image



Narciso Rodriguez, spring/summer 2013, in New York.  
Enlarge This Image

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 commercial

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

"I always try Renta," says the skyline of

Following on summer breeze the juice of for day and cardigan; also a fuchsia — and color



LIFE OF PI  
September 12

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

Enlarge This Image



Chris Morley/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 phosphorescent 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 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 scribbled 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

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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.

WWD

8 TUESDAY, AUGUST 28, 2012

WWD.COM

## Osklen Eyeing U.S. Expansion, Partnership

By RACHEL BROWN

**AS THE WORLD TURNS** its focus to Brazil, the sophisticated, surfy Brazilian brand Osklen is looking beyond its home country with an advertising campaign shot in California, its first appearance at New York Fashion Week and plans to add U.S. retail stores.

A staple of São Paulo Fashion Week, Osklen, founded by former physician Oskar Metsavahht in 1989, will make its American runway debut at 3 p.m. on Sept. 11 at Lincoln Center. The brand spans many categories, including footwear, accessories and men's wear, but the show will center on its women's ready-to-wear.

"I was invited some years ago to come, but I didn't want to be like other Brazilian designers that have come to show in New York just to show without having any foundation," said Metsavahht. The brand has been slowly laying that foundation by opening a store in Manhattan's SoHo in 2007, and another on Lincoln Road in Miami in 2010. The brand also hired FiftyTwo Showroom to build its U.S. wholesale business.

The theme of Osklen's spring collection is "Endless Summer." "You know, that perfect day you have when you go to the beach in the very early morning and you spend all day from the sun rising to the sunset, and the colors that come from that. We have colors in the collection from the different landscapes on the beach at different times," explained Metsavahht.

To further tell the story of the collection, Metsavahht decided Southern California would be the ideal setting for Osklen's spring ad campaign launching in the January issues of *Vogue Brasil*, *V Man* and *Interview*. The shoot took place in three locations — Vasquez Rocks in Agua Dulce, Westward Beach in Malibu, and the Santa Monica Pier and nearby beaches — from Aug. 8 to 10.

Metsavahht snapped pictures behind the scenes as photographer Vává Ribeiro captured models Heather Sutton, Jacob Crumbley and Alicia Kuczman in images that incorporated the natural environment and modern elements such as mirrored huts and a vintage turquoise sports car. Metsavahht said the contrasts are evocative of Los Angeles and Rio de Janeiro, cities in which both urban life and the outdoors play important roles. In his work, he added, "I love to bring opposites together to find the harmony."

Metsavahht is trying to maintain control over his design work even as he seeks a partner. For the better part of two years, he's been negotiating to sell a majority of



Osklen to LVMH Moët Hennessy Louis Vuitton, PPR or Havaianas owner SP Alpargatas, although Metsavahht said he'd like to "keep a big share" of the company he now wholly owns. "I would be the chief creative officer and the strategic positioning of the brand would be under my governance. That's why the deal is so hard," he said.

**Positioning a sporty lifestyle brand as luxury, it is something very new, different and hard to get.**

— OSKAR METSAVAHHT, OSKLEN

Metsavahht hasn't yet settled on the company that will acquire Osklen, but indicated he will do so in the next few months. He detailed that the advantages of agreeing to be purchased by LVMH or PPR would be access to their enormous infrastructures and getting leverage to secure the best retail real estate across the globe. SP Alpargatas appeals to him because the company could allow him to spearhead a high-end fashion division that

would develop a portfolio of brands.

Osklen is pursuing growth outside Brazil with the understanding that it is a prelude to much bigger expansion when a partner is brought onboard. The priority of expansion to date has been raising brand awareness more than achieving significant financial returns from its international retail, which Metsavahht thinks are five years off. "Positioning a sporty lifestyle brand as luxury, it is something very new, different and hard to get," he said. Complicating that, Metsavahht continued, "bringing a brand from the Southern Hemisphere in fashion is very hard work. We don't have any.... It is always from Europe, North America and Japan."

The New York store "is still not profitable, but it is a project that I really believe in. I believe the economy is going to change here.... Some projects, I see them as a way to spread my style. If I were just an investor, I would close my store in New York. The stores are a way I can express my style," said Metsavahht.

Within two years, Osklen expects to open a store in Los Angeles and then follow that with units in other U.S. cities. Osklen currently has 62 stores in Brazil, three in Italy, two in Japan and one in Argentina.

Year to date, Osklen has generated \$140 million in revenues, according to the company. About 5 percent of the brand's revenues are generated outside Brazil. Metsavahht said Osklen's sales have increased 20 percent in each of the last two years, and he anticipated that growth rate would be repeated again this year.

## Graymarket Taking Unique Retail Approach

By KRISTI GARCED

**NEW YORK** — Gray markets refer to the trading of goods through legal but unofficial paths, ones that original manufacturers may not have intended. It's those irregular methods — when sourcing clothing, particularly — that gave Alex Kasavin and Wei Du the tongue-in-cheek name for their recently opened boutique at 242 Wythe Avenue in Williamsburg, Brooklyn.

"The name [Graymarket] is a jocular way to explain our unconventional approach," said Kasavin, who cofounded the store with his partner Du. Kasavin, who also runs Coeur Noir, a specialty printer and letterpress company, met Du, a fashion design student at Parsons the New School of Design, several years ago. The two frequented the forum StyleZeitgeist, an online community where followers of avant-garde fashion and culture congregate for discussion.

"We had a network of friends," said Kasavin. "We were all collectors, buying, selling and trading clothing, and at some point, we realized that what started off as a hobby and a passion could become more. This [retail concept] grew out of that idea."

At Graymarket, Kasavin and Du sell men's and women's clothing and accessories from cult designers like Guidi, Paul Harnden, Lost & Found, Number (N)ine, Undercover, Maurizio Amadei and Carol Christian Poell alongside luxe pieces from Givenchy, Balenciaga, Haider Ackermann, Rad Hourani, Gareth Pugh and Maison Martin Margiela. The cloth-



ing — all from designers' past collections — is unworn with tags, in mint condition. Basics start at \$100 and higher-priced leather pieces cap off at around \$2,000.

"It's sort of deadstock, what we consider archival," explained Du. "We select significant pieces from each designer, pieces that are iconic, that we think are representative of a particular season or designer. Obviously, we have a very dark palette."

Kasavin modeled a Rick Owens men's blazer in a thick, almost velvet corduroy, priced at \$850. "It's not something you'd

associate with Rick. We like things like that. We like unusual pieces," he said.

Buying the clothing, Kasavin said, is "the fun part." After years of hunting down pieces from obscure designers ("There was a time when clothing like this was made in smaller batches, much more scarce than it is now"), the two partners combined their international networks of other collectors, fans, proprietors of stores and in some cases, even designers themselves.

"Things here come from all over the place," said Kasavin. "We've found people with personal collections that rival the inventories of stores. We never know where the next thing will come from.... It keeps us on our toes," said Kasavin.

The 650-square-foot space, housed not in a standard storefront but on the ground floor of a 20th-century office building, is an off-the-radar destination for those not in the know. Customers ring a buzzer to enter the industrial, all-white room flooded with diffused natural light. It's an almost clinical, gallery-like setting, that — aside from a mounted neon sign in Chinese lettering — is devoid of embellishment, much like the muted clothing. The store operates on an appointment-only basis during the week, with normal store hours on Fridays and Saturdays.

While the partners eschew e-commerce in favor of a physical shopping experience, they may launch a lookbook via Tumblr to showcase the store's one-of-a-kind wares. They also plan to amp up their accessories offerings.

Brooklyn, though home to artisanal everything (granola, horseradish, jam), is lacking in high-end designer cloth-



ing. "There's nothing like it here," said Kasavin. "While the neighborhood is certainly developing in a very different way, we still feel that it has an industrial vibe that we can very much relate to. We feel like this kind of clothing makes sense with the landscape here."

Kasavin remembered an older couple who made an appointment at the store and arrived wearing preppy, business casual clothing. They outfitted the gentleman in a full head-to-toe look, something Kasavin feels strongly about being able to provide his clients.

"When he put it on — and some people feel really unnatural — you saw him walking around with this confidence," Kasavin said. "It's fun to see people discover for the first time. It can be a transformative experience."

[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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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*

August 22, 2012

## Osklen Eyes U.S. Expansion

*By RACHEL BROWN*



A behind-the-scenes view of Osklen's ad campaign shoot at Point Dume State Beach in Malibu.

*Photo By Lexie Moreland*

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*Photo By Lexie Moreland*



Vavá Ribeiro and Oskar Metsavaht  
*Photo By Lexie Moreland*

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## PRESS

OSKLEN



FOLHA DE S.PAULO

SEXTA-FEIRA, 15 DE JUNHO DE 2012 ★ ★ ★ cotidiano C9

**ilustrada** em cima da hora

# Osklen mostra Rio em tons californianos

Coleção apresentada na São Paulo Fashion Week reafirma dianteira da grife no segmento "Brasil exportação"

**Visuals foram criados por Oskar Metsavaht a partir de pedido do governo do Estado americano**

VIVIAN WHITEMAN  
COLABORAÇÃO PARA A FOLHA

O Rio de Janeiro é a nova Califórnia. Lá está a nova vida sobre as ondas, os artistas de cinema. Ilusão? Sim e não.

A vida na capital carioca é dura e violenta, mas o sonho também é de verdade de vez em quando.

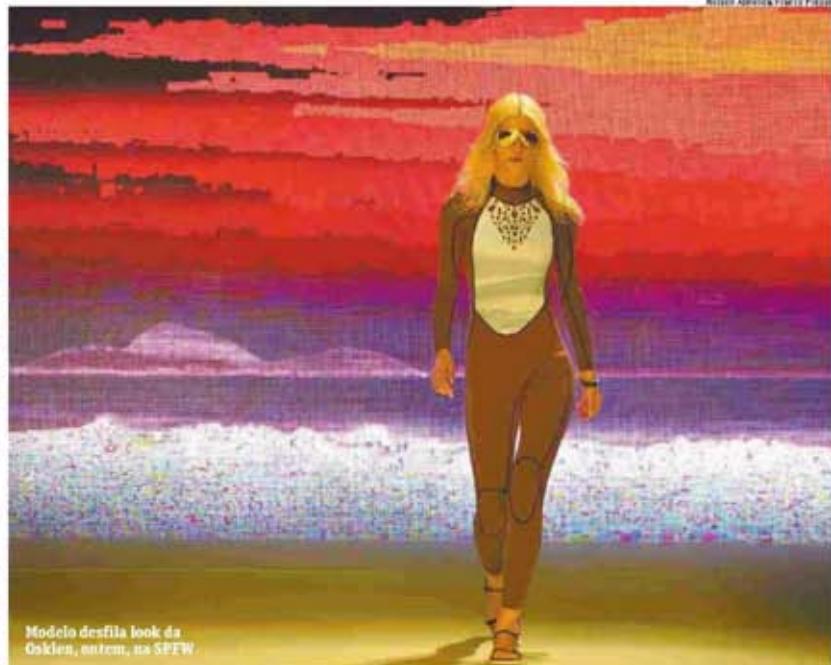
Turistas desembarcam nas areias cariocas para viver esse verão sem fim por alguns dias. E a Osklen está disposta a fornecer o figurino desse "blockbuster" de férias.

Oskar Metsavaht é o diretor dessa superprodução. E o desfile que ele mostrou ontem na São Paulo Fashion Week é um trailer com os melhores momentos desse filme que está ganhando o mundo.

Ontem, o estilista recebeu o ministro italiano do Meio Ambiente para uma mesa-redonda. A Osklen foi reconhecida na Itália como um "case" de sustentabilidade a ser copiado na Europa.

Firmaram uma parceria de troca de experiências. Oskar comanda o Instituto e, focado em aliar ações sustentáveis a design fashion.

Depois da apresentação, Oskar e sua turma partiram para o clube Número, em São Paulo, onde foram homenageados pela revista inglesa



Modelo desfila look da Osklen, ontem, na SPFW

"Luxure", que fez uma edição especial sobre o Brasil e destacou o trabalho do designer.

Mais uma vez, ele e a Osklen aparecem na linha de frente do Brasil de exportação em sua versão alta moda.

## SONHO CALIFORNIANO

O desfile, batizado de "endless summer", foi pensado a partir de um pedido do governo californiano. Eles querem divulgar a Califórnia no Brasil e escolheram Oskar pa-

ra criar um link entre "california dreamin'" e os garotos de Ipanema.

Isto é um passo e tanto. A ideia é assim: os cariocas podem ir à Califórnia e criam uma coleção inspirada nas

belezas locais, mas com o estilo do Rio de Janeiro (segundo a Osklen, é claro).

Até hoje, era diferente. Os gringos vinham ao Brasil e se inspiravam nas belezas locais para, depois, dar sua versão

do sonho tropical.

Essa mudança de sujeito é um reflexo da boa situação econômica do Brasil. Mas também dos rumos do design de moda brasileiro.

A coleção da Osklen é exemplar. Básica, usável, inventiva, charmosa. Usa sem vergonha os ícones cariocas e tem uma expertise única em transformar tudo o que é da praia em roupa de luxo. Um casual luxuoso, descomplicado até onde for possível.

A grife também encarna o que a São Paulo Fashion Week tem se esforçado para firmar nos últimos anos. A saber: a pesquisa de tecidos naturais, a reciclagem e tudo mais que envolve a ideia de design sustentável são armas do Brasil para conquistar o mercado mundial.

Além de politicamente correta, a sustentabilidade rende milhões.

Prada carioca, luxo e sustentabilidade. Se alguma grife brasileira tem potencial para se tornar a Prada nascida nos trópicos, essa grife é a Osklen.

## DESFILES DE HOJE DA 33ª SPFW

### Hoje

11h30	Reinaldo Lourenço
15h30	R. Rosner
17h	Gloria Coelho
18h30	Alexandre Herchcovitch (masculino)
20h	Vitorino Campos
21h30	Lino Villaventura

## Osklen presents Rio in Californian shades

Collection presented in the São Paulo Fashion Week reaffirms brand's leadership position in the "Brazil export" segment.

Looks were created by Oskar Metsavaht at the request of the American state government.

VIVIAN WHITEMAN IN COLLABORATION FOR FOLHA

Rio de Janeiro is the new California. There lies the new life on the waves, the movie artists. Illusion? Yes and no.

Life in the city of Rio de Janeiro is tough and violent, but the dream is also real once in a while.

Tourists land on Rio sands to live this endless summer for a couple of days. And Osklen is willing to provide this holiday blockbuster's look.

Oskar Metsavaht is the director of this super production. And the fashion show he presented yesterday at the São Paulo Fashion Week is a trailer with the best moments of this movie that is conquering the world.

Yesterday the stylist received Italian Minister for the Environment for a roundtable. Osklen was

acknowledged in Italy as a sustainability case to be copied in Europe.

A partnership for experience trade was set. Oskar runs Institute e, focused on allying sustainable actions and fashion design.

After the presentation, Oskar and his team set off to club Número, in São Paulo, where they were honored by English magazine "Luxure", which made a special edition on Brazil and highlighted the designer's work.

Once again, Osklen and he figure in the front line of Brazil export in his haute couture version.

## CALIFORNIA DREAMING

The fashion show, christened "endless summer", was conceived from the request of the government of California. They want to divulge California in Brazil and chose Oskar to create this link between "California dreaming" and Ipanema boys.

This is quite a step. The idea is this: the cool cariocas go to California and create a collection inspired by the local beauty, but with Rio de Janeiro style (according to Osklen, of course).

Until today things were different. It was the foreigners who came to Brazil and were inspired by the local beauty to, then, give their version of the tropical dream.

This subject change is a reflex of Brazil's good economic situation. But also of Brazilian fashion design paths.

Osklen's collection is exemplary. Basic, usable, inventive, charming. It shamelessly wears Rio icons and has a unique expertise in transforming everything from the beach into luxury wear. A luxury couple, uncomplicated as far as possible.

The brand also embodies what the São Paulo Fashion Week has been striving to affirm in the last years. Namely: natural fabrics research, recycling, and everything else that involves the idea of sustainable design are Brazil's weapons to conquer the world market.

Besides politically correct, sustainability generates millions.

Rio beach, luxury, and sustainability. If any Brazilian brand has the potential to become the tropical-born Prada, this brand is Osklen.

# VMAN

[BLOG](#)[ARTICLES](#)[FASHION](#)[PHOTOS](#)[MAGAZINE](#)

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."

# VMAN

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"During the same time, in Paris, I was getting to know [legendary embroiderer] M. Lesage, who was a family friend," he continues. "I leapt at the opportunity to spend time in his haute couture atelier and be introduced to the fashion world. With just \$7,000 I opened my first store, in Búzios, in December, 1989. It was more technical outdoor clothing than fashion, but with a Brazilian mood and minimalistic but colorful pieces."

Oskar's empire now includes over sixty stores in Brazil, as well as boutiques in New York, Miami, Tokyo, and elsewhere. Meanwhile, the success of his Rio de Janeiro-based foundation, Instituto E, dedicated to the promotion of Brazil as a global leader in sustainable development, has led to his recent nomination as a UNESCO Ambassador.

His particular brand of social awareness plays a dominant role at Osklen. His Arpoador line of tennis shoes come in materials such as recycled fish skin sourced from regions of the Amazon basin controlled by indigenous tribes. "The Arpoador shoes are inspired by the way of life I have in Rio," he says. "The simplicity of nature balances with the sophistication of the urban."

"I like to say Brazilians conquer by seducing, not by aggressively competing to be champions," he adds. "I don't really like the style of running shoes or the trekking ones that people used to wear in casual conditions. The sole of my shoe is designed to grip the sand and the rocks—to feel the ground, not absorb it."

When talking about how Brazilian culture is exported through its homegrown products and brands, Oskar uses a particular term to describe the energy of his country and people: "the 'Brazilian Soul,' as I like to describe it, is what I really think we Brazilians can bring to the world," he says. "Binding our natural resources with our social and environmental sustainable development projects is a mandate that we are given."

**TAGS:** OSKAR METSAVAHT

## PRESS

OSKLEN



Safari Japan

**Osklen**

**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  
真やかローファー!

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。ベージュのスウェード素材が、大人らしい温  
さを引き出してくれる

**【オスクレン】**  
**着るだけで夏を感じさせてくれる  
レタードプリント**

**OSKLEN**

夏

**close up**

**Josh Duhamel**  
ジッシュは最高  
グリーンニーチェ  
へと変身!

左: パンツ  
右: パンツ  
上: ジーンズ  
下: ジーンズ

**上まで色々な新鮮テニッシュコーデ**  
デニム×ボーダーハーフパンツは  
ブルー好きにはたまらない組合せ。また  
デニム×エスニック柄の組合せも、  
今一押し。可愛らしさにこだわる。

**フレッシュという言葉が  
ピッタリなカラーリング!**

サーファーでもあるオスカル・メツヴァ  
ットが手掛けるブランドの人気ブ  
ランドの1本。同じ色やかなフレッ  
シングリーは、洋服が生後婦の存在  
感を發揮。2万(50%) (オスター/ン/  
オスクレン 豊田店ヒルズ)



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覗ください。

**1 (トミー バハマ) の晴雨兼用傘**  
4月13日に誕生する《トミー バハマ》。毎年夏に開催される「サンバレー」を名様に、白地として晴れ兼用として青色も併用できる。ブルーと白の組み合わせが綺やか。(トミー バハマ  
価格未定 ☎03-6689-0960)

**2 (オスクレン) のTシャツ**  
「コンドレックスマーク」を今季のテーマに掲げる《オスクレン》のTシャツを1名様にプレゼント。サックス色のボディに、オーブンヘッド、黒い袖口でジャガードのラインに合わせた美しいシルエットが印象的。(オスクレン 販売店  
ヒムズ ☎03-6410-7980)

**3 (モルトンブラウン) のフレグランス**  
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新作「モルトン ブラウン ソムリエ」。50mlと100mlの2種類に。みずかずらしいシトラスのトップと、ラストのレザーノートが特徴。(モルトンブラウンジャパン  
価格未定 ☎03-3690-7980)

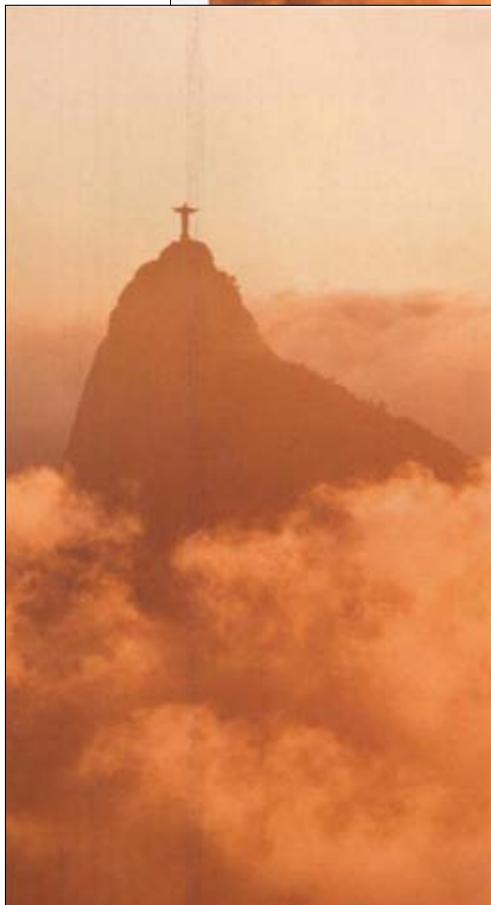
**4 (シンパシー・オブ・ノウル) のブレスレット**

**5 (モスクワ) のアンダーウェア**  
フランス東部で生まれた《モスクワ》。アーティストによる各機関のアート作品をモチーフに、内側の出目をフラットにしたり、フロントを二重にしたりと、遊び心たっぷりに定評あり。(ライクシルバーリミテッド ☎0120-591900)

MAY 2013 Safari 329



Ten UK



In an ideal world, the committed globetrotting fashionista should always start the year in the marvellously warm, welcomingly erratic, tumbledown beauty that is Rio de Janeiro, and its über "babe, beach and body" moment that is its fashion week. For if any runway season best captures what's great about its own city...

## 10 READS

## WELCOME TO RIO!

**L**eaving Fábrica Rio, with its rolling shows, hopped-up audiences, cappuccino-fuelled after parties, glistening down and samba hats, where folks dance better than anywhere else in the world.

I've joined down to Rio over January this year for the famous season, and have grown to love the Cidade Maravilhosa. More than anything single day provides new adventures, every night fresh localities. Like many tourists, I start each morning with a long swim. So many people take to the immense strands that make up the majority of Brazil's 7,300km of coastline that the beach seems more like a living room or cocktail bar. Central Rio is divided into two great beaches – Ipanema and Copacabana – and while the former is impossibly more crowded, I prefer the wider Copacabana, where large beachside events, and when, if you're not careful, the popular Japanese night you're seeing at the time can be washed out into the rough Atlantic.

I usually swim a good part of the 4km beach from north to south, and then turn all the way back to one of the beach kiosks perched on the edge of the impossibly beautiful black and white wave-pattered mosaic promenades, which was created in 1970 by the great Roberto Burle Marx – for my money, the most beautiful urban space in our town. Observed from a high hotel terrace, the promenade is a work of modern art. Burle Marx is always a fresh agua de rose, or fruit juice, which the bartenders slice open dramatically with a surge of his huge machete – it's the most restorative drink known to man, and by Christ, one needs that after a triple club night out in Rio.

No day is complete without chugging one of the local refreshments, which again any foreigner will notice in Brazil: Oscar Niemeyer, who is still alive at 104. His curvaceous buildings echo the voluptuous forms and bulbous boulders of this country's coastline.

Niemeyer's buildings – from cathedral to war memorial – dot Rio, though his most visited attraction is MAC, the flying-saucer-style art gallery which is reached by a ferry to Ilha das Cacimbas, the same craft floor which the dancers descended in Ottawa during the 1976 opening of the Greek classical myth in Rio's Caetano – and it's enormous.

I am such a Niemeyer fan that if you Google my name, two of the first images are of me standing before his home: an apartment building on Copacabana, and a villa on the hills above Rio's elegant Lagoa neighbourhood. In the latter, it's me taking photos with two striking ladies – Nozuka Violante and Aerial Munoz, neither of them Brazilian, but both super at home at a

city and fashion week that values physical beauty more than any other that I know.

The sunsets are packed with life lessons. But late-night carousing in Ipanema turns bare and samba clubs in the back city-croissants "bordos" of Lapa also provide an amazing array of tan bodies and muscular grins. I'm a dance vet and go clubbing every week as I do in the Sutton sessions around the world. But I've turned down bars in New York, Paris, Copenhagen, and seriously funky joints across Rio's Rua General Osório, the old merchant's quarter of Rio de Janeiro. The club's low, tickky 10-piece samba bands attract sensational local dancers, the best I've seen anywhere, and the local samba girls don't mind stopping over with foreigners. "You know, gringo," a samba master in a clinging purple satin cocktail dress told me one night, "you really don't know samba, but you know how to move your hips, which is fine with us."

For less indulgence, I head to the artesanarias. Lourdes, the local arts and crafts outlet, is a must, and I get into classic Rio's most interesting list of fábricas, the Philippe Starck-designed hotel, beautiful with its raw tropical wood, white linen and perfect rooftop pool – a beachside pleasure palace that has the world's most glorious clientele.

Despite the very late nights, my days begin early in Rio. The place is far too crafty gregarious not to arise with dawn. From the roof of the last hotel I stayed in I could admire the sunrises. Squeezed to the north, the eaves of tropically inclined apartment buildings are draped in vines, spilling over the woods, covered gold surfaces patiently waiting for the perfect Atlantic roller due east. Below, I joined a pick-up game of futebol on the golden sand, the locals' technical skills shocking me, even as their camaraderie included me. When I told them I support Liverpool, they stopped calling me Godfrey and nicknamed me German.

Fashion and football unite in Brazil, where Fashion Rio is spearheading the city's momentum in search for the visible who's who of the West Cup, from the Olympics. The showbiz job has not been without issues – whole families have been finally locally closed – yet it's still remarkable how this beach-blended paradise has managed to clean up its act while keeping the funky glory of it legitimately present.

Each season, a new crew of editors makes their first appearance at Fábrica Rio and its larger rival, São Paulo. But having witnessed the BRIC nations' seasons, when it comes to comparing rawness, originality, boldness, fabrics, personal style and range of designers, Brazil is a far more open and global place than Russia, India or China. Fashion designers and cosmetics models, are fired and fastened about more than once in Rio than in Moscow, Beijing or Mumbai. Here in Brazil, runway seasons are such a big deal that even the taxi drivers in Flamengo or the strong telethon on Copacabana knew the names of the designers and models.

Launched more than 15 years ago by the impresario Paula Berger, Fashion Rio now has a budget of R\$15m (about

£4.6m), which is beginning to dwarf even London. Alone among the BRIC quartet, Brazil has talent that has begun to make a real impact.

Plus, there are lots of brands one has to love. Such as New Order and Osklen, which are both by Oscar Niemeyer – a dashing Emerson-Bentley and the local Richard Burton – the latter a bit more laid-back, but equally famous for its use of recyclable materials and Niemeyer-influenced curves. Something of Niemeyer's reinforced-concrete tropical architecture is always apparent in Osklen's voluminous falcons. I should know I own three pairs of their pants, from button-down-anorak jumpers to linen trousers that look like a long plant stem, and hang just so smoothly.

On the beach I am happy to see leggy girls wear Lycra, the most comfortable fabric in the world. Latin-American Lycra – as she is universally known – reigned for 20th-century party wear at Lagoa last time I was in town, with models slinking out onto a grey, wooden catwalk. Afterwards the whole place turned into a hyper-party party that lasted until dawn... I stayed until the end, before wandering home, my green-eyed companion insisting we stop at a beach dive bar; kissing me just as a sun-dappled dawn had her hand upon the Atlantic sky.

I'm also into wearing British Cokery, with their expressive, ruffled shirts and blouses, and I'm loving the leggy girls who wear Jil Sander Jil Sander in get looks of falconry tops and off-the-shoulder blouses that look like phantasmagorical wet.

Cool girls also wear Custo, a brand famous for its abstract-expressionist-motifs-based designs, which stages shows in the marvellous sub-tropical gardens of Parque Lage, tucked underneath Corcovado; neat as an era known charmingly as Christo's America. Back in the industrial Engenho Laje and Vila Madalena in the 1970s by the Italian designer Mario Vukel, the gardens and villa have been featured in music videos for Pharrell Williams, Snowy Dayg and the Black Eyed Peas.

However, most shows are held in Pier Maua, an elongated waterfront warehouse complex being made over into a giant contemporary-art centre and spanking new multi-stacks Metro line to Maracanã, the planet's biggest football ground. I've paid my football pilgrimage to that soccer shrine, sitting as guests in the presence of Botafogo's stars with Nataá and Isadora. Yes, you, a dirty job, but some fashion-week, party-animal heterosexuality has to do it. So why not me? ■



Ten UK



## 10 READS

BOOM TIME  
DOWN  
BRAZIL WAY

The sight of a limo, door open, two leggy ladies inside, knee-deep in Bergdorf Goodman bags, laughing uproariously in their stretch Cadillac outside the famed department store on Fifth Avenue, made me, well, come right to a halt. It was a quick glimpse, but a telling one, especially when I overheard their jolly, singsong Portuguese accents.

A

l, but yes, they were two Brasiliens out shopping with rare abandon in Bergdorf Goodman. And it was a reminder that, when it comes to comparing the five nations now known as the BRICCS, no land is cooler or more fashion connected than Brazil, the new El Dorado of the art of living extremely well.

Ack any major retailer in New York, CEO of an Italian or French fashion house, or international licence manager and they will all agree on one thing: fashion is booming in Brazil.

"In our New York stores, where we celebrate tourists spending according to country, spending by Brazilians has been growing very, very rapidly," enthuses Tommy Hilfiger's CEO Fred Gehring. "It now accounts for a double-digit percent of our non-American sales in Manhattan, and that's a high double-digit figure." He is so excited about the Brazilian market that Hilfiger is now in the process of buying back its licence in the giant South American country, where they already have 13 boutiques. The goal: to open more stores there and tap into the luxury spending by Brazil's new affluent middle classes.

Film goes rained on a staple of brilliant Brazilian farela-optimisation movies such as *Pixote* or *City of God*, which captured the street violence of the tenement favelas, might find it hard to believe, but the same country is in the midst of a luxury-mall and shopping boom. At times, the two rule shoulders. Rio's largest favela, Rocinha, where much of *City of God* was shot, is located on a steep hill that overlooks the booming beach neighbourhood of São Conrado, where you will find Fashion Mall, a luxury shopping mall boasting more than 130 stores, including Emporio Armani, Versace, Kenzo and Ermenegildo Zegna. Crucially, though, they are flanked in with hip local brands such as Cris Barros or H Stern. A concrete and glass modern building, Fashion Mall's internal gardens, natural light, multiple cafes and valet parking make it a

TEXT GODFREY DEENY

charming shopping experience. No wonder the mall is the centre of Vogue's Fashion's Night Out in Rio. In between shopping, visitors can surf in the huge swells of the magnificent local beach or indulge in São Conrado's other famed pastime: hang-gliding from the soaring peak of Pedra da Gavea. Some 25,000 do every year.

But São Conrado pales in comparison to São Paulo, where a veritable building war has broken out between several major developers. The latest project to open, and by now the finest shopping complex anywhere in the Americas south of Houston, Texas, is Shopping Cidade Jardim. Controlled by the ever-expanding real-estate conglomerate JHSF, this new spending enclave has rather eclipsed the traditional market leader in São Paulo, Iguatemi Shopping, the giant luxury mall owned by the wealthy Jereissati family.

Gucci, Prada, Louis Vuitton, Dior and Chanel all opened major flagships in the Jardim complex, built as a hanging-wall garden in a private gated area that includes a gourmet restaurants and, again, local brand, such as: Renaldo Lourenço, Gloria Coelho, Carlos Miele and Osklen. "We are extremely pleased with how Dior has grown in Brazil," says Sidney Toledo, the CEO of Christian Dior. "Local retailers make a great effort to create the right environment for luxury. Plus, who doesn't want to visit Brazil to check out a new boutique?"

In September, Carine Roitfeld and Vladimir Restoin Roitfeld staged parallel events in Shopping Cidade Jardim during the São Paulo Biennial, the largest art event south of Miami Biennial. Roitfeld launched her book *Irreverent* at a book signing in Livraria da Vila – like all fashion malls in Brazil, Jardim boasts a great bookstore – while curator Vladimir, owner of his own perspective art gallery, opened a retrospective of the renowned artist Nicolas Pfe.

"Great similarities exist between India and Brazil in terms of retail development, or dual-income households in the upper middle classes, creating a new demographic of customer with discretionary spending," says Salman Khokhar, principal at Koka Consulting, a New York-based firm working with global brands executing launches in BRICCS. "Both markets also attract luxury brands, but one of the key things that sets [Brazil] apart is the local creativity and the sophistication of the customer. India has its up-and-coming designers, but Brazil has successfully created brands that are ready to play on an international stage. Designers like Osklen and Henrique Chacchocovich are leading the fashion charge, while Hawaiian and Colecci have brand ambassadors like Gisele and Alessandra to make them household names. Retail partners like Duda, Cidade Jardim and Iguatemi are all providing environments for shoppers that exceed the expectation of the most discerning luxury consumer. With Iguatemi having led the way developing luxury malls in the south, and competitors stepping up to grow in the north, both areas have a sophisticated customer ready to engage brands."

The Cidade Jardim mall was designed by Mário Kogan, Brazil's greatest new architectural discovery. Part of a brilliant concrete tropical local tradition begun by Oscar Niemeyer, Kogan's private villa for the new Brasiliens elite make him, in my view, the world's most dynamic creator of modern private homes. And if you doubt me, pick up a copy of the opulent and avant-garde *Casa Vogue*, my favorite shelter title. It's a brilliant magazine (albeit not quite as crammed with

ads as the local *Vogue*), a licence between Condé Nast and the local media giant Globo. And in another sign of Brazil's phenomenal growth spurt, Hearst launched a Brazilian Harper's Bazaar last year.

Both São Paulo and Rio also boast significant fashion weeks. The latter is arguably the most important season after fashion's Big Four of London, Milan, New York and Paris, while for São Paulo's shows some 12,000 visitors per day throng into the Biennale, the modernist cube show space designed by Niemeyer, where most collections are unveiled. And while textile and apparel factories have been shedding workers for decades in Europe and the United States, there is a hiring boom going on in Brazil. Local manufacturers have been taking on tens of thousands of workers each quarter for the past few years, according to Fernando Pimentel, director of ABIT, Brazil's textile-industry federation.

Many labels boast English brand names, such as Carenilah, British Colony and Printing, and most of them thrive in the local market. Where a typical designer in London Fashion Week would be happy to sell in 30 regular doors each season, the majority of Brazilian labels sell in 10 times that many, in malls that spring up in all Brazilian cities and indeed throughout Latin America.

One designer, Osklen Metavault, shows in both cities. In São Paulo, he stages Osklen, while in Rio he presents his youth-oriented New Order label. "Brazilian is European and African culture together, which makes us unique," he says. "But we are essentially Occidental, by which I mean that we also conserve European and American culture for a long, long time. Russia and China were the opposite; they were closed to the West, so the way they approach Western luxury and fashion is very different."

Metavault was a sports-medicine specialist by profession and the first Brasiliens to climb Mount Blanc – his clothes are all about athletic clout. "The other huge difference is that we have our own brands in Brazil," he continues. "They don't really have them in China or Russia yet. Nor do they have a real fashion industry. We do and it is very vibrant."

Osklen was the best-performing brand at the recent Brasil Rising, a 15-day pop-up store inaugurated during LFW at Bluebird, the shopping and dining space on London's Kings Road. Fashion icon Alice Ferraz opened that Brasiliens beachhead, which featured such noted creators as the cosmopolitan and chic Cris Barros, Patricia Viera, known for her *knit couture* reach, Andressa Marques, Barbara Bela and the beachwear specialist Adriana Degreas. And, in the latest Brazil move in the UK capital, the jeweller H Stern is opening a boutique on Sloane Street early next year.

Metavault stresses there is a different mood in Brazil today, with people believing in the future and, for the first time, realising that they can achieve the status of a developed nation. Most telling of all, in his view, is the emigration from North America and Europe into Brazil of young entrepreneurs and creative people. There is even an English-language newspaper, now *The Rio Times*, which began online in March 2009 before developing a printed version in 2010, and is much admired for its independent reporting and clear writing.

Concludes Metavault: "There's a whole new feeling in Brazil. People now look at it as 'a lucky country'. That used not to be the case!" ■



Ten UK

## 10 PEOPLE TO MEET

OSKAR METSAVAHT  
FOUNDER AND CREATIVE DIRECTOR, OSKLEN

## What's new for spring/summer 2012?

"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](http://WWW.OSKLEN.COM)

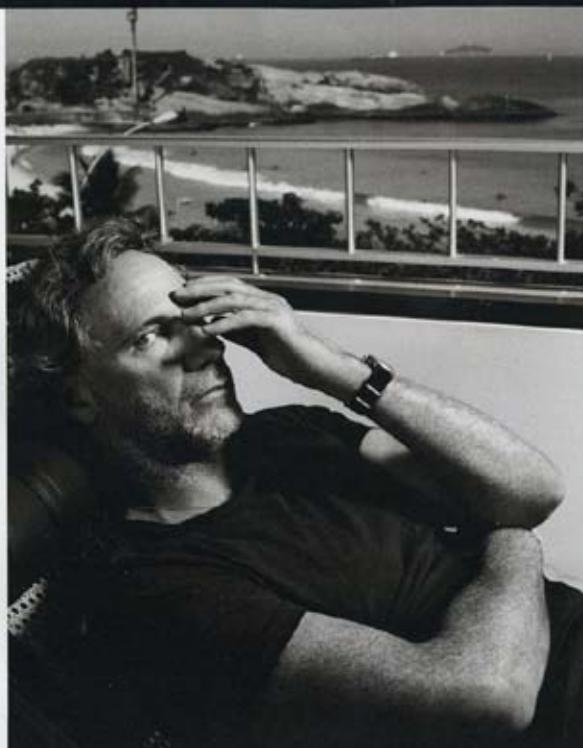
PHOTOGRAPHER MARCELO KRASILCIC



## Interview



44/Interview/FASHION/beauty/STYLE



## Oskar METSAVAAHT

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 31-year-old Metsavaht is also the founder and creative director of Osklen, the Brazilian sportswear company that is looking to assert itself as the nation's first global fashion brand. Currently selling in 15 countries, with 67 stores in Brazil, 9 more outside of those borders, and with lofty investors circling the sharks, it looks as though Osklen is well on its way. "Gathering is to protect from a 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 interacts with the environment. Who better to understand this relationship?"

The genesis of Osklen has a direct connection to the good doctor's medical expertise. Finding the available winter gear lacking, Metsavaht, an avid snowboarder, and sister, 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, smart, and functional, inspired by the designs of Oscar Niemeyer and the Bauhaus. "People think, 'Oh, because Oskar is interested in sports or in a physiologist, 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 2009 he started the Rio-based Instituto-e, which creates sustainable projects in nearby tourist and poor Amerindian communities, often utilizing their fishing and agricultural techniques 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 craftsman. 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  
METSAVAAHT IN RIO DE JANEIRO,  
MAY 2012. T-SHIRT: OSKLEN.

# PRESS

**OSKLEN**



Safari Japan





Mujer Clarín Argentina

**CLARIN MUJER** BUENOS AIRES, VIERNES 18 DE MAYO DE 2012

**ENTRE LOS DIEZ PRIMEROS CLINTES DE OSKLEN, EN BUEBOS, TRES ERAN ARGENTINOS. USTEDES NOS PRESTIGIAN!**

## Repomoda: Oskar Metsavaht

Algo así como un renacentista del siglo XXI, con intereses múltiples y gran compromiso con el medio ambiente, el creador de la firma brasileña Osklen equilibra la moda con el arte y la literatura.

t: Carmen Acevedo Diaz / cacevedo@clarin.com

**IDA & VUELTA**

- 1 MALLABA DE MODA & REINTERPRETACIÓN DEL COTTON "SAIL"
- 2 LINDO CLINT DE BRASIL. UNA CLOTH que se adapta a tu vida y te lleva a vivir en el mundo de las artes.
- 3 LA GRAN SARTA. Moda se siente mejor.
- 4 JETZ CONQUISTA. Tienes el amor de vestirte al menor que jamás has tenido. Aunque es difícil, al principio te resulta un poco extraño, ya que no es lo que te pasa en tu mente, el corazón y resientes los regalos de la vida.

**La moda sustentable es el futuro**

**M**édico deportólogo, fotógrafo, escalador y ambientalista, su primer diseño fue una campera de abrigo para trepar el Aconcagua. Un look ergonómico-casual chique que encantó y lo llevó a crear su firma Osklen amigable con el medio ambiente, con un primer look en Buzios y hoy, más de 60 en el mundo. Considerada la primera marca de lujo de Brasil por la revista Forbes, Metsavaht, que simpatiza con la Argentina, inaugura su tienda en Puerto Madero a fines de 2011. En clara, con Clarín Mujer, lamenta no poder venir para acteBA tal como tenía previsto y anuncia su desfile en la SPFW, el 14 de junio.

**¿Quién consume Osklen?**

Gente simple y sofisticada, con cultura, que nos ella porque somos pop y chique, no estándar.

**Brasil es inspirador o abrumador para crear?**

No como que es inspiración venida de Brasil, pero sí de las personas y lugares que conozco y visito. So un brasileño que vive en Río, y creo que una marca es la expresión de una persona y no de un país.

**¿Hoy se puede ser original?**

Sí, claro, se trata de explorar siempre lo nuevo, lo antiguo y la propia imaginación. Permitirte lo que internamente te quieras y no tener la pretensión de estar innovando, intentando ser diferente.

**¿Qué tan humana puede ser la moda?**

Hacer ropa es sólo hacer ropa. Pero hacer moda es cosa bastante humana, desde la observación de comportamiento social hasta del propio mundo. Para mí, es tan importante como el conocimiento cultural, la literatura, el arte, etc.

**¿Tu mejor diseño?**

Una bolsa backpack (mochila) para la tabla de snowboard en piel de oveja/sustentable. Como muchas prendas que creé, es una mezcla de innovación + bajo + sustentabilidad. Style.com la consideró una de las 50 prendas de diseño más interesantes. Y hoy es un objeto de colección.

**Se ve distinta la vida desde el Aconcagua?**

Con certeza, porque fue una expedición de 28 días en la montaña. Como médico, salvo la vida de un alpinista casillero, vi a un grupo de escaladores (apenas morir por imprudencia) aprender la paciencia de hacer las cosas despacio, a lejos: una estabilidad, una logística y a experimentar la gran emoción de los 5.400 m, de ver el cielo nulo brillante de la vida, con millones de estrellas y una luna tan grande y brillante que es difícil de describir.

**La frase más bonita y la más cierta en la moda?**

La más bonita: "Si la moda nada se crea, todo se transforma". No pienso así, creo que existen creaciones puras. «La más cierta? Tengo que pensar... ¿Es ética la moda actual?

No. Hay mucha copia y la gente se acostumbró a los proyectos de fast-fashion, con la excusa de que la moda es para todos. Sí, es para todos, pero con derecho a la propiedad intelectual.

**¿La moda sustentable tiene futuro?**

Yo no pienso que no tiene futuro, en el futuro. Como en todo, también, en la moda hay que cambiar.

**MI DISEÑO TIENE LOS COLORES TROPICALES, PERO TRATADOS DE MANERA MINERALISTA**

+ info: [www.osklen.com](http://www.osklen.com)



Forbes Argentina

FORBES

## ALTA GAMA

INDUMENTARIA

## A mais Luxuosa

Osklen, la principal marca de ropa de lujo de Brasil, desembarcó en la Argentina y quiere ser global. Los planes de Oskar Metsavaht, su creador.

POR ANDERSON ANTUNES

**L**os brasileños están comprando bienes de lujo a un ritmo sorprendente: con ventas que aumentaron un 33% el año pasado y alcanzaron los US\$ 12.000 millones. Podría suponerse entonces que la prioridad de las grandes marcas serían los consumidores brasileños. Pero no es este el caso de Osklen, la codiciada marca de indumentaria deportiva fundada en 1989 por el médico ortopedista Oskar Metsavaht, que acaba de desembarcar en Buenos Aires con un local en Patio Bullrich.

Con oficinas en Río de Janeiro y un estudio de diseño en Milán, Osklen divide su tiempo entre viajes a Europa, Nueva York y Tokio sumados a las expediciones en la selva amazónica, en busca de nuevos materiales para su colección basada en textiles creados con criterios de desarrollo sostenible. Metsavaht quiere globalizar su marca cuanto antes y la Argentina está en sus planes. Por eso no se queda quieto y confirma, desde Río, que quiere vender la mayoría aconcloraría su empresa. Entre los oferentes más interesados se encuentran grandes holdings de lujo, como LVMH y el suizo PPR, además de Marvin Traub Asociados. También el grupo brasileño SP Alpargatas –el mayor fabricante de calzado de Sudamérica, productor de Havaianas y dueño en la Argentina de Topper– se



encuentra en "conversaciones avanzadas" para adquirir una participación mayoritaria en Osklen.

Un gran comprador se movería con rapidez para promocionar por todo el mundo la indumentaria informal y de alta calidad de Osklen, así como también sus magníficas zapaterías, que cuestan más de US\$ 200. Si bien Osklen no brinda información sobre sus resultados, se estima que los ingresos de la compañía correspondientes a 2011 oscilaron entre US\$ 170 y 230 millones. Sólo un 5% de estos ingresos proviene del exterior. Metsavaht tiene planeado aumentar las exportacio-

nes de Osklen como mínimo en una cifra equivalente a un 15% de las ventas anuales de la compañía, que crecen a tasas de dos dígitos año tras año. Con 63 tiendas en Brasil y 12 en el exterior, esta cadena también exporta sus productos a más de 30 países.

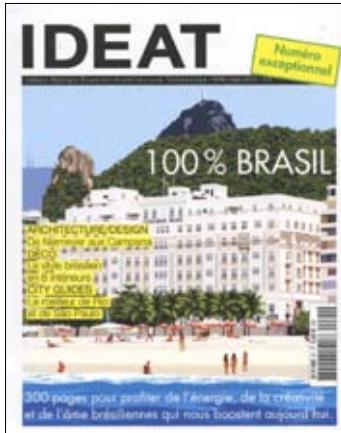
Cualquiera sea el conglomerado que adquiera la propiedad de Osklen, se espera que Metsavaht obtenga un immense beneficio de esta operación. No sólo desde el punto de vista financiero, sino también porque la imagen y el nombre de este diseñador están intimamente ligados a los de la empresa. "No es sólo un diseñador, sino una persona que creó un estilo muy particular para la marca", afirma Luciane Robic, directora de marketing del Instituto Brasileiro de Moda.

Siendo el quinto productor textil más importante del mundo, Brasil alberga una gran variedad de marcas de moda como Osklen, las cuales, a pesar de ser prácticamente desconocidas fuera de ese país, cuentan con una gran cantidad de fervientes seguidores.

Osklen, marca favorita de la São Paulo Fashion Week (SPFW), que llegó al país en diciembre, es considerada una de las 10 más influyentes en el mundo de la moda.

Metsavaht busca socios de lujo para crecer. Afortunadamente para él, sólo le resta elegir quién será el afortunado. 

Con Facundo Sonati



## Ideat France

**NEVER TOO MUCH**

**DES SUÉDOIS... À RIO !**

La marque suédoise Absolut lance régulièrement des éditions limitées de sa vodka qui aime la fête. Pour cette nouvelle version, elle a décidé de mettre en avant la ville de Rio en demandant à un créateur brésilien [Oscar Metzvalk, le fondateur d'Octopus] d'étiqueter une bouteille... Bouteille que vous ne pourrez pas vous procurer en Europe puisqu'elle n'est commercialisée qu'au Brésil (et voilà !). Une partie des ventes de cette édition sera consacrée à la préservation de la plage de Praia da. Un beau projet très Absolut et exclusif. Quel chef doit dès lors servir chez soi, à Paris ou à Rio.

*A consommer avec modération.*

**100 % ÉCAILLES**

Vous connaissez donc maintenant Osklen, l'une des griffes les plus influentes et inspirantes du monde selon le WWD anglais. Pour une marque de mode orientée vers le développement durable, quoi de plus normal donc que de sortir des sacs et des pochettes en peau de poisson, le Piaucu. Ce poisson très présent dans l'Amazonie est largement consommé au Brésil. Osklen se contente donc de recycler et traiter les peaux pour créer des accessoires de luxe originaux. Sac cabas (787 €), pochette (448 €). Tel. : 01 42 86 00 01.

**FAVELAS CHIC - BANQUETTE CHOC**

Depuis la fin des années 1990, les frères Campana boivent la crème brésilienne. Dès 1998 ils exposent à Milan un prototypé fait de morceaux de récupération. Massimo Marozzi, directeur artistique d'Edra, leur donne l'opportunité d'éduquer le fauteuil Vermehe fait de 500 mètres de corde. Vient ensuite les fauteuils Favela et Anemone. Nous avons craqué pour ce modèle Banquette constitué de perches courbes les unes aux autres et inspiré des brésiliens de São Paulo.

*Vous pourrez trouver ce fauteuil (entre autres) chez Perimeter Arts&Design, Tel. : 01 59 42 01 22.*

**PANORAMA DES MARQUES**

**OBJEKO**  
Les héritiers français

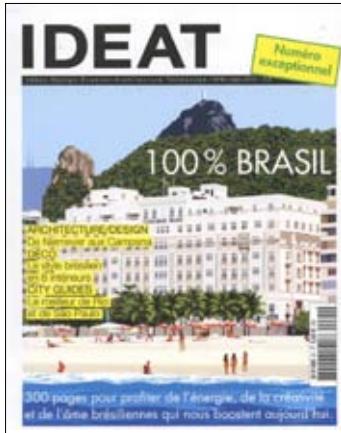
Créée en 2004 pour baptiser d'un nom représentatif, ce qui n'est pas un hasard. Trois associés. Un catalogue de 14 produits édités en exclusivité, dont deux font partie des collections permanentes du MoMA. Deux bureaux dont l'un à São Paulo, l'autre à Marseille. Une fabrication européenne fidèlement revendiquée mais une réelle passion pour le design brésilien et la volonté de le partager, voilà qui résume la belle aventure d'Objekto. Crée en 2004 pour distribuer, sur un coup de cœur, la lampe d'après de Maurizio Klarin, Objekto a frappé un grand coup en réalisant cette année-là le mythique fauteuil Piaucu de Paulista Mendes da Rocha (voir p. 38), auxquels sont venus s'ajouter par la suite la chaise longue Galo de Renzo Barberini, le Poppy de Michel Arnault, le tabouret Trône d'Iris Lang, le fauteuil XOL de Flávio de Carvalho. La chaise Gold de Renzo Bosco vient, elle, tout juste d'être lancée à Maison & Objet. Tudo bem ! [www.objekto.fr](http://www.objekto.fr)

**L'AVENTURE OSKLEN**

**Touche-à-tout de génie**

Si la marque de prêt-à-porter Osklen n'est arrivée en France qu'à l'été 2011, son histoire est longue au Brésil. Inspirée par la nature et l'essence du pays, elle fut fondée en 1988 par un homme au parcours atypique : Oscar Metzvalk. Médecin-orthopédiste et grand amateur de sports de montagne, il décida de créer ses premiers vêtements adaptés aux conditions extrêmes en 1986, avec un manteau qu'il testa lui-même lors de l'ascension du Mont Aconcagua, au Chili. Amateurs des temps modernes, Oscar conjugue une passion pour la mode, le design et le savoir-faire de documentaires. Il participe à des expéditions, s'engage dans de nombreuses actions sociales et environnementales, au point d'être nommé ambassadeur de bonne volonté à l'Unesco en mai 2011. Troisième personnalité issue de la mode à recevoir ce titre, après Pierre Bergé et Pierre Cardin, le créateur a fait d'Osklen l'une des marques les plus influentes du Brésil. Sa dernière collection, « Royal Black », est un hommage à la culture noire du pays. [www.osklen.com](http://www.osklen.com)

PHOTO : LUCAS MACHADO



## Ideat France

## MODE

OSKLEN  
Chouchou des happy few

En 1996, Oskar Metszako a fondé Osklen, marque brésilienne de la jeunesse dorée. Amateur de ski, ce milanais a commencé à faire du tricot pour ses amis au Brésil. Puis il a suivi la première compétition de ski... Rio - bien sûr, car il aime le sport. Designeur de modèles, créateur de mode, Osklen est connu pour ses actions éco-responsables et ses tissus éthiquables issus. Ses défilés rassemblent du bon monde et attirent la presse internationale, fait en sorte au Brésil pour la plaisir des enfants, dont le travail manque parfois de constance et d'énergie. La collection Osklen, elle, est élégante, inventrice, joyeuse, rythmée. Les boutiques, réalisées dans des ateliers permanents, sont impeccables. Un défilé pouvait réunir tout un rendez-vous mondain : on y croise des people comme Adriano Sofri, l'ex de Demi Moore, qui a prononcé une parique grise.

Présentations stars du petit écran, acriles, égiles et tag modèles sont entourées d'une malle de photographies. L'occasion d'observer le glamour à la bûche, un choc pour certains qui s'espèrent : cheveux longs blonds ondulés, coupe court et en valeur par des étoiles tombées entre mèches et talons vertigineux.... C'est ça, le Brésil ! Et l'hiver, selon Osklen, c'est la couleur avant tout. Il faut imaginer ses chapeaux de cuir en peau de sanglier ou bleu ou l'au som d'un rock actuel défilant des tissus de camouflage avec impressions de vagues sur fond noir qui composent une couleur de pantalons futuristes, un noir pour peau. Les jupes croisées en forme de boîte épousent les corps tandis que les manches démesurées sont échouées de moufles en peau de castor. Le long-blouson est brodé en peau de raton (aussi moins cher) et couvert sur les poches extérieures des pantalons XBL, et sur une combinaison entièrement parée d'un imago...

## À VOS MARQUES

## Rosane Mazzer

Iolsa quinze ans que la brésilienne Rosane Mazzer imprime à Paris avec sa Favela Chic, un resto-bar-boîte à la folle ambiance. Depuis, elle a ouvert avec ses acolytes un établissement à Londres et vient d'agrandir son adresse parisienne en ouvrant deux espaces : la Pop-Up galerie, qui expose de l'art contemporain, et un club de poche. En parallèle, elle organise un festival éco-responsable à Rio.

PROPS RECUEILLÉS PAR MARIE GOFFIN



## Votre lieu favori ?

Padrão,

## Votre lieu blanc ?

Le Manç, où l'artiste communiquer les messages.

## Votre tenue préférée ?

Des longs Hirondelles. J'en porte depuis l'âge de 2 ans. Ce sont nos Kickers à nous !

## Votre créateur(s) préféré(s) ?

C'est toujours, je vais fin d'Oliver, une grille à la fois très avancé garde et très tropicale. C'est français, j'aime les robes intemporelles de Vanessa Bruno et la douceur de ses robes.

## La dernière fois que vous avez crié ?

Des boots Osklen en cuir beige.

## Vos déguisements fétiches ?

Martin Margiela. Il mette à merveille le blanc dans la ligne d'objets Ligne 11.

## Le film qui vous a marqué cette année ?

Oskar, Ryan Gosling est le Brand du XXI siècle.

## La télé...

Gabrielle, d'Hermann Hesse.

## Le disque...

Les Vieux Relais Hotel de Olíveira.

## Le tube actuel de votre playlist ?

Agate Caff, de Karoline, la BO de Drôle.

## Le t-shirt écoresponsable de votre playlist ?

Champs de David Bowie.

## Votre peintre préféré ?

Balkany. Cet artiste de street art porte un regard très aigu sur la société.

## La dernière expo que vous avez vue ?

Dollars à la Galerie W. Il suit toujours la perspective comme aucun autre artiste.

## Le musée que vous préférez ?

La Tate Modern, à Londres.

## Votre dernier coup de cœur au restaurant à Paris ?

Poile ?

Le Frenchy, une adresse conseillée par notre nouveau chef, Benjamin Darrau.

## Votre roquette préférée ?

Le régime de perte en croûte de mon chéri !

## Votre boisson préférée ?

La copainha, avec beaucoup de glace et du citron vert bien jaune !

## Votre capitale préférée ?

London, pour son dynamisme culturel et Rio !

## Votre plus beau voyage ?

Au Japon, de Kyoto aux îles Ryukyu.

## Votre hôtel fétiche à l'étranger ?

Le Corinthia Colombo. Une maison de luxe sur une plage au sud de Bahia...

## Selon vous, quelle est la « pièce » qui symbolise le mieux le design brésilien ?

Les sandales Melissa. Des chaussures en plastique recyclé...

## Votre danse ?

Démodé & Progrès.

Quelle est la caractéristique brésilienne qui vous manque quand vous êtes à l'étranger ?

La « malice » et la poudre de guerre.

## Votre restaurant préféré au Brésil ?

Hermès à Copacabana. Un restaurant de plage où l'on sort de bernard-l'hermite.

## Votre recette brésilienne préférée ?

La moqueca de carangue, une spécialité de Bahia à base de crevettes sur lit de herbes et égouttées dans du lait de coco.

## Votre hôtel favori au Brésil ?

Le Fasano à São Paulo, au style très... italien.

## Votre ville favorite au Brésil ?

Rio, évidemment !

## A Paris, où trouvez le Brésil ?

Aux créoles ! Il y a à Bois les premiers marchés du mois à la Farinha Chá !

## Espace



François, 19, rue Ferdinand-David, 75004 Paris. Tel. : 01 42 74 10 27 // Olá, <http://olalafrance.com> // Vitrine 104, 102, rue Vieille du Temple, 75003 Paris. Tel. : 01 42 77 12 41 // Mimo Monique, 25 bis, rue du Montparnasse, 75006 Paris. Tel. : 01 42 19 07 00 // Projeto, 19-20, rue du Roi, 75002 Paris. Tel. : 01 40 29 95 10 // Vitrine Fáveri-RB, 6 rue Poivre, 75011 Paris. Tel. : 01 42 54 80 24.

**Fundação Amazonas Sustentável**



**“POUR QUE LES FORÊTS  
AIENT PLUS DE VALEUR  
DEBOUT QU’ABATTUES”**

FAS Programme Bourse Forêt REDD Événements Partenaires Contact

[Maison](#) / [Général](#) / En partenariat avec le SAF, Marque Osklen lance collection exclusive

**En partenariat avec le SAF, Marque Osklen lance collection exclusive**

20 de June de 2012 - Griffin annonce la ligne de chemises pour soutenir des projets de développement durable en Amazonie

-Une +Une



A Rio + 20, la Fondation Amazonas Durable (SAF) a annoncé un partenariat avec le Osklen Rio de marque. La marque a lancé une ligne de chemises uniques avec thématique durable, qui 7% le montant total perçu dans la vente seront convertis aux projets de développement durable à effet de levier par la Fondation.

Depuis le début de la conférence jusqu'au jour 7 Juillet, un magasin A21 Pop Up, l'une des plus belles marques des magasins, est devenu un soutien des initiatives durables.

En plus de fournir un peu de style développé par la marque verte, les visiteurs peuvent voir de près le travail des artistes, designers, photographes, institutions environnementales et socio-environnementaux, et un spectacle de travail par Osklen avec jetables, sous forme de flocons de papier et de plastique.

Pour fournir des produits durables Osklen, [cliquez ici](#).



# Daily Luxury Italy





## Sublime UK



### 5. 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 social 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.

### 5. THERE ALWAYS NEEDS TO BE A THOUGHTFUL INTELLIGENCE TO THE DESIGN COLLECTIONS. HOW DO YOU ACHIEVE THAT?

**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 looking about a Hispanic culture in Brazil. We seek knowledge beyond the clothes in all our collections, because that's how we communicate with the world.

### 5. 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 Finnish and Finnish. My family comes from Finland, and I am an honorary consul of that country. I always thought of using fabrics as a means of communication, and the environmental consciousness has been there even from the first t-shirts I ever did.

### 5. 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 recognize 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.

### 5. 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 useful 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 an socially and environmentally sustainable production and materials as you can get.

### 5. 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 something different. We found that original design inspired a new way of life – 'Brazilian soul'. It's an expression I wanted to communicate what we are and what we have, which is different from other cultures.

I was the opposite of the movements 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 should 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 tacky and Chinese manufacturing is not socially fair.

The future lies for Osklen in a mix of European luxury, American technological advances and Chinese low 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 orthopedic 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 InstitutoE, a bio-based non-profit organization 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.

### SUBLIME: WHEN AND HOW DID YOU DECIDE THAT FASHION WAS YOUR CALLING?

**OSKAR METSAVANT:** Clothes and fashion were simply an expression of my lifestyle; they were my way of communicating myself to the world. It started with a high-tech mount, when I was a member of the first Brazilian team to climb the Aconcagua in the Andes. I used my medical knowledge, allied with a sense of aesthetics, to create a coat that was ergonomically perfect for climbing and suitable for very low temperatures, but which was also visually appealing. After the expedition, it became an object of desire.

My sound knowledge of sports medicine, along with a background in art and philosophy, has been present in all my work since I made that first piece, and I use all these in the creation of my collections.

### 2. 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.

### 3. 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 fin, 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 sportswea

, 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



il Giornale Italy

Oskar Metsavaht con il marchio Osklen lancia un lifestyle tropicale che vuole conquistare il mondo

## Il Ralph Lauren del Brasile

*Bello come un divo e avventuroso quanto un personaggio da romanzo, lo stilista sfilà a Milano*

Daniela Fedi

● Dicono sia il Ralph Lauren brasiliano ma probabilmente è alto il doppio e ricco la metà del celebre stilista americano. In compenso Oskar Metsavaht, creatore e anima del marchio Osklen, è bello come un divo, più simpatico di uno show man e avventuroso quanto un personaggio da romanzo. Nato nel '62 a Caxias do Sul, una cittadina sulle rive del Rio Grande, il nostro eroe prima diventa medico, poi si trasferisce a Parigi per specializzarsi in medicina dello sport. Rientrato in Brasile lavora per oltre 12 anni all'ospedale dell'Università Federale di Rio de Janeiro e nel frattempo coltiva le sue grandi passioni: surf, snowboard, alpinismo e viaggi avventurosi. Nel 1986 decide di partecipare ad una spedizione scientifica sull'Aconcagua, la vetta più impervia delle Ande e in quell'occasione realizza la prima di tante ghiacciate tecniche. «In Brasile non abbiamo abbigliamento invernale e da montagna - racconta - ma visto che partecipavo a un viaggio per studiare l'ambientazione fisica degli atleti in condizioni climatiche estreme, volevo essere equipaggiato al meglio». Nello stesso anno è il primo brasiliano a scalare il Monte Bianco. Anche stavolta indossa una giacca a vento di sua concezione come del resto cominciano a fare gli amici alpinisti. Crea così il marchio Osklen che unisce il suo nome con quello del fratello Leonardo, «perché - dice Oskar - la famiglia è il punto fermo più importante nella vita di un uomo». Da cosa nasce cosa e tre anni dopo il bel dottore lancia la sua prima collezione estiva e apre un negozio a Búzios, cittadella turistica carioca. Oggi solo in Brasile conta 37

boutique monomarca a cui bisogna aggiungere le tre di Oporto, Lisbona e Cascais, le due di Francia e Svizzera oltre a quella appena aperta in Porta Ticinese a Milano. «Per me venire qui è importantissimo - dice - moda nel mondo è sinonimo d'Italia e vorrei proprio produrre parte della mia collezione nel vostro paese». Il successo potrebbe essere straordinario perché quest'uomo ha davvero uno stile speciale: sa mettere il cuore in tutto quello che fa. Infatti oltre ad aver fondato un'azienda che oggi fattura 35 milioni di dollari l'anno (bzecole rispetto a Ralph Lauren, ma il lifestyle brasiliano sta cominciando a muoversi i primi passi) è membro del consiglio di amministrazione di ONG impe-

logico. Come se questo non bastasse Oskar continua a partecipare alle più incredibili spedizioni da cui riporta dati scientifici, suggestioni da tradurre poi in nuovi modelli ed emozionanti documentari. «Ho appena terminato la trilogia "Surfing, The Mountains" con un viaggio in Himachal, nell'India settentrionale, per surfare sulle montagne dell'Himalaya» racconta mostrando il logo della collezione per il prossimo inverno che forse presenterà alle sfilate di settembre a New York. «È una versione di Icaro sulla neve» spiega aggiungendo poi che ogni stagione inventa un simbolo in linea con le sue fonti d'ispirazione, mentre per le stampa si rivolge alla sorella, Ana Amelia Metsavaht, un artista che dipinge prevalentemente ad acquarello. «Ogni stampa di Osklen nasce dai quadri - dichiara - mentre tutti i modelli nascono dalle mie esperienze». La mente corre ad avventure degne di Indiana Jones, quando lui con irresistibile sincerità dice che nel progettare abiti da donna per esempio si preoccupa subito di posizionare l'allacciatura in modo strategico: sul fianco, nascosta dal braccio della signora, dove un uomo può facilmente infilare una mano come per caso. Meno sexy ma altrettanto convincente la storia dei bermuda da surf ("chi può disegnarli meglio di un surfista?") delle camicie in cotone tropicale ("se abiti a Rio sai cosa vuol dire un caldo infernale"), degli accessori ispirati ai motoscafi Riva ("il massimo dello choc"). Sposato, tre figli, amici come Mick Jagger e Naomi Campbell, Oskar Metsavaht ha smesso di fare il medico per dedicarsi alla moda a tempo pieno. Chiamarlo stilista è riduttivo anche se la sera del 19 giugno sfilerà alla Pista di Milano insieme con Rosa Cha, il marchio dei costumi brasiliani prediletti dalle top model.



DAI MARI AI MONTI. Sopra, si ispirano a Rio de Janeiro i costumi Osklen per questa Primavera/Estate. A fianco, un ritratto di Oskar Metsavaht, avventuroso stilista con una vera passione per gli sport estremi

gnate sul fronte ecologico, collabora attivamente con l'UNESCO e risulta tra i firmatari della Earth Chart. Del resto ha fondato il movimento "é-brigade" che utilizza un linguaggio moderno per diffondere tra i giovani importanti iniziative di tutela dell'ambiente e sviluppo ecologico sulla falsariga

dei principi espressi dal Protocollo di Kyoto dalla Convenzione sulla Biodiversità, dall'Agenda 21 e dalla Earth Chart. «Sono ossessionato dall'occupamento in generale e dai problemi dell'Amazzonia in particolare» confessa con un lampo d'angoscia negli occhi azzurri ereditati dal padre di origine estone. Non a caso, dunque, Osklen da oltre tre anni mantiene due tribù indigene di Alto Xingu in Amazzonia comprando collane, braccialetti e accessori prodotti dagli artigiani locali con le fibre di una speciale varietà di semi. Inoltre sostiene circa 140 famiglie che vivono nelle terre aride di Creará la cui sopravvivenza è legata alla coltura del cotone bio-

LIFE STYLE



PAGINA A CURA DI  
DANIELA  
FEDI

## WGSN

## Article reforing OSKLEN's position regarding sustaintability

## MATERIALS TEXTILES INDUSTRY

## Instituto-e, Brazil

FIONA HARKIN, WGSN 10.04.07

**There's more to eco-fabrics than just organic cottons, as a new Brazilian organisation, the Instituto-e, is keen to prove. An environmental awareness project, it is dedicated to promoting the use of an eclectic and creative range of "e-fabrics". WGSN reports.**



Tilapia fish skin   Recycled compressed card   Fish leather

Brightly coloured fish leather bags, soft natural rubber straps and even iridescent floor tiles made from compacted PET plastic (the stuff water bottles are made of), the Instituto-e launched at January's edition of São Paulo Fashion Week promoting a surprising array of ecologically sourced and sustainably produced "e-fabrics" for use in the fashion and design industries.

The Instituto-e grew from e-brigade, an environmental awareness project twinned with a range of organic cotton clothing developed by leading Brazilian fashion brand, Osklen, based in Rio de Janeiro.

Headed up by owner and creative director, Oskar Metsavaht, the Osklen brand is this year opening three stores in Tokyo and two in New York, and Metsavaht is keen to promote the Brazilian heritage behind the brand - and this involves his personal dedication to the Instituto-e project.



Osklen Winter 07 mens   Kyoto Protocol T-Shirt   Osklen Winter 07 women

"There are many great sustainable products available in Brazil," says

- **Natural fibres** like organic silk
- **"Socio-cultural"** materials such as woven fibres and natural Amazonian latex

**Amazon Guardians**

The Osklen winter 2007 mainline collection, titled "Amazon Guardians", made full use of many of the Instituto-e's e-fabrics, in particular the organic wools, natural latex and fish leather, which was used for a range of brightly-coloured accessories.



Osklen winter 07 fish leather

Metsavaht



Latex dress

The overall look of the collection was a mix of **glamazon-meets-treehugger**, with an obvious nod to **eco-activism**. With slogan tees declaring "Amazon Guardian", Metsavaht is keen to generate a new form of activism.

"We need to fire up the consumer again," he says, adding that **conspicuous eco-consumption** - as opposed to a quieter focus on sustainability - is the way to shape consumer attitudes in Brazil.



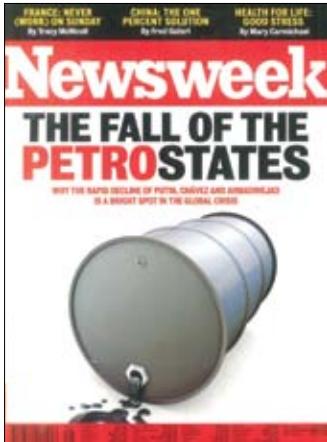
SPFW tree-planting counter

Tree tap

**WGSN comment**

SPFW itself had a strong environmental theme relating to ecological issues, and Metsavaht believes that projects such as e-fabrics can promote a strong Brazilian identity within the style industry.

"Brazil is known for its nature and its creativity, so let's market it," he adds. "Sensuality, nature and sustainability - Brazil can be associated with all these things."



Newsweek USA

**THE GOOD LIFE**

## BEST LINES

**1. OSKLEN**  
osklen.com

**2. GLORIA COELHO**  
gloriacoelho.com.br

**3. REINALDO LOURENÇO**  
reinaldolourenco.com.br

**4. JOOP,** joop.com

**5. BOSS BLACK**  
hugoboss.com

**6. ELIE SAAB**  
eliesaab.com

**7. CHANEL**  
(below)  
chanel.com

**8. DIOR**  
dior.com

**8. DIOR**  
dior.com

**SHOPPING**

**Where to Acquire A Model Wardrobe**

**N**OTHING INDUCES the urge to shop more than attending top-tier fashion shows in glamorous cities. No wonder high-end retailers often choose Fashion Week as the time to open their new boutiques. I managed to check out a few in between events.

**SÃO PAULO**  
Rua Haddock Lobo, in the Jardins district, is one of the city's main shopping areas, already overflowing with fancy stores like Louis Vuitton, Armani and Dior. During São Paulo Fashion Week, it welcomed a new addition: the first **Marc Jacobs** store in Latin America. The

shop stocks both the main line and Marc by Marc Jacobs; in a few months Jacobs himself will jet down to throw a big party for chic Paulistas ([marcjacobs.com](http://marcjacobs.com)). Just around the corner sits the new **Havaianas** outpost, a flagship store for Brazil's most renowned brand. The shop stocks a full range of flip-flops—including glow-in-the-dark styles—and other beach accessories (Rua Oscar Freire; [www.havaianas.com.br](http://www.havaianas.com.br)).

**FROM LEFT TO RIGHT: COURTESY OF BRAZIL FASHION WEEK; COURTESY OF DIOR; COURTESY OF CHANEL; COURTESY OF MARC JACOBS; COURTESY OF DOLCE & GABBANA; COURTESY OF REINALDO LOURENÇO; COURTESY OF OSKLEN; COURTESY OF HUGO BOSS; COURTESY OF ELIE SAAB; COURTESY OF GLORIA COELHO; COURTESY OF THE GOOD LIFE**

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**

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.

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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 préférée 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 Búzios, 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.

**Interni – Italy**



Информация об этом мероприятии и о новых  
высокотехнологичных разработках в сфере  
изготовления для нефтехимии  
— в ближайшем номере журнала  
**«Химическая промышленность»**.

**IL BRONZO INCARICA** *L'opera di Fogni del Piatano*,  
NATO DAL SPANISH FLU, UNA ZECCA RIMANDATA  
DALLE PREFETTURE PER UN FILAMENTO DEL COTONE.  
UNA STORIA, UNA PREGHIERA, UNA LITIGIOSE  
DALLA PREPAREGGIANTE ALLA TERRIBILE.



Il mercato brasiliano

As a consequence, the negative correlation between the mean number of days spent in hospital and the mean number of days spent in a nursing home was significant ( $P < 0.001$ ). The mean number of days spent in hospital was 12.4 days (standard deviation (SD) 10.6), while the mean number of days spent in a nursing home was 10.5 days (SD 10.2). The mean number of days spent in hospital was significantly correlated with the mean number of days spent in a nursing home ( $P < 0.001$ ).

<sup>7</sup> *Community, culture and education: The role of community in education*. London: Routledge and Kegan Paul.

*in prima linea*

andamento degli spostamenti dei flussi di massa, sia nei confronti delle piattaforme, sia nei confronti delle coste. L'andamento delle piattaforme è molto più lento, cioè si sposta con una velocità minima di circa 1 cm/anno, mentre il moto delle coste è molto più veloce, cioè di circa 10 cm/anno.

REVIEWED BY JOHN COOPER-WOOD  
An excellent 1977 historical novel and one of the best books I have ever read. It is set in the 18th century and follows the life of a young girl who becomes a slave in a plantation in North Carolina. The author has done a superb job of capturing the atmosphere of that period and the book is a powerful reminder of the terrible suffering that millions of people endured as slaves. Highly recommended.

sviluppo progettuale del binomio Etica-Educa

modi così di importante riferimento dall'industriale come quello di **Alessandro** — ormai distribuito in tutto il mondo — alla scommessa creativa di **Melissa** che — come Alessio — in un settore completamente diverso — ha deciso di lavorare sulla plastica apreendendo alla collaborazione con i migliori designer del mondo, sia nel prodotto che nella scatola. Il successo.

Tutti gli elementi di questo gran radicamento culturale sono continuamente fertilizzati e nutriti dal fattore umano, elemento fondante dell'identità bresciana, e riconosciuto dalla grande importanza della relazione con il caos genetico del Sacro Cuore. Il luogo in cui allato nasce il Carnevale le diverse scuole sindacali alla crescente rilevanza dei modelli digitali, come avviene nel progetto Porto Digital di Brescia, anima fondamentale della cittadinanza.

**Brasil Econômico – Brasil**

ENTREVISTA TERRON SCHAEFER Vice-presidente da Saks Fifth Avenue

# “O Brasil pode ser a salvação do futuro criativo da moda mundial”

Executivo de rede de luxo vem ao Brasil para comprar marcas locais, mas diz que não há espaço para loja no país

Alexandra Farah  
afarah@brasileconomico.com.br

## FOR SAKS FIFTH AVENUE EXECUTIVE, BRAZILIAN FASHION IS THE FUTURE

Vice-president of the luxury department store chain of the United States, Terron Schaefer said he was impressed with Brazilian fashion. He came to SPFW and to shop. In Saks' stores there are products from Brazilian designer Alexandre Birman. P30

Interview Terron Schaefer Vice-president of Saks Fifth Avenue

“Brazil may be the salvation of the creative future of worldwide fashion”

The Executive of the luxury department store chain comes to Brazil to shop for local brands, but says there is no space in the country for the store

Alexandra Farah | afarah@brasileconomico.com.br

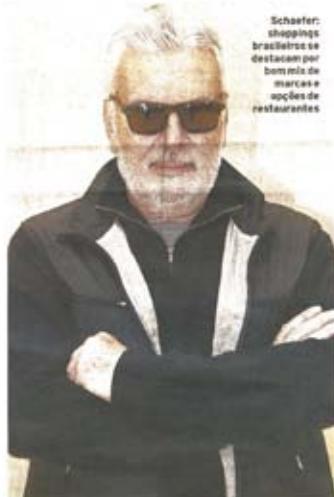
Ontem de manhã, depois de assistir ao desfile de Paula Raia, Terron Schaefer, vice-presidente da Saks Fifth Avenue, mandou um e-mail para seu chefe, Stephen I. Sadove, chairman da rede de lojas de departamento de luxo americana, dizendo: “Acabei de ver um desfile muito sofisticado e feminino. São Paulo é interessantíssimo! Os shopping centers são inacreditável, você iria adorar”.

Schaefer já veio várias vezes ao Brasil, todas a passeio. A trabalho está é a primeira visita e ele veio a convite do SPFW conhecer um pouco mais da indústria de moda brasileira para, no futuro, levar novas marcas para a rede. Atualmente, a Saks, com mais de cem lojas no Estados Unidos, vende em 20 lojas os sapatos de Alexandre Birman. No passado, a Saks já vendeu as roupas de Carlos Miele. “Paramos porque ele não se renovou. Afinal, quantos vestidos longos com bordados uma mulher precisa?” Schaefer falou ao Brasil Econômico sobre o varejo brasileiro e internacional de moda.

Yesterday morning, after watching Paula Raia's fashion show, Terron Schaefer, vice-president of Saks Fifth Avenue, sent an email to his boss, Stephen I. Sadove, Chairman of the American luxury department store chain, saying: “I just got back from a very sophisticated and feminine show. São Paulo is very interesting! The shopping malls are incredible, you'd love them”.

Schaefer had already been to Brazil many times before, all for pleasure. For work this is his first visit, and he came invited by the SPFW to know the Brazilian fashion industry a little bit further in order to, in the future, bring new brands to the store. Nowadays, Saks, with over a hundred stores in the United States, sells Alexandre Birman's shoes in 20 stores. In the past Saks has sold clothes from Carlos Miele. “We stopped because he did not renovate himself. How many embroidered long dresses does a woman need after all?” Schaefer spoke to Brasil Econômico about Brazilian and international fashion retail.

Schaefer:  
shopping  
brasileiros se  
destacam por  
bom mix de  
marcas e  
apêndices de  
restaurantes



## Precisamente, o que está procurando no Brasil?

Eu sempre estou atrás do novo. Novos talentos e novas silhuetas de roupas, como por exemplo, eu vi no desfile na Osklen, principalmente nos macacões. Não está fácil achar. Quem vai substituir Armani quando ele se aposentar? Ou mesmo Chanel, Ralph Lauren e os Dolce & Gabbana? Não tem ninguém!

## What precisely are you looking for in Brazil?

I'm always searching for something new. New talents and new clothes silhouettes, such as the ones I saw in the Osklen show, especially the overalls. It's not easy to find. Who will replace Armani after he retires? Or even Chanel, Ralph Lauren, and Dolce & Gabbana? There's no one!



## Vogue Italy

Da sinistra.  
Schizzi di alcuni  
capi che i  
designers hanno  
realizzato per  
Runway to Green:  
Rachel Roy,  
Osklen, Diane  
von Furstenberg,  
Marni (disegni  
courtesy  
bidtositethe  
earth.org).

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## Eco-friendly runway by Serena La Rosa

Capi esclusivi realizzati da alcuni fra i più grandi fashion designers. Oggetti d'arte e da collezione. Tutto all'asta a New York a favore dell'ambiente



te agli universi della moda, della cultura e del jet set internazionale: François-Henri Pinault e Salma Hayek, Graydon e Anna Carter, David e Susan Rockefeller. Nel corso della serata, è prevista la sfilata "Runway to green", curata dal fashion director di "Vogue" Usa Tome Goedman e dalla shoe designer Tabitha Simmons. I nomi coinvolti sono tra i più prestigiosi: Gucci, Prada, Marni, Balenciaga, Marc Jacobs, Burberry, Yves Saint Laurent, Givenchy, Diane von Furstenberg, Michael Kors, Manolo Blahnik, Oscar de la Renta, Stella McCartney, Rodarte, Alexander Wang, solo per citare alcuni. Ciascuno ha realizzato un capo dedicato alla causa green come parte integrante della propria collezione a/2011-12, capo che, solo per lo spazio della serata, sarà disponibile in anteprima su Net-a-porter.com; parte del ricavato della vendita online sarà devoluta a organizzazioni non governative.

• «L'asta online dà grande rilievo alla necessità di tutelare gli oceani e permette alle persone di ogni ceto di partecipare a questa iniziativa in modo facile ed efficace», David Rockefeller

**256**

Poché immagini sono più suggestive di quella di un'elegante signora che, da Christie's, con un'alzata di sopracciglio si aggiudica un oggetto d'asta. Figurarsi poi se, con quell'impercettibile gesto, la signora contribuisce anche a salvare il Pianeta. "Green auction: Bid to save the Earth" (bidtositetheearth.org) è questo: una collaborazione esclusiva tra persone, aziende e associazioni non-profit impegnate a proteggere il futuro della Terra. Il 29 marzo, al Rockefeller center di New York, un evento speciale inaugurerà la serie di iniziative ideate da grandi nomi del fashion system allo scopo di finanziare organizzazioni ambientaliste di primo piano (Oceana,

Conservation international, Natural resources defense council e Central park conservancy), già scelte per l'edizione 2010, che raccolse più di due milioni di dollari. La casa d'aste Christie's, in collaborazione con Runway to Green, associazione tra i pionieri della moda sostenibile, organizzerà – rinunciando a ogni commissione – una serata in cui filantropi e collezionisti potranno acquistare all'asta esperienze esclusive, opere d'arte o beni di lusso al fine di raggiungere fondi e tenere alta l'attenzione sui temi di salvaguardia ambientale. Ospiti d'onore saranno tre coppie appartenenti rispettivamente

**What is Runway to Green?**

Runway to Green is a nonprofit organization that raises funds and awareness for leading environmental organizations worldwide through the annual Runway to Green Collection. For the first collection, RTG has solicited 26 major fashion designers to create exclusive looks or pieces.

**How does it work?**

Participating designers are donating a portion of the proceeds from the sales of these items to Runway to Green, which in turn will donate these funds to five of the leading environmental non-government organizations (see list below). In addition, designers have committed to an education on how to integrate greener manufacturing practices into their production channels.

**Which organizations does RTG support?**

Natural Resource Defense Council (NRDC)	Conservation International
UN Environment Programme Plant a Billion	Central Park Conservancy
Tree Campaign	Oceana
The Alliance for Climate Change	

**Who are the participating designers?**

Gucci	Stella McCartney	Rag & Bone
Prada	Jason Wu	Thakoon
Balenciaga	Alexander Wang	Osklen
Burberry	Tory Burch	Pringle of Scotland
Yves Saint Laurent	Derek Lam	Aurora Lopez-Mejia
Marc Jacobs	Marchesa	Tabitha Simmons
Diane von Furstenberg	Marni	Timex 80
Manolo Blahnik	Michael Kors	Tommy Hilfiger
Oscar de la Renta	Rachel Roy	

**How does my purchase help?**

It's simple. The purchase of *any* Runway to Green Collection item not only will increase funds raised for Runway to Green's seven NGOs, it will also meaningfully raise awareness about the fashion industry's leadership in the green movement.

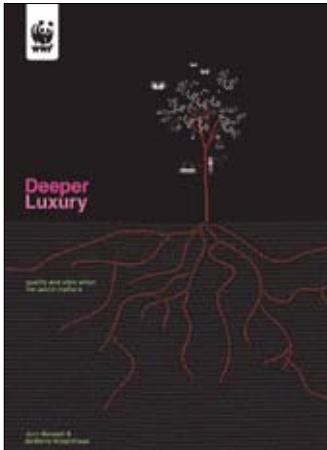
**Press**

Runway to Green has partnered with *Vogue* and Christie's for the launch of their first annual collection. The launch event will take place in NYC on March 29, 2011, hosted by François-Henri Pinault, Salma Hayek, Anna and Graydon Carter, and David and Susan Rockefeller. The collection will debut that evening at a fashion show styled by *Vogue* editors Tonne Goodman and Tabitha Simmons.

For more information on the launch event, please visit <http://www.abidtosavetheearth.org/>.

There will be an extensive press push for the collection that will include both short and long lead coverage, celebrity endorsements, and television coverage.

For more information, please visit [www.runwaytogreen.org](http://www.runwaytogreen.org).

**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**

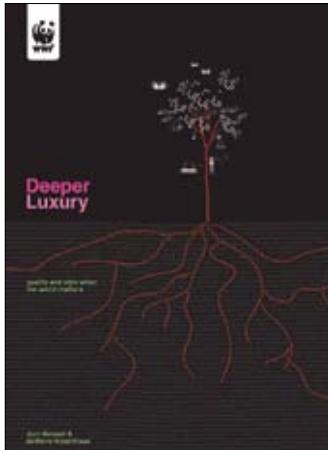
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Osklen makes innovative use of organic wool

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.<sup>22</sup>



**Deeper Luxury Report UK**

Article reforing OSKLEN's position  
regarding sustainability.

**Chapter seven**  
**The future makers**



FROM LEFT TO RIGHT:  
Tesla/Osklen/John Hardy

Deeper Luxury  
36/37



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 Massal**, al vertice di Greenpeace Italia, che ci invita a cambiare vita. In meglio.

# New Ecology

Nel cuore dell'Asia, inesplorata con il National Geographic.

Le nostre battaglie quotidiane, secondo Donatella Massal.

Già sei delle loro, in Cina, hanno trovato la loro padellina, gli scaldini.

Coqueline Courrèges, creatività allo stato puro.

**Julia Butterfly Hill, attivista dell'ambiente**

Offizzo 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 Africarun, un progetto che aiuta i poveri negli affari di legno, ha raccolto 200 mila firme.

**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 HOTTMAN e DU TAN (in collaborazione CHIARA BONHOMO)

**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 ingurgitare nutrienti sostanziali e chimici. Lo spesa biologico ormai non impone le riserve di risparmi. Il sapore è sicuramente migliore. Se vi preoccupano i prezzi, contate il mercato: tutto è più fresco e costa meno».

**Milly Moratti, ambientalista**

«Il mio gusto verde quotidianamente mi esalta: infatti la bicicletta quotidianamente deve spostare nelle varie zone di Milano, la città dove vivo e lavoro. Inoltre, acquisto solo cibi biologici, naturalmente con certificazione che ne garantisce 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 rimboschendo 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 ottenerne 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 7% per cento degli italiani ne vorrebbe l'abolizione, oppure la lobby dei cacciatori continua a spudorareggere».

**Robert Redford, attore e regista**

«Uno 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](http://www.nrdc.org)».

**Jack Johnson, musicista**

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

**Alicia Silverstone, attrice**

«Usa solo prodotti in carta riciclata, dai fotografie alla carta igienica, ai fazzoletti. E quando devi mandare un fax o stampare qualcosa dal computer, non usi mai carta nuova, ma fogli di vecchie email che conservi appena per quell'uso».

**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 griffa 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 gonne fatti con fibre e semi, e 140 famiglie delle terre aride di Ceará, sempre in Brasile, la cui sopravvivenza è legata alla cultura del cotone biologico. R. Holtzman e L. Tae

# 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, scrunched 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

Design | Photography | Music | Film | Books

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.



# Interview

## FASHION

ZARRELLA: Are your clothes inherently Brazilian?

METSAVAHT: Definitely not. I am Brazilian, and I live at Ipanema Beach. But my collections are related to my lifestyle, which involves other countries. To me, fashion is more about a designer's intent and personality.

ZARRELLA: How did you come up with the "backpack vest" concept?

METSAVAHT: Backpacks and technical clothing are part of the Osklen DNA. I like to bring it always in new ideas and forms into details to the clothes. This piece was my design team's idea, not mine. I loved it. It was one of our best approaches to the hybrid of accessory and clothing.

ZARRELLA: What inspired your winter bodysuits?

METSAVAHT: I was holding a thick piece of felt, 50-by-50 foot, and I used it to cover myself, as protection from the cold and wind, to repeat, as I imagine, the actions of the first humans, millions of years ago. This was the starting point for the silhouette: curves, straight lines, high collars, bold shoulders.



ZARRELLA: Was working with eco-friendly materials part of your heritage?

METSAVAHT: It's part of the fashion industry's responsibility to spend more time designing and developing eco-friendly materials, and to use them in our collections in a coherent way. I don't think a brand must be totally "green" yet, because environmentally sustainable production technologies are still in the developing stages, and they're limiting. 11 years ago, I founded the e-Fabrics project, in association with the Instituto-E (a group of universities, research institutions, fashion companies and NGOs) to help to develop new materials from social and environmental projects in Brazil.

ZARRELLA: Why did you choose to feature wool-felt flip flops?

METSAVAHT: That's easy: summer meets winter.



Vogue Italy

## Face to Face

[www.vogue.it/trends/il-blog-delle-tendenze](http://www.vogue.it/trends/il-blog-delle-tendenze)

# 40

In Oskar Metsavaht, fondatore e stilista della griffa brasiliana Osklen, convivono anime diverse: quella dello scienziato, dell'ecologista, dello sportivo. E proprio da quest'ultima è scaturita la nascita del brand. E 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»



ta, Metsavaht ha creato l'Istituto e, un organismo che si occupa della ricerca di tessuti naturali, organica, 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 af-

firmare 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 ragazze e ragazzi 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

**Infeliz.** Foto di maggio brasiliano prese da Oskar Metsavaht a Barra, A destra: Due vestiti dalla collezione Osklen ai 4010-0111 anni, novanta e cinquanta da circa dieci anni lungo la strada di seta, stampata e fatta in seta.

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 sintomizzato 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 commissione 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'ombrico 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 scala 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 trasverranno nei décos e nelle forme delle sue collezioni. «Sono un modico 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 inau-



Style.com

THURSDAY, JANUARY 24, 2008 09:46 AM

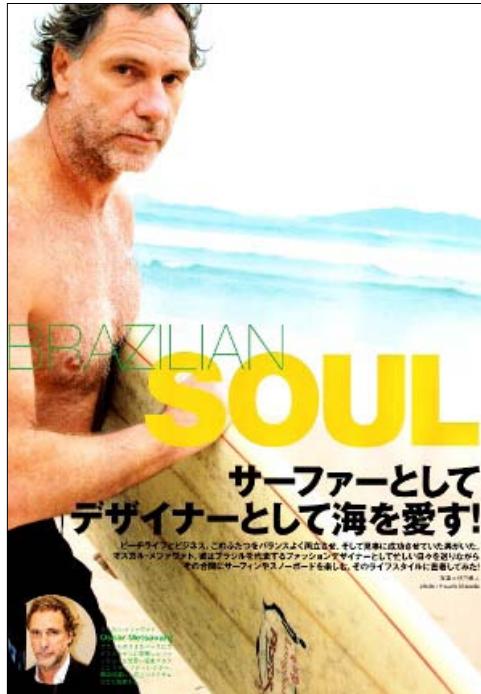
**ALL EYES ON OSKLEN**

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





Safari Japan

**PODCAST IN SOUL**

オースティン・マッケンゼイ・マッケンゼイは、ソウル・ラブ・ソングを歌う。彼のソウルフルな歌声は、多くの人々に感動を与える。彼の音楽は、心地よいリズムと美しいメロディで、人々の心を癒す。彼の音楽は、ソウルフルな歌詞と、心地よいリズムで、人々の心を癒す。彼の音楽は、ソウルフルな歌詞と、心地よいリズムで、人々の心を癒す。

**FASHION**

様々なアートとしてのファッションだけではなく、オースティン・マッケンゼイは、音楽や映画など、多方面で才能を発揮している。彼の音楽は、ソウルフルな歌詞と、心地よいリズムで、人々の心を癒す。

**SURF**

オースティン・マッケンゼイは、サーフィンもまた、彼の才能の一環である。彼のサーフィン技術は、驚くほど高いレベルだ。彼のサーフィンスタイルは、力強い波乗りと、美しい波乗りが特徴だ。

**BUZIOS**

毎日、豊かな自然の中で、オースティン・マッケンゼイは、音楽制作や、映画撮影、サーフィンなどの活動を行っている。彼の活動は、ソウルフルな歌詞と、心地よいリズムで、人々の心を癒す。

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PRESS

OSKLEN



Wallpaper UK

088

# NEWSPAPER

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

FASHION

SALVAGE DESIGN PART ONE

NATURAL SELECTION  
From left, salmon-skin trainer, \$480; pirarucu fish skin bag, \$870; silk accessories, \$111, all by Osklen, [www.osklen.com](http://www.osklen.com). Túlio XW brooch, R\$6,900 (\$3,900), by Studio MC22 from Micasa, [www.micasa.com.br](http://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 life-style 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](http://www.osklen.com). See Metsavaht's Wallspace™ and his snowboarding and fashion film clips at [www.wallpaper.com](http://www.wallpaper.com) \*

Wallpaper\*





## Bazaar Argentina



películas o las guías el mismo tipo de comida... sea en Japón, Canadá o la Argentina".

Traducir las experiencias de su particular forma de vida son los objetivos de materializarlas en cada una de sus creaciones. Es algo que obsesiona al diseñador. "En todos los proyectos en los que me involucro, siempre lo hago desde la perspectiva de un determinado estilo de vida", asegura. Un poco siguiendo esa premisa y casi por casualidad, en 1986 creó Osklen, cuando en realidad lo que se proponía era fabricar prendas fantásticas de alta montaña para escalar el Aconcagua. De allí que todavía encuentre inspiración en deportes como el snowboard, el surf o el mountain bike, pero también en el contraste entre la naturaleza y la cultura, la tecnología y la ancestralidad, lo apasionante, simple y lo sobrecogedor. "Me gusta mezclar los opuestos y encontrar un balance interesante", confiesa Menavala, resaltando la fórmula de diseño con la que ha logrado trascender fronteras.

Cerro cumbre deportivo, conoce el cuerpo humano y sus comportamientos como pocos de sus colegas. Si sus prendas resultan holgadas, es porque la figura busca espacio, libertad de movimiento, y si también son sofisticadas, es porque pretenden saciar la silleta con los mejores géneros.

Sean fibras naturales o materiales tecnológicos, prendas tan desiguales como livianas, confeccionadas a mano o de alta resistencia, invariablemente serán ligeras y a la vez deportadas. Osklen transita entre esos extremos, donde se ha generado una nueva corriente de consumo denominada "nuevo lujo", que aboga por objetos exclusivos pero que van por la senda opuesta de la ostentación. Es la misma clasificación que podría otorgarse a algunas de sus vestidas en los alrededores de Piazza Di Spagna (Roma), como Fradley Jil Sander. "La gente se sorprende porque espera una marca de lujo pero nunca entiende por qué hay fotos de palmeras en la tienda", dice Menavala. Con eso se da por cumplida la legítima provocación más bien desafiante porque "esa -confesita- es la forma con la que seduce".

Claro que en junio pasado presentó Royal Black, su colección Primavera/Verano 2011/2012 en la São Paulo Fashion Week, lo hizo sintiendo influjo a la cultura negra de Brasil. Una interpretación pura y nata, fechada a su estética despedida, basada en los wildnesses y en sus ya características orientadas de materiales. Lino, algodón, tejido de punto mezclado con nailon de malla, rafia de soga, y prendas tecnológicas, como los chalecos de creación a punto de diseño y PET, for-

## SUJO



### LAS CELEBRITIES LO ADORAN

Osklen sueña en sus prendas ligas y relajaciones de la medida más de una celebridad y ha sido invitado figura de sus prendas. Antonio posee tres vestimentas en la Costa Azul. Mariano se adueña del look varonil de su gente (desde pantalones de cuero hasta camisas de lana). La actriz de cine de James Cameron se desprendió de su bolso en red que ya ha sido rebautizado como Malibúna's Bag. El actor español Joaquín Bárbaro es otro de los invitados a Osklen, este verano europeo, por ejemplo, lo integró en una de las bermudas de inspiración Capri, diseñado por la Costa Amalfitana.



ron el más ideal para una noche que engañó blusas con mangas y detalles resbaladizos en diseño, o bien regalo oculto, hasta la llegada de las imágines estampas de la colección, generadas a partir de dibujos de cañón pintado en susos pinitos.

"Me gusta trabajar con materiales sustentables, aquellos que mucha gente no piensa como lujo", explica Menavala, quien además dirige el sello de Osklen, con Luisina R., una organización sin fines de lucro dedicada a la promoción del desarrollo sustentable a partir de textiles *upcycling*, por la que ha sido designado embajador de la Buena Voluntad de UNESCO. "Está metodología sustentable para marcas de lujo está aplicada a marcas tal como Gucci, Zegna Armani", señala el diseñador, que ese año recibió el premio a "la marca de lujo más innovadora" en los London Fashion Awards (London) y fue nombrado una de las "500 personas más influyentes del año" por The Face Company Organization (Nueva York).

Ricado llegó de un viaje al Amazonas con Stefania Prigiacomo, ministra de Medioambiente de Italia, planes presentar el "caño Osklen" el año próximo y así se instaló en São Paulo Fashion Week y el Milão Moda Donna, para lo cual el propio Menavala está despidiendo otro de sus placeres: la realización de un documental. "Para mí, crear un proyecto de indumentaria, una campaña, un documental, una expedición o un libro, es exactamente lo mismo", aclara, al tiempo que suma a su agenda un nuevo proyecto: el de la apertura de su primera tienda internacional, ahora en la Argentina.

Tan una extensa experiencia el verano pasado en Punta del Este, en noviembre Osklen abrirá sus puertas en París Biélfch, con una boutique idéntica a las anteriores que ya posee en el resto del mundo, en la que colgarán las más ligeras de diseño de sus colecciones (*The Collection, Casual, Osklen*). Así como en Tokio, Milán o Nueva York, los alegres turistas podrán vivir la experiencia del "nuevo lujo" a la carioca. "Me gusta la cultura sudamericana, por eso siempre quisiera tener una tienda que en Punta del Este y en Buenos Aires", cuenta Menavala mencionando los días que viajaba con su padre a la capital argentina o bien pasaba sus veranos del otro lado del Río de la Plata. Y concluye: "Aprecio el estilo de las personas. Tanto las mujeres como los hombres son muy cool, chic y elegantes". ■

# El nuevo lujo. carioca

Antes de fin de año, OSKLEN abrirá su boutique en Buenos Aires. Oskar Menavala, 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 Menavala, fundador y director creativo de Osklen. Y no es que el diseñador guste menos de los orígenes de su marca, pero si escapa a los estereotipos, especialmente aquéllos que asocian la moda brasileña con dimensiones bikiwi de estampas tropicales en mulachos. Según Menavala, "una marca representa mucho más fuertemente el espíritu del diseñador que el de la ciudad a la que es originaria". Y de asturiano advierte:

"No hago ropa para la gente de Rio de Janeiro, hago ropa para quienes viven un cierto estilo de vida, y que probablemente lean los mismos libros que yo, tienen las mismas

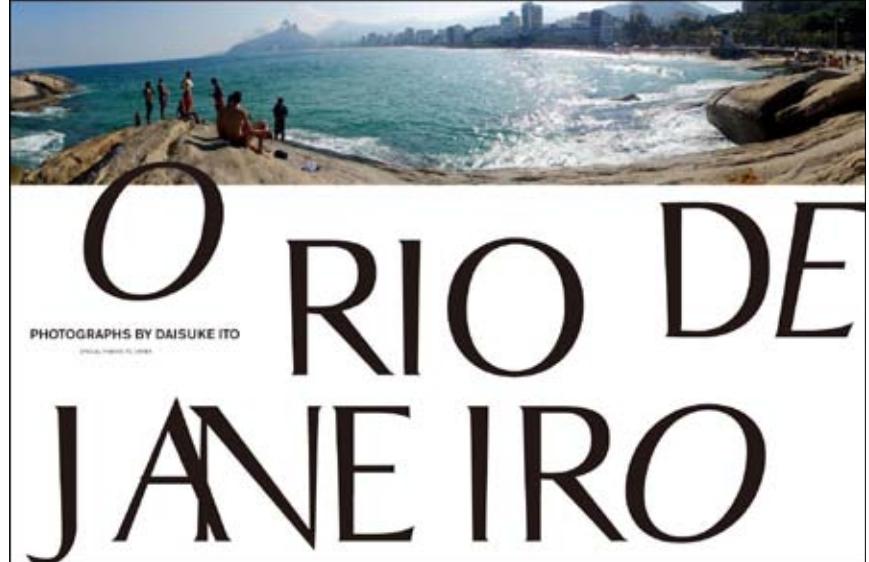


PRESS

OSKLEN



Libertin Japan



## IPANEMA CHIC

OSKLEN

PHOTOGRAPH BY DAISUKE ITO  
OFFICIAL PARTNER OF OSKLEN. DESIGNER OF THE DAY: ANDREW REED. STYLING: KAREN SIEGEL.



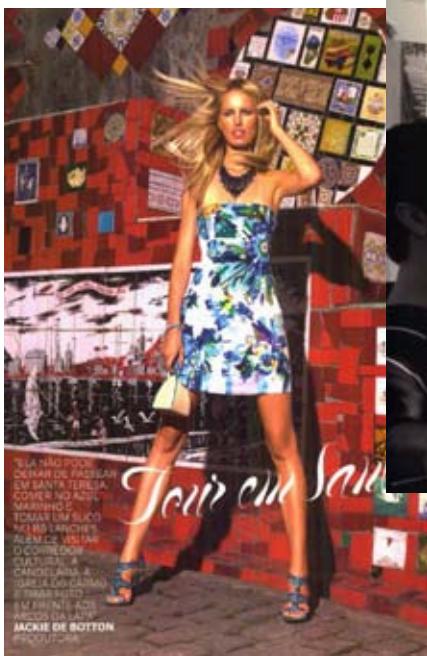
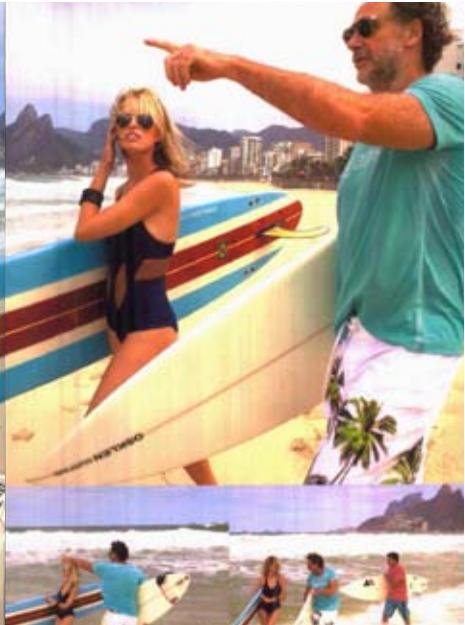


Vogue Brasil



"MERGULHE PRIMEIRO PARA FAZER AQUELE 'DESCARREGO', LAVE A ALMA SURFANDO E TERMINE AS ATIVIDADES COM UMA CAIPIRINHA NAS MÃOS AO PÔR DO SOL" **OSKAR METSAVAHT**, ESTILISTA

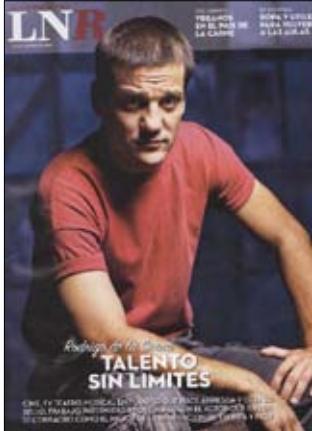
*Surfe no trópico*



**Beloço anticídico**

“LAMBE NA FRIGORÍFRICO FALES E TÁ DENTAL NO BURA JANETE REM FARE E VA TOMAR OS CHOCOLATES DA LARA DA SANTA TERESA”  
**GEORGINA GRANDOLINI GÓDOLA**  
“LOCO-TIMONTEUR”

TOP: R\$ 935. ANDREA MARQUES SAIA, R\$ 2.700. EMPORIO ARMANI CINTO DE PLACA DOURADA, R\$ 147. OSKLEN ANEL DE OURO ROSA COM BRILHANTES SAFIRA E OPALE, R\$ 11.820. SARA JOIAS ANEL DE OURO NOIRÉ, R\$ 33.300. H. STEIN PULSEIRAS DE BOLA, R\$ 160 CADA. FRANCESCA ROMANA DIANA



La Nacion Argentina



#### + LA MODA, UNA AVENTURA

El proceso creativo del diseñador parte de su estilo de vida entre la naturaleza y la ciudad, las artes y el deporte. La fotografía es una de sus pasiones (hizo una muestra con muy buena recepción en Arte Basel) y las expediciones, su gran inspiración. Hizo surf en todos los mares del mundo y snowboard y montañismo en los Andes, Alaska y el Himalaya. Osklen tiene cada vez más presencia en el mundo. Sumó locales internacionales en Río de Janeiro, San Pablo, Milán, Roma, Nueva York, Miami y Tokio. Y desde el verano de 2011 también está en la Argentina, en el Patio Buffrich. "La apertura fue todo un éxito. Lo que más me gustó es que se vendieron las piezas más elegantes y las más cool. No las básicas. Yo envíé a la Argentina lo mejor de la colección porque sé que son elegantes y ricos culturalmente para vestirse, más que el brasileño. Fui muy bien recibido y muy bien comprendido con el estilo que propongo. Ya en Punta del Este vi muchas argentinas usando prendas más bacanales. ¡Dicho chile!", cuenta en detalle Oskar Metsavah.

de la Conferencia de las Naciones Unidas sobre Desarrollo Sustentable Rio+20, que se realizará en junio de 2012 en Río de Janeiro. Justo 20 años después de la primera cumbre histórica Eco 92, en la que se estableció la Agenda 21 que habla de la importancia del compromiso y responsabilidad común entre todos los países frente a problemas ambientales y sociales. De ahí proviene el nombre de su colección y los principios a los que adhiere el diseñador.

#### ACTIVISMO EN PASARELA

Los protagonistas de su desfile son los earth-brigaders (Brigadas de la Tierra), que ya inspiraron la primera colección de la marca. Son quienes se guían por la Carta de la Tierra, practican la Agenda 21, quieren ampliar el Protocolo de Kyoto y el Convenio sobre la Biodiversidad. La "e" simboliza los cinco principios del Instituto e.earth (Tierra).

environment (ambiente), energy (energía), education (educación) y empowerment (fuerza).

Maquillados por MAC, con un look inspirado en la naturaleza, esta vez Metsavah se los imaginó fusionados con la estética de otra tribu: los Ravers de los años 90 (ropa de colores, abrigos de fieltro, rastas, zapatillas y botas con plataformas elevadas) que comunicaban su preocupación por el medioambiente con fiestas al aire libre. Son la imagen de activistas ecológicos que mezclan flores con spikes (tachuelas puntiagudas), puras y camuflajes geométricos.

"Nosotros tenemos que ser activistas contra el sistema de hoy industrial, que no genera energías alternativas. Cuando pienso en una actividad contra el sistema pienso en guerra, en el flower power. Es gente contemporánea con un estilo que mezcla la ciudad y la selva. Esto

corriera una clara visión del nuevo lujo, que ya conquista al mundo. No solo porque lo practica, sino también porque lo promueve. Fundó el Instituto y con su proyecto e-tejidos identifica telas, materiales eco y elabora criterios para el uso de materiales sustentables con parámetros de evaluación socioambiental. Su labor hizo que fuera nombrado embajador de la Unesco y anfitrión

INSPIRACIÓN TRIBAL Y LUZ NATURAL EN LA PIEL PARA LOS HOMBRES DE LA MANO DE SERGIO ERASMO, SENIOR ARTIST ARGENTINO DE MAC EN EL CONO SUR



es como una rave en el Amazonas. Una rave e.". Los modelos marchan vestidos de verde militar, con originales camuflajes y botas con influencias punk y pieles sintéticas. Esas prendas en las que predominan las grandes capuchas o cuellos anchos, con superposiciones de texturas y detalles deportivos extraídos del surf, están realizadas con e-fabrics, sedas ecológicas que no emplean productos químicos y son teñidas sobre la base de vegetales, cuero de salmon y de pirarucú, uno de los peces más grandes de agua dulce del Amazonas.

"Este tapado —señala el creador de Osklen— simboliza la colección y el espíritu de la marca. Tiene tecnología deportiva, neopreno de Asia, lana italiana, cuero de pescado de salmón de Noruega, de pescado del Amazonas, ambos sustentables, y piel artificial". Cool, responsable y chic. ■

#### ESTILOS SPFW



## GUARDIAN DEL PLANETA

DESDE SAN PABLO FASHION WEEK. EL LUJO VERDE DE OSKLEN

POR GABRIELA CICERO

SAN PABLO — SPFW, backstage de Osklen: prendas de lycra y sando del denim de ibrahuela. Rodeado de impresa en colores y texturas, entre accesorios que vienen y van. Oskar Metsavah, creativo de la marca, da un golpe. Ira otra arremetida local y internacional sobre Azul Collection, invierno 12. Sin duda es una de las figuras destacadas del SPFW, y

su etiqueta, la número uno del lujo en Brasil según la revista Forbes. Es conocido por sus inicios en la escena de la moda como el médico deportólogo que hace ropa tecnológica para hacer cumbre en el Aconcagua con sus amigos. Impulsado por esa misma pasión por la naturaleza hoy, Metsavah se ha convertido en uno de los referentes en Brasil en cuanto a sostenibilidad,

corriendo una clara visión del nuevo lujo, que ya conquista al mundo. No solo porque lo practica, sino también porque lo promueve. Fundó el Instituto y con su proyecto e-tejidos identifica telas, materiales eco y elabora criterios para el uso de materiales sustentables con parámetros de evaluación socioambiental. Su labor hizo que fuera nombrado embajador de la Unesco y anfitrión



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## Interview



56 | Innenleben | FASHION | beauty | STYLE

TOO TAN CLAN

*Photography ROBBIE FIMMANS  
Styling ANDREAS KOKKINO*

GET READY FOR SPRING. KHAKI STYLE.  
IN NAUGHTY-BY-NATURE MILITARY  
SAFARI TAN, REMIXED WITH A PUNCH OF  
THE STREET. POWER TO THE PEOPLE.



**THE STAR-STUDDED ACTION-THRILLER THAT WAS ART BASEL. PLUS: MADONNA AND VALENTINO TAKE MANHATTAN**

1. NADJA SWAROVSKI AT SWAROVSKI DINER IN HONOR OF ARTIST ERWIN BEDL HOSTED BY NADJA SWAROVSKI AT SOHO BEACH HOUSE, MIAMI.  
 2. CLEO ALVAREZ & TOSKAE METZSAVART'S "PAPAXIMA" PHOTO EXHIBIT AT OSKLEN FLAGSHIP STORE, MIAMI. 3. BROOKE DAVENPORT, OSKAR METZSAVART, AND LAURIE BAKER. 4. MARCO BRAMBILLA, LUCA CORDEIRO DI MONTEZEMOLO, AND MARINA ABRAMOVIC AT FERRARI'S CHAIRMAN LUCA CORDEIRO DI MONTEZEMOLO'S CELEBRATION BY INTERTECH'S PETER M. BRANT AND SOTHEBY'S TOBIAS MEYER AT JAH LINCOLN ROAD, MIAMI. 5. XATE LOWMAN, PETER M. BRANT, AND VAL KILMER. 6. JANE SEYMOUR. 7. CARLEY JOHNSTON, MOEGANNE WRAY, DERRICK WILLIAMS, KRISTEN STANLEY, AND KRISTEN PYLES. 8. SOLANGE KNOWLES AND JAN ELLE MONAE. 9. HOLLY WOODLAWX AT JOE FRESH & THE WARHOL, HOST COCKTAILS AND PERFORMANCE BY HOLLY WOODLAWX AT THE MONDELIAN SOUTH BEACH SUNSET LOUNGE, MIAMI. 10. JOE MINTRAN AND KIM NEWPORT-MINTRAN. 11. KLAUS BIESSENBACH AND STEVEN KLEIN AT THE CINEMA SOCIETY & PLAGET HOST THE AFTER-PARTY FOR BLE, AT CROWN, NYC. 12. HARVEY WEINSTEIN, 13. MADONNA AT THE CINEMA SOCIETY & PLAGET HOST A SCREENING OF WE, AT MoMA, NYC. 14. GABRIELLE UNION, EVA CHOW, MICHAEL CHOW, AND ADRIENNE BOSH AT THE DIOR POP-UP SHOP FEATURING ANSELME REYLE FOR DIOR COCKTAIL RECEPTION & DINNER AT THE MOORE BUILDING, MIAMI. 15. ANSELME REYLE AND CHIZA CHOW. 16. VLADIMIR RESTOV, ROITFELD, GIOVANNA BATTAGLIA, AND FABIEN BARON. 17. PRINCESS ELISABETH VON THURN UND TAXIS AND OLYMPIA SCARRY. 18. PHARRELL WILLIAMS. 19. DAPHNE GUINNESS AT M.A.C. CELEBRATES THE DAPHNE GUINNESS COLLECTION AT SOHO BEACH HOUSE, MIAMI. 20. SARAH JESSICA PARKER AND VALENTINO GARAVANI AT THE LAUNCH OF THE VALENTINO GARAVANI VIRTUAL MUSEUM AT LG HQ, NYC.

# luxury briefing.

required reading for the luxury industry

## Innovation of the Year - Sponsor - Boodles



### Winner - Clever Little Bag (Yves Behar & Puma)

And the winner is not any of those who broke new ground for luxury in the past year through the use of technology, but the product which does away with cardboard for shoe boxes: Yves Behar's Clever Little Bag for Puma.

### Accepting - Yves Behar & Mark Goetze



## Support for Art & Culture - Sponsor Jumeirah



### Winner - Louis Vuitton

For creating an arts education project across multiple partners the scale of which has never been seen before.

### Accepting - Margot Heller (Director - South London Gallery)



## Emerging Luxury Leader - Sponsor Swarovski



### Winner - OSKLEN

For creating the Osklen fashion brand in Brazil and for his important socio-environmental initiatives which have also won him a UNESCO award.

### Accepting - Oskar Metsavaht



Fashion Daily News France

# Fashion Daily news

Le 28 Janvier 2011

**MODE**

## L'Eclaireur : une mode plus abordable dans un nouvel espace

L'adresse parisienne du 40 rue de Sevigné (3e), où se trouve la boutique high-tech designée par Arne Quinze, sera bientôt rejoints par un nouvel espace. De fait, L'Eclaireur s'apprête à ouvrir un lieu annexe dédié à une offre plus abordable.

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Parmi les premières marques attendues, la brésilienne Osklen y sera proposée en exclusivité. D'autres noms seront prochainement révélés et viendront prendre place dans un espace qui aura une conception particulière.

En effet, toujours avide de proposer de nouvelles expériences visuelles, Armand Hadida conviera chaque année une école d'architectes à habiller les lieux. La toute première scénographie devrait se mettre prochainement en route. Avant cela, L'Eclaireur aura ouvert son tout nouveau point de vente au sein de l'hôtel Royal Monceau. Le Royal Eclaireur, c'est son nom, enfoncera le clou en matière de nouvelles technologies.

Céline Vautard

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**Actualité**

**édito**  
DE ANNE-LAURE ALLAIN RÉDACTRICE EN CHEF

« Et pour le bouillon de 11 h, vous reprendrez bien un peu de tisane ? Chez Monoprix, on ne se pose plus la question. On a voulu faire de l'humour et on a bu la tasse. Pourtant, le second degré se moquant gentiment de l'esprit bobo chic sans pour autant le renier était plutôt une bonne idée. Original, décalé, piquant... Trop piquant, lire la suite... »

**Fashion Daily**  
MEAN VOLUME  
**KSP**

**Au sommaire du magazine cette semaine**

**Interview**  
KEVIN RYAN  
CEO DE GILT GROUPE

**FAST COMPANY**

DESIGN | MAGAZINE | NEWSLETTERS | JOBS | SUBSCRIBE

## Brazil's 10 Most Innovative Companies

BY FASTCOMPANY STAFF Tue Mar 15, 2011

**01 / Azul >>**

For converting bus riders into frequent fliers. Brazilian-born David Neeleman, founder of Jet Blue, brought the low-cost airline model to his home country and tweaked it to fit its nuances. About a quarter of the flights cost less than the same trip on the bus—and passengers without credit cards or with low credit limits can pay by direct bank withdrawal or in installments.

**02 / Ambev**

For leading the merger that formed the world's largest brewer. When Belgian brewer Interbrew teamed up with this company to form Inbev, the boys from Brazil quickly initiated takeovers of giants such as Anheuser-Busch and Burger King. Ambev, best known for its signature beer brands Skol, Brahma, and Antártica, as well as the wildly popular soft drink Guaraná Antártica, is the conglomerate's Latin American property and operates in 14 countries.

**03 / Petrobras**

For becoming the world leader in ultra-deepwater drilling. While many oil majors were content to skim the easy stuff when oil was cheap in the roaring '90s, Petrobras invested heavily in bluewater oil deposits, using cutting edge seismic sonar to find oil and developing innovative rigs, pipes, and pumps to retrieve it from the ocean bottom. It now controls 14 ultra deepwater rigs worldwide. It's also the sole operator in Brazil, where massive reserves of oil were recently found buried off the Atlantic coast.

**04 / Osklen**

For designing clothing that's both chic and sustainable. To manufacture its chic sportswear, the company has experimented with everything from handmade silk to leather from sweet water fish to latex from the Amazon. The clothier now touts stores in five countries; its second U.S. outlet opened in South Beach in 2010.

**05 / Embrapa**

For pioneering innovations in tropical agriculture. In 2010, Embrapa employed traditional techniques to boost vitamin content in banana, beans, corn, manioc, and squash. It also used gene splicing to increase disease resistance in papaya and beans, and up the energy content of sugar cane, Brazil's ethanol source. Recently, Embrapa launched a Brazil-Africa partnership to share agricultural technology.

**06 / Gerdau**

For responding with speed and smarts to shifts in the market for steel. The most international of Brazil's steelmakers doubled down during the recession, investing \$750 billion in new plants and modernization and rescaled production to concentrate on supplying emerging markets in Asia and Latin America, which continue to grow as the richest countries struggle.

**07 / Natura**

For growing a green empire with Brazilian flora. Brazil's largest beauty and personal care products company relies on local plants for its cosmetics and personal care products, uses recycled materials in its packaging, and supports environmental projects in the country.

**08 / Embraer**

For challenging the outsourcing model in the aviation industry. The brainchild of Brazilian engineering geeks and military technocrats, Empresa Brasileira de Aeronáutica, better known as Embraer, "stood the outsourcing model on its head," in the words of emerging market analyst Antoine van Agtmael, by importing the world's best avionics parts and ginning them to a flying machine designed by Brazilians, instead of Boeing or Airbus.

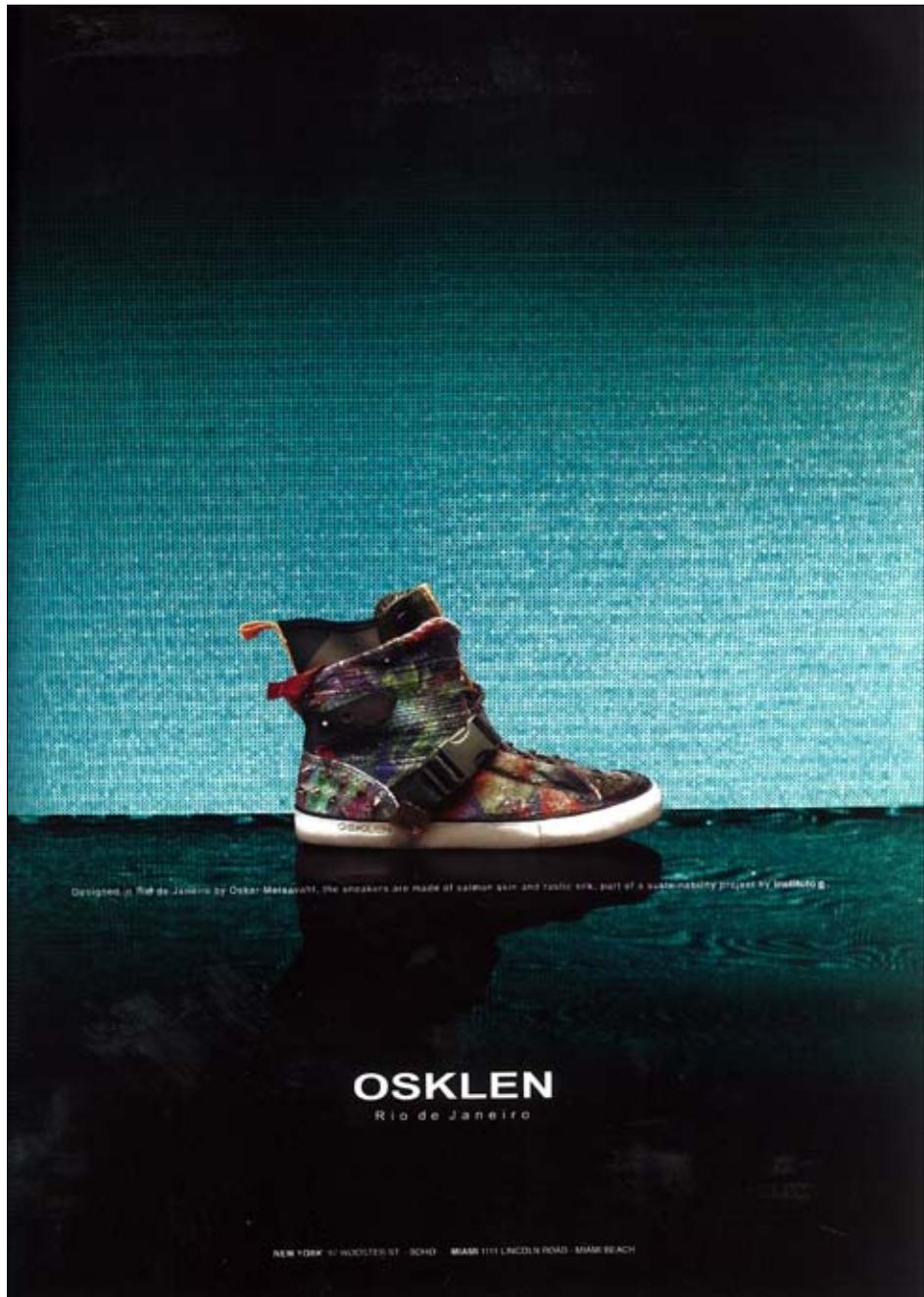
## CAMPAIGNS

f/w 12/13 collection

OSKLEN



Wallpaper



## CAMPAIGNS

S/S 11 collection

OSKLEN



Wallpaper

A photograph of a tan-colored Osklen sneaker. The shoe has a textured, woven pattern across the upper and a ribbed sole. It is centered against a plain, light beige background. The word 'osklen.com' is printed vertically along the left edge of the frame.

Designed in Rio de Janeiro by Oskar Metsavaht. Made of fish skin, part of a sustainability project by [institutog](#).

OSKLEN

Rio de Janeiro / São Paulo / New York / Miami / Milano / Roma / Tokyo

## CAMPAIGNS

S/S 11 collection

OSKLEN



Wallpaper



Rio de Janeiro | São Paulo | New York | Miami | Milano | Roma | Tokyo



The sneakers and backpack are crafted using socially and environmentally sustainable materials: silk straw and Amazonian fish skin. An Instituto  initiative.

OSKLEN

Rio de Janeiro

**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**

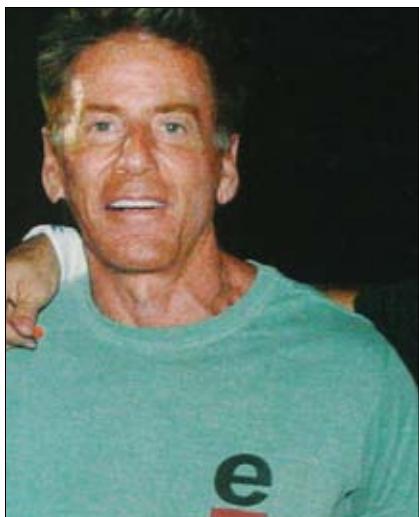
**OSKLEN FASHION SHOW | CELEBS**



Julia Stiles wears Osklen's dress.



Marc Jacobs wearing an Osklen outfit.



Calvin Klein wearing an Osklen t-shirt.

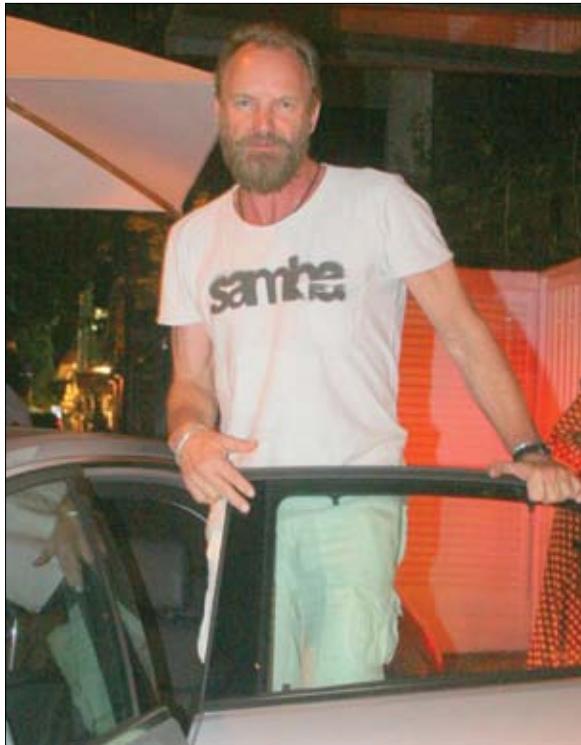


Penelope Cruz and Javier Barden wearing the Osklen's Palm Tree boardshorts.

**WHO WEARS**

**OSKLEN**

**OSKLEN FASHION SHOW | CELEBS**



Sting wearing Osklen Samba t-shirt.



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

EDITORIAL

OSKLEN



Lara Stone wears Osklen Endless Summer collection on Vogue Brasil cover. Photo by Mario Testino.

## EDITORIAL

OSKLEN



L'officiel France



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 DANIEL.  
CENTURE EN MÉTAL ET CORDE, ETRO.  
CHAUSSURES EN PEAU DE SAUMON, OSKLEN.

A fashion photograph of a model sitting on a white chair, leaning forward. She is wearing a white cropped top with a notched collar and a white pencil skirt. Her blonde hair is straight and long. She is wearing white pumps. The background is plain white. The text 'COUPÉ/ DÉCALE' is overlaid on the right side of the image.

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.

Découpe, AJOURÉ, replié, le tissu SCULPTE des vêtements ORGAMI à la sophistication toute japonaise.

COUPÉ/  
DÉCALE

PHOTOGRAPHIE  
Jean Kim  
STYLING  
Dely FASCIOLI

## 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](http://Wallpaper.com) to see a mood board of the Japanese art that inspired our fashion story

Set design: Zach Delbel

Model: Wang Xiao at

Wilhelmina Models

Hair: Tamara Tufts at EMÉA

NYC using Bumble and Bumble

Make-up: Robert Greene at See

Management using Mac Cosmetics

Digital operator: Charles Lu

Photographer's assistants:

Jon Tinker and Andy Matson

Fashion assistants:

Frank Jones, Giannina Pisacane



**Interview**

THIS PAGE, LEFT TO RIGHT: SWIM CITY OSKLEN; SWIM BRIEF CALVIN KLEIN SWIMWEAR; SWIM BRIEF EMPORIO ARMANI; OPPOSITE: SWIM BRIEF CALVIN KLEIN SWIMWEAR; SWIM SUIT HERVE LEGER BY MAX AZRIA.

**Maglieria Italy**

The image is a composite of several photographs related to the OSKLEN men's collection. On the left, a male model walks down a runway wearing a light-colored, see-through t-shirt with a faint print and light blue pants. He is wearing a wide-brimmed straw hat. The word 'OSKLEN' is printed in large, bold letters across the bottom of this section. To the right, there is a collage of five smaller photos showing different models in various looks from the collection, including t-shirts with 'Surfing' prints and straw hats. The background of the main image shows a colorful sunset or sunrise over water.

**OSKLEN**

OSKAR METSAVÄHT PROPONE UNA MAGLIERIA SEE-THROUGH O T-SHIRT IMPALPABILI CON STAMPE EVANESCENTI A INTERPRETARE IL TEMA DELLA COLLEZIONE: UN'ESTATE INFINITA

OSKAR METSAVÄHT IS SHOWING SEE-THROUGH KNITS AND IMPALPABLE T-SHIRTS FLOURISHING EVANESCENT PRINTS IN ORDER TO INTERPRET THE THEME OF THE COLLECTION: AN INFINITE SUMMER

The image shows the front cover of the July 2012 issue of 'Journal du Textile'. The title 'Journal du Textile' is at the top in large, bold, black letters. Below it, a black and white portrait of Georges Plaxat, CEO of Carrefour, is shown with the caption 'L'ÉVÉNEMENT Georges Plaxat prend Carrefour en main'. To the right of the portrait is a color photograph of a woman with red hair wearing sunglasses, a white blouse, and a bright yellow coat and skirt. The background of the cover features a city skyline. On the left side, there are two smaller images: one showing a man in a suit and another showing two women in grey dresses. Text on the left includes 'VALENTINO EST EN RECHERCHE D'UN ACQUÉREUR' and 'LES ALLIANCES TOM TAILOR ET BONITA SE MAINTIENENT'. A large, stylized headline 'LA MODE de l'été 2013 joue l'anti-austérité' is positioned at the bottom right.

**Mari-Josée Richard**, la dirigeante du *Magasin à Paris*, a créé et rend hommage dans sa collection à *Le Petit Capitole* des arts et métiers de Paris.

Et si la première pose une démonstration et que le deuxième montre que les maniques entraînent de petits à porter adaptés au règne des tissus et des couleurs. C'est l'heure de la couleur d'hiver une pouce-robe bien agrémentée.

■ **La robe de l'hiver.** Claude Fortin, la créatrice de *Pure Forte*, qui partie se renseigner au Sri Lanka, Sanya Hemminki a fait le tour du Monde. Les deux créatrices ont alors décidé de faire leur magasin à Paris. Pour le studio de 100 m², elle a choisi la Californie, quand Monique Lhuillier, la styliste du *Château Bleu*, a lancé à Paris sa ligne de vêtements d'Automne à sens... de nouvelles étoiles dans le ciel, va réveiller nos patrimoines. Chez Edith, la collection est en cours de préparation. On y trouve une ligne de robes qui conjuguent élégance à la volonté d'une grande cylindricité. A l'inverse, Odile Ménard, créatrice de la Société Matinale, propose une ligne de robes à la Suzieh. Matinale Bégin a aussi posé dans les couloirs de 7 designers à la française pour concevoir leur gamme d'hiver.

C'est à cette époque l'hiver est plus verte de l'autre côté de la barrière. Mais nous plus roses, plus corail, plus orange, plus rouge, plus bleu, plus gris. Et nous respirons même des hivers moins névralgiques, mais avec la touche de drôles d'années.

Un peu plus tard, l'hiver est plus rose,

mais avec un peu de noir et de bleu.

## Le tee-shirt change de rôle.

Plus volumineux, plus amples, plus féminins, les nouveaux t-shirts sont devenus dans les dernières années à port antérieur dans les boutiques visant à la femme véritable.

Photo: Pauline Le Moal / Photodisc - Getty Images

franchement plus rose. Elles l'ont rendu diurne l'assurance des robes, alors les matinales et démodées. « Les robes sont une autre manière de porter, sans perdre toutefois les éléments fondamentaux de la mode », explique Co.

Yves Kudler, le directeur de style de la Fnac.

■ **Une nouvelle palette.** Le format trois quarts, le look sportswear et la couleur rose Alice Peint, la collection d'Hermès. Elles y sont la silhouette phare de la saison, toutes en jambes, avec un niveau des bras assez bas, mais avec une taille très marquée et des imperméables. Il est alors le parfait vecteur de la gamme des couleurs et grises pour nos stylings, cet été grande saison de la couleur. « L'automne sera aussi l'occasion de continuer à nous habiller. Il vient sûrement la remise en ordre brûlée qui fait toujours des étincelles dans nos regards. Les paquets sont plus courts et de différentes tailles, mais il faut souligner que plus aucune blouse ne fait place. Le rose est plus doux, plus pastel, mais avec des nuances indiscernables des couleurs, celles qui sont plus ternes, plus ternes. Le bleu des débardeurs, celui qui est malade de la couleur de l'océan. Si l'on prend le temps de regarder, on peut d'abord les robes des rues au niveau de la couleur, ou de la personnalité, alors on va voir la gamme D&G forte et haute de la Fendi, celle d'entre eux de la terre. Ça fait un très bon

Sainte page 30 >>>

## Le court revient en force.

La robe, son remède le plus glamour, mais pas toujours, ne pourra user au printemps-été 2013, et même à mi-cuisse. C'est une autre façon pour les marques créatrices de dire non à l'ascétisme et à la rigueur.

Photo: Pauline Le Moal / Photodisc - Getty Images

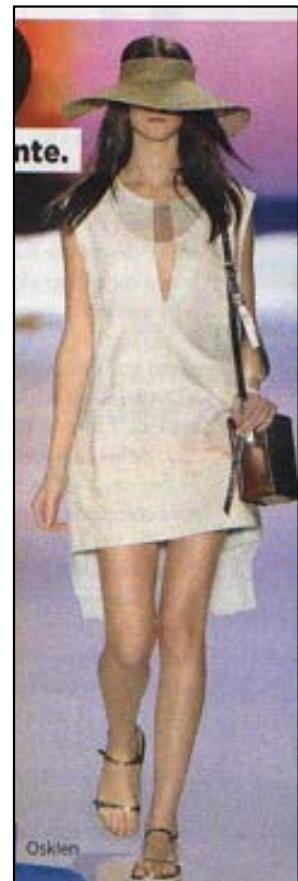


## EDITORIAL

OSKLEN



Bazaar Argentina



**EDITORIAL****OSKLEN**

Bazaar Argentina



Campera de cocodrilo,  
exclusiva para Bazaar.  
Breeder's Furs. Camisa  
de gasa y seda, Paula  
Caben D'Anvers.  
Pantalón de gabardina  
estampado, \$1.537.  
Osklen. Zapatillas  
con cierres de velcro,  
\$550. Adidas Originals.  
Cinturón de cuero,  
\$299, Casa López.  
Sobre de cuero, \$1.550.  
Peter Kent. Pulsera,  
\$230, María Dahm.

## EDITORIAL

OSKLEN



Hola Argentina



**"Montamos una instalación para encontrarnos en forma privada con los compradores en vez de hacer el típico desfile"**  
**(Katie Holmes)**

**L**a ex de Tom Cruise, Katie Holmes, también se atrevió al diseño como Victoria Beckham y las mellizas Olsen. Junto a Jeanne Yang, quien fuera su histórica asesora de imagen, debutaron en la moda. La espléndida madre de Suri lo hizo con una performance de quince looks que recrearon su estilo: minimalista, sofisticado y apto para todos los días. "Son ítems de lujo que cuadran perfecto en el ropero de todas las mujeres", dijo. ■

Izquierda: especialista en paisajes playeros y escenas de surf, la colección de Oskar Metsavaintr trabajó sobre la especialidad de la casa: ligeras prendas construidas arquitectónicamente, ideales para un "Endless summer" en Ipanema. Derecha: en 2013, la etiqueta Lacoste (con Felipe Oliveira Baptista) celebrará su 80º aniversario, y se prepara con una colección fiel a su estilo preppy y deportivo: con toques de neón, geometrías y color block.



**Allure Russia**

На ней: шерстяное пальто с воротником из меха лисы, шелковое платье, все **Nina Ricci**; кашемировый свитер, **Barbara Bui**; замшевый клатч, **Pierre Hardy**; позолоченные серьги, **Alexis Bittar**. На нем: шерстяные пальто и брюки, все **Osklen**; хлопковая рубашка, **Giorgio Armani**.



# EDITORIAL

OSKLEN



Marie Claire

101  
IDEAS

A full-page photograph of actress Amanda Hearst. She is standing in front of a red brick wall, wearing a sleeveless, knee-length floral print dress. She is carrying a large, rectangular, textured handbag with a dark strap over her shoulder. Her hair is blonde and styled down. The lighting is bright, casting soft shadows on the brick wall behind her.

## 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."

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

Fashion editor: Amanda Heyes



#### TIPPING THE SCALES

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219-8250

feel-good  
**FASHION**



**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 higher stratosphere.



## EDITORIAL

OSKLEN



Maglieria Italy



**SAN PAULO**  
*são paulo fashion week*

**MAN**  
MÁRCIO QUEIROZ  
OSKLEN

**OSKLEN**

UNA PASSERELLA ELETTRICA E VIBRANTE PER OSCAR MESSIAH CHE PUNTA SU COLORI FLUO, MORBIDA PELLICCIA E MAGLIE FULL AVVOLGENTI

A VIBRANT CATWALK SHOW FOR OSCAR MESSIAH WHO CHOOSES FLUO COLOURS, SOFT FUR AND OVERSIZED PULLOVERS

AMPI VOLMI, MATERIALI SOFFICI E STAMPE FLOREALI ASTRATTE. L'UOMO DI OSCAR MESSIAH VESTE UNO STREETWEAR CONFORTEVOLI E CREATIVO ROOMY SHAPES, SOFT MATERIALS AND ABSTRACT FLORAL PRINTS. THE MAN CATERED TO BY OSCAR MESSIAH SPORTS A COMFORTABLE AND CREATIVE STREETWEAR.



Glamour Italy

**Brazil style**  
*I nuovi designer di punta parlano brasileiro.*

Ce lo dice anche una mostra che la Triennale di Milano inaugura il 26 settembre (fino al 2/12). Si chiama **Brazil New Design** ed è una selezione dei nomi del nuovo design contemporaneo. Curatori della mostra sono i Fratelli Campana, i primi designer brasiliani a essere esposti nei musei internazionali ([www.triennale.it](http://www.triennale.it)).

**NoAr Chair**  
di Carol Gay,  
in mostra  
alla Triennale.

**LIVE UNICO**  
Sono il fenomeno musicale dell'anno. Chi non ha ballato sulle note di *Lonely Boy* alzò la mano. Il duo dell'Ohio The Black Keys suona a Torino in un unico live italiano l'1/12 (l'album è *El Camino*). Lo scorso concerto milanese era sold out e non ha deluso. Info: [theblackkeys.com](http://www.theblackkeys.com)

**Sono le borse più amate dalle girl del fashion system:**  
le firma la giovanissima italo-brasiliana Paula Cademartori.

**Daniel Auerbach e Patrick Carney,** ovvero The Black Keys.

Si ispira a una donna avventurosa e urbana il designer carioca Osklen per l'A/I 2012-13.

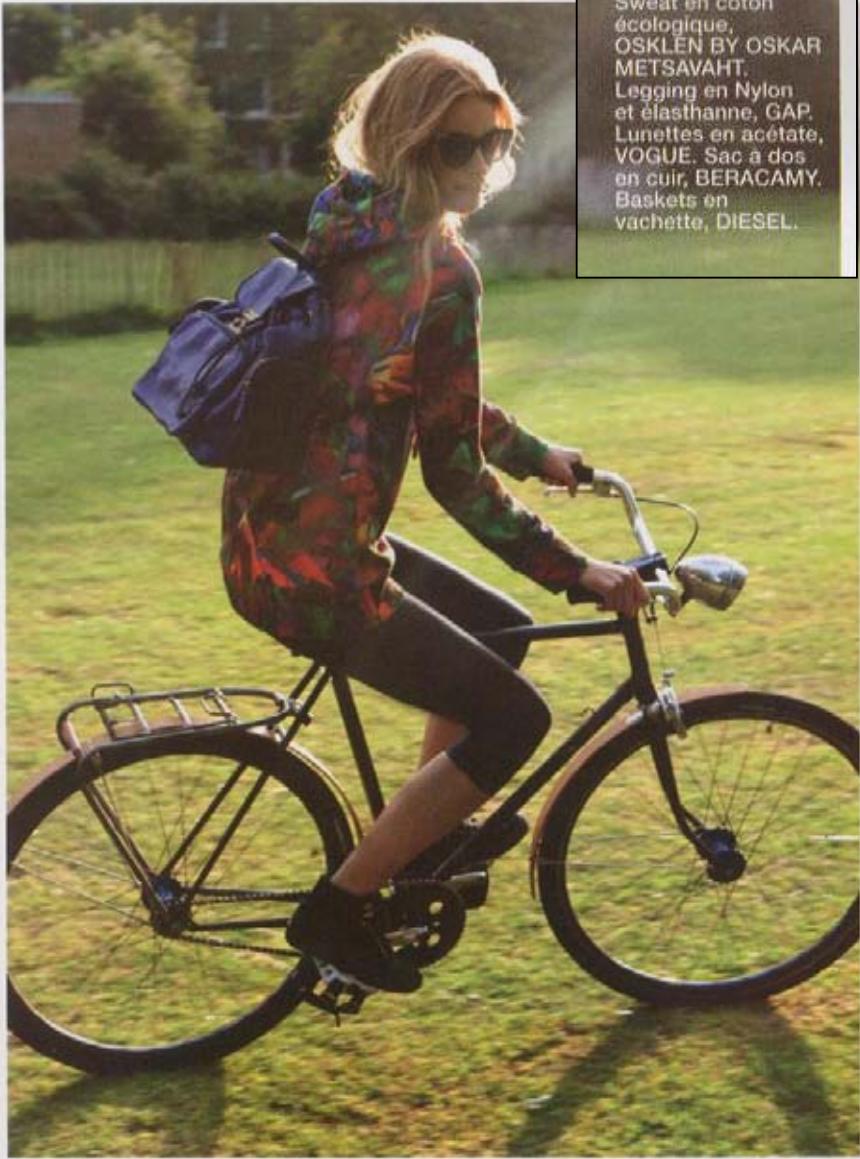
**CONTRASTO - © ESTUDIO CAMPANA. PHOTO: LELIA ARRUDA**

## EDITORIAL

OSKLEN



Be France



## EDITORIAL

OSKLEN



Bazaar Argentina

**Siete DESEOS**

Alta sensibilidad, impactante como el color del cielo.

**Brava munequera**  
Pulsera, \$507 aprox., Osklen.

**1. Tendencia**  
Gorro, \$100; Parka, \$300.

**2. Retro**  
Cartera, \$60; Chaleco, \$100.

**3. Poco plomo**  
Correa, \$100; Botas, \$100.

**4. Círculos**  
Cinturón de cuero, \$100.

**5. Metalizada**  
Gorra, \$100; Botas, \$100.

**6. Click!**  
Complemento, \$100; Lentejuelas para bolso.

**7. Atodía**



**1. Chaqueta de cuero, \$1.000, Awada.**

**2. Abrigo largo de punto, \$1.000, Awada.**

**3. Chaleco, \$1.000; Sombrero, \$100, Primavera.**

**4. Turbante de terciopelo, \$170, Los Papeles.**

**5. Cartera de gamuza, \$100, Awada.**

**6. Botas de cuero, \$1.100, Primavera.**

**7. Gorro de punto, \$100, Gamuza.**

**8. Un chaleco, \$1.000, marcas amigas.**

**1. Abrigo de cuero, \$3.200, Rapsodia.**

**2. Cartera de mano, \$1.790, Jackie Smith.**

**3. Shorts tejidos, \$344, Ayres.**

**4. Suéter estampado, \$637, Osklen.**

**3. Calcetas deportivas, \$637, Osklen.**

## EDITORIAL

OSKLEN



Bazaar Argentina



NUEVO 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:

Chaqueta de terciopelo de algodón y elastano, \$3.500. Blusa de punto y elastano, \$1.500. Pantalones de tweed y terciopelo, \$2.500. Zapatos de cuero, \$1.500. Gorro, \$1.200. Chaleco, \$1.200. Falda, \$1.200. Sombrero, \$1.200. Lentes, \$1.200. Accesorios en piel de oveja, \$1.200. Cartera, \$1.200.

PIEZA DE FONDO:  
Sombrero de terciopelo de algodón y elastano, \$1.500. Pantalones de tweed y terciopelo, \$2.500. Chaleco, \$1.200. Falda, \$1.200. Sombrero, \$1.200. Lentes, \$1.200. Accesorios en piel de oveja, \$1.200. Cartera, \$1.200.

Estilo: Mariano Soto

Maquillaje: Ivana Martínez

Peinado: Silvana Gómez

Fotografía: Agencia

Modelos: Paola Gómez, Daniela

Moda: Osklen

Propaganda: Plaza Rock Management

Tránsito: Plaza Rock

**EDITORIAL****OSKLEN****Bazaar Argentina**

Body de encaje con  
cadenas bordadas, \$3.900.  
Carlos Di Domenico. Cuello  
de cuero, \$3.900. Grupo  
134. Corpiño bordado con  
paillettes, \$466. Hope.  
Guantes de cabritilla con  
uñas de metal, Osklen.  
Gargantilla de perlas y strass,  
Tota Reciclados. Minifalda



## EDITORIAL

OSKLEN



WAD France



**EDITORIAL**

**OSKLEN**



We Ar UK

**LOOK**



**BOOK**



# EDITORIAL

**OSKLEN**



## Interview

**EDITORIAL**

**OSKLEN**



V Magazine USA



**EDITORIAL****OSKLEN****Bazaar Argentina**

A fashion spread from Bazaar Argentina. On the left, a woman walks down a runway in a bright yellow dress. On the right, a large image shows a woman in a yellow dress with a belt. A text box in the center says "Sobre tonos" and discusses the color palette of mustard, orange, and ochre. Below the runway image are two smaller photos: one of a woman in a yellow dress labeled "Maria Botto Neon" and another of a woman in a gold dress labeled "Hus Clos Osklen".



Vestido con estampa estonada, \$1.390.  
Vistemas. Botas buñuelas, \$2.500.  
Sakharov. Gafas de metal, Osklen.  
Bracelete geométrico de alpaca, \$565.  
Aire del Sur.



## EDITORIAL

OSKLEN



Glamour France

Express mode Le best of du Net

GLAM Hit

CASUAL ARMY

DES MATIÈRES  
CONFORT, DU KAKI ET  
DES ACCESSOIRES  
MI-TECHNIQUES  
MI-PRACTIONNÉS : UN  
KIT MILITAIRE SANS  
SURCHARGE.

1. Bonnet en laine mélangée, American Apparel, 20 € (Store.americanapparel.eu).  
2. Sweat en coton, Roxy, env. 90 € (Fr.roxy-europe.com). 3. Ceinture en cuir, Esprit, env. 20 € (Esprit.fr).  
4. Short en vinyle, Karl, prix sur demande (Karl.com).  
5. Montre chrono en silicone, Swatch, 88 € (Shop.swatch.com). 6. Boots en cuir, Osklen par Oskar Metsavaht, 500 € (Osklen.com). ■

68 GLAMOUR

© Glamour

## **EDITORIAL**

**OSKLEN**



Elle France

## **EDITORIAL**

**OSKLEN**



L'uomo Vogue Italy

The collage consists of several photographs of men in suits and accessories:

- A man in a brown suit and tie (labeled "Dermot Mulroney") stands next to a mannequin wearing a tan suit and tie.
- A close-up of a tan suit jacket and matching trousers.
- A man in a tan suit and tie walking on a runway (labeled "Corneliani").
- A man in a brown suit and tie walking on a runway (labeled "Bottega Veneta").
- A man in a dark brown suit and tie walking on a runway (labeled "Dolce & Gabbana").
- A pair of tan leather oxford shoes (labeled "Doveall's").
- A pair of sunglasses (labeled "Butterby").
- A mannequin wearing a tan suit and tie (labeled "Fazio").

Text labels in the collage include:  
Dermot Mulroney  
Giacca Pronto; camicia  
Corneliani; pantalone Just Cavalli;  
cravatta Itaka Independent  
Dolce & Gabbana  
Butterby  
Fazio  
Abito Corneliani; camicia  
Osklen; cravatta Calvaresi  
Abito Corneliani; camicia  
Osklen; cravatta Calvaresi

## EDITORIAL

OSKLEN



Madame Figaro France



MODEstyle



MAINTENIR SUR  
WWW.OSKAR.MADAME.QQFR

An advertisement for MODElooks featuring a woman sitting on a beach. She is wearing a white jumpsuit with a tropical jungle print. The background is filled with large, colorful, hand-drawn style flowers and leaves. The text 'MODElooks' is at the top, and '116/madamefigaro' is at the bottom. A small vertical text on the right says 'PHOTO: LUCAS MAMBERI - STYLING: CLAUDE FRANÇOISE LAUREN'.

CHIC TROPIQUE. CHEMISE À L'IMPRIMÉ JUNGLE, EN COTON ORGANIQUE, SANS MANCHES, H&M FOR WATER. SHORT EN COTON ORGANIQUE, À BORDS FRANGÉS, OSKLEN. SANDALES EN VEAU FAÇON FEUILAGE, CHARLOTTE OLYMPIA CHEZ COLETTE.

## **EDITORIAL**

OSKLEN



Happy Woman Portugal



## **EDITORIAL**

**OSKLEN**

The New York times

## EDITORIAL

OSKLEN



Vogue Italy



## EDITORIAL

OSKLEN



Bazaar Argentina

**CONSELLO DE AUTOR**  
Inspirados por el mar en el horizonte, los diseñadores eligen sus ítems preferidos.

**SOLACIÓ (RAPSOGLÍA)**

- La manta: Yo me
- El destino: Punta del Este
- A la playa con: largas o pareo coloridos
- La idea es irse sin que el sol no quede manchas. Sombrilla de lona colorida.
- El detalle: Me los puse pintadas
- De cóctel: Un vestido bordado en lentejuelas de jean encima

**ELEGANTES COMPLEMENTOS DE PLAYA.**

**OSKAR METSAVAHT (OSKLEN)**

- La musa: Karolina Kurkova.
- El destino: Punta del Este.
- A la playa con: Un bello sombrero de paja clara con un lienzo amarrado, un minivestido rayado o con estampa tropical, sandalias chatas y un glamoroso bolso dorado.
- El arma secreta: Sonreír siempre, levedad al caminar y elegancia al sentarse. Un leve bronceado y los labios en suave blanco mate.
- De cóctel: Maxivestido nude o degradado, más un pequeño sobre.



### GPS

Al mal tiempo, una fabulosa tarde estética de compras.

• **OSKLEN:** Reabrió su pop-up store en Manantiales (ruta 10, kilómetro 101) inaugurado la temporada pasada. Directo de pasarela, Royal Black y toda su línea playera.



• **BELLMUR:** La marca uruguaya de indumentaria montó una tienda pop-up en La Barra (ruta 10, kilómetro 16). Prometen bicicleteadas, tragos y música en el lobby lounge y adelantos del Otoño/Invierno.



• **VINTAGE:** La tienda de la diseñadora Graciela Borges, el secreto mejor guardado del Este, ofrece delicadas reliquias de época (calle 28, entre 24 y Gorlero).



• **ESPACIO MAGMA:** El multimarca uruguayo sigue ofreciendo perifitas de Custo Barcelona y Paolo Casalini, con la inclusión, esta temporada, de Happy Socks, Blackheart, Wildfox y As Know As (calle 20, entre 28 y 29).

**Bazaar Argentina**

Vestido con escote profundo y mangas estructuradas, \$4.469, sandalias de lino con plataforma de madera, \$1.369, ambos de Osklen. Pulseras marrón y plata, Graciela Grumejo. Anillo con aplique de rana en strass, \$180, Fabrioma.

Folha de São Paulo Brasil



Modelo  
desfila  
para a  
Osklen

## Grife Osklen brilha ao driblar controvérsia

VIVIAN WHITEMAN  
EDITORA DE MODA

Oskar Metsavaht escapou de uma sinuca de bico. Envolvido numa polêmica sobre o casting e o tema de sua coleção, que falou sobre a influência negra na história da indumentária brasileira, ficou na berlinda.

Caso a Osklen apresentasse uma coleção caricata, não seria poupado da ira de ativistas e fashionistas. Mas o que aconteceu foi bem diferente e até surpreendente.

Usando tecidos como ráfia de seda e linho, estabeleceu um link entre os itens mais icônicos de seu estilo e as roupas tradicionais de capoeira, os trajes de saco dos escravos e as saias africanas.

A Osklen apresentou um tratado sobre como a roupa brasileira mais hype entre os estrangeiros e a elite local veio das camadas mais pobres da sociedade brasileira. Até agora, a melhor coleção dessa temporada verão 2012.

### OSKLEN BRAND SHINES AS IT AVOIDS CONTROVERSY

**Vivian Whiteman**

Fashion Editor

Oskar Metsavaht escaped a difficult situation. Involved in a controversy about his casting and collection theme, which spoke about the African influence in the history of Brazilian clothing, he was on the spotlight.

In case Osklen presented a caricature collection, it wouldn't be spared the wrath of activists and fashionists. But what actually happened was very different and even surprising.

Using fabrics such as silk and linen raffia, he established a link between the most iconic items of his style and traditional Capoeira clothes, the sack outfits of slaves, and the African skirts.

Osklen presented a treatise about how the most hype Brazilian clothes among foreigners and the local elite came from the poorest layers of Brazilian society. Up to now the best collection of this summer 2012 season.

## EDITORIAL

OSKLEN



Vogue Brasil

The image is a fashion advertisement for Osklen. It features a woman standing in a dense, dark forest. The word 'Survivor' is written in a large, stylized, cursive font across the center of the image. Below the title, there is a block of text: 'A EVOLUÇÃO DA TENDÊNCIA MILITAR SE DESDOBRA AGORA EM COLETES UTILITÁRIOS E TRICÓS ORGÂNICOS QUE DEFINEM O ESPÍRITO DE AVENTURA PARA ENCARAR A SELVA URBANA'. At the bottom left, it says 'FOTOS JACQUES DFQUEKER'. On the right side of the image, there is a vertical strip of a tree trunk.



TRICÔ, R\$ 75, MARA  
MAC, SÓBRE TRICÔ,  
R\$ 460\* MIXED;  
CAMISETA, R\$ 50, GISELE  
BÜNDCHEN PARA CAA;  
HOT PANTS, R\$ 137,  
NEW ORDER; COLARES  
MARROM, R\$ 120, CADA;  
LENNY, COLAR DE  
VÉRTIGO, R\$ 100;  
R\$ 197, GRACELÉITE  
PRETO, R\$ 247, BOLSA,  
R\$ 197, TUDO OSKLEN;  
PULSEIRAS DE ELÁSTICO  
CINZA, R\$ 15 CADA, TODAS  
AMIR SLAMA

## EDITORIAL

OSKLEN



Vogue Brasil



COLETE DE COURO,  
R\$ 3.897, COLAR  
DE COURO, R\$ 197,  
BRACELETE DOURADO  
R\$ 197, TUDO OSKLEN  
CAMISETA, R\$ 370, NK  
STORE, SHORTS,  
R\$ 269, ENJOY  
BRACELETE DE OSSO,  
R\$ 248, LOOL  
CINTO VERDE, R\$ 80,  
SHOESTOCK, CINTO  
CARAMELLO, R\$ 90, LENNY  
SAPATOS, SCHUTZ



CAMINHA, R\$ 270, TALIE  
NK SHORTS, R\$ 847,  
NEW ORDER BRINCOS,  
R\$ 175, ATTUALITA  
COLAR DE OURO LONGO  
R\$ 97, BRACELETE  
DOURADO,  
R\$ 197, ANJOS OSKLEN  
PULSEIRA PRETA  
R\$ 189, DUZA PULSEIRA  
DE COURO MARROM  
R\$ 156, SAB CINTO  
VERDE, R\$ 36, CINTO DE  
ELÁSTICO MARROM  
R\$ 60, AMBOS  
SHOESTOCK, CANTIL  
R\$ 65, U.S. ARMY

## EDITORIAL

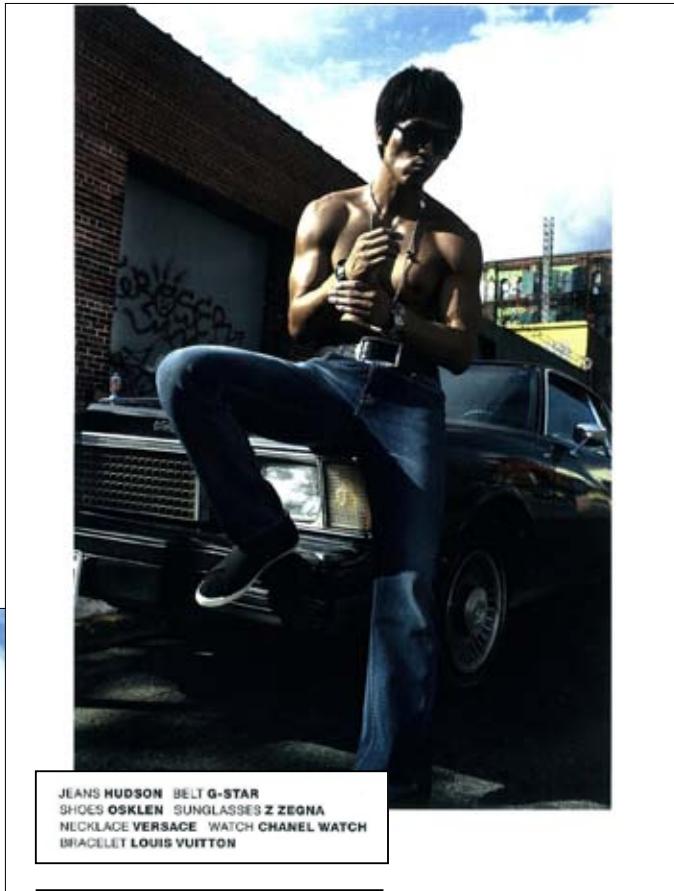
OSKLEN



V Man USA

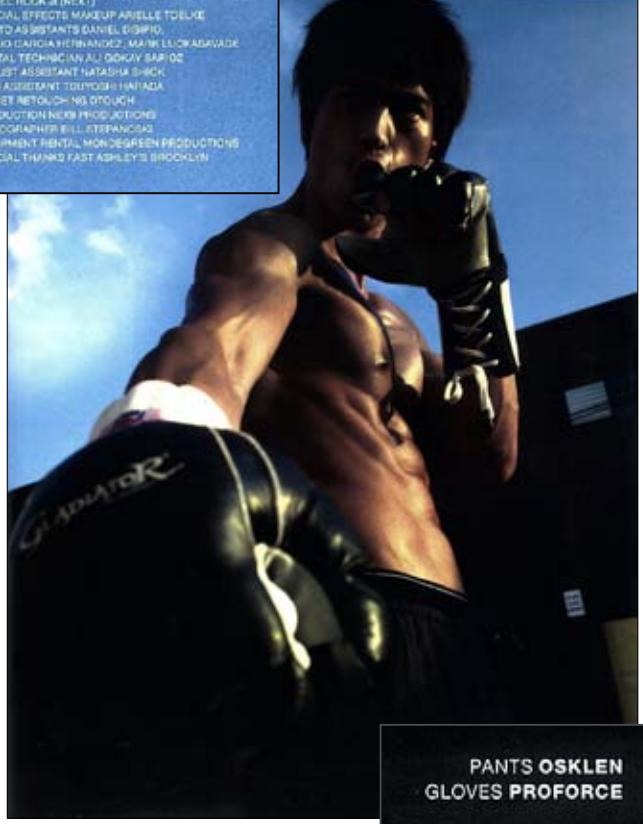


JACKET DIESEL BLACK GOLD  
SHIRT CK JEANS  
PANTS RALPH LAUREN  
SHOES OSKLEN  
BRACELET (ON RIGHT) DAVID YURMAN  
BRACELET (ON LEFT) OSKLEN



JEANS HUDDSON BELT G-STAR  
SHOES OSKLEN SUNGLASSES Z ZEGNA  
NECKLACE VERSACE WATCH CHANEL WATCH  
BRACELET LOUIS VUITTON

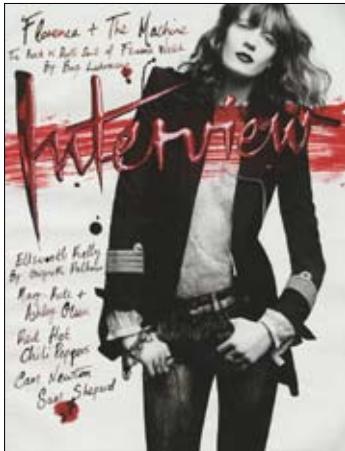
HAIR AND MAKEUP BY S. FARM  
GROOMING ADRIEN PINault FOR HAIR  
COSMETICS (MANAGEMENT ARTISTS)  
MODEL BOOK JR (NEXT)  
SPECIAL EFFECTS MAKEUP ARIELLE TOLEK  
PHOTO ASSISTANTS DANIEL DISPIRO  
EMILIO CARRICA FERNANDEZ, MARK LUCCAS AWAD  
DIGITAL TECHNICIAN ALI DOKY BARDO  
STYLIST ASSISTANT NATASHA SHISH  
HAIR ASSISTANT TOSUOJI HATANAKA  
ON SET RETOUCHING OTOUCH  
PRODUCTION NEKO PRODUCTIONS  
VIDEOGRAPHER BILL STEFANOIS  
EQUIPMENT RENTAL MONDEGREEN PRODUCTIONS  
SPECIAL THANKS FAST ASHLEY'S BROOKLYN



PANTS OSKLEN  
GLOVES PROFORCE

## **EDITORIAL**

OSKLEN



## Interview



Flare

## TRAVEL



cocktail—at Vecchio Giorgio, a laid-back lounge filled with urban sophisticates whiling the night away.

Any tinge of regret at crossing back onto the Brazilian mainland over Hercílio Luz Bridge the following morning is truly swept away by the time we reach our next destination, the more tranquil side of Santa Catarina. On arrival at a mainland resort called Ponta dos Ganchos, set on its own peninsula within the Bay of Ganchos, we're whisked straight from reception to breakfast on the sun-dappled deck high above a sparkling bay dotted with brightly coloured fishing boats. Here we are plied with a 10-course feast that starts with a just-squeezed kale, pineapple and lime shot and proceeds through juices, fruit plates, yogourt, tiny dainty sandwiches, pastries with cheese and charcuterie, a hot egg dish, coffee and dessert.

We sample our first traditional Brazilian meal at the hotel's charming, rustic-chic, open-air beach restaurant—a traditional fish stew with rice and cashews that is deeply satisfyingly rich and fragrant. Yet, the most memorable meal we have is actually off-site. The hotel has arranged for a local fisherman to pick up a handful of guests at the dock in his traditional wooden fishing boat. He takes us on a leisurely cruise close to the rocky shoreline, then anchors in a sheltered cove where we are served freshly shucked oysters and white wine.

On our final day we commandeer the hotel's handcrafted wooden canoe for the afternoon and paddle around the tiny islets and harbours surrounding the peninsula as turtles bob on the gentle waves and gulls wheel overhead, eager to cash in on someone else's catch. When we arrive back at the hotel's secluded beach, a tiny, perfect arc of golden sand with clear, waist-deep, warm water, the sun lounges are full of tanned couples whose body language infers a disinclination to ever do anything more strenuous than lift their coconut drinks.

It strikes me that everywhere we've been in this abundantly blessed part of Brazil, the crowd always seems to be composed of the tall and tanned and young and lovely. Yep, The Girl from Ipanema would fit right in here. □



## NOTEBOOK

**STAY • Floripa Vacation Homes:** Condo-style villa rentals within gated residential complexes in Praia Mole. Modern, slick and spotless, the homes come with Wi-Fi, stocked fridges and a concierge service that can help with restaurant reservations. (Serviced condos start at around \$275/night.) [floripavacationhomes.com](http://floripavacationhomes.com)

• **Softel Florianópolis:** This business-oriented hotel is one of Floripa's only big-name accommodations. The downtown island location, with sweeping views of the bay, is great for those wanting to experience the historic old city. (Rates from \$151.) [softel.com](http://softel.com)

• **Ponta dos Ganchos:** Twenty-five fabulously equipped villas—each with its own wine cellar, sauna and infinity pool—overlook the Emerald Coast on the Brazilian mainland in the Bay of Ganchos. (From \$750/night per bungalow, which includes all meals, non-alcoholic beverages and access to the resort's facilities, including hiking trails, beach and a private island.) [pontadosganchos.com.br](http://pontadosganchos.com.br)

**PLAY • Big Blue Club:** A new hot spot right on the beach at Praia Mole that attracts a fun-loving crowd during the summer season.

• **Confraria das Artes:** This chic restaurant/club is stocked with antiques and art and attracts the fashion-forward São Paulo set.

• **Pacha:** A sexy, high-end dance club in the upscale Jurerê neighbourhood in the north of the island. [pachafloripa.com.br](http://pachafloripa.com.br)

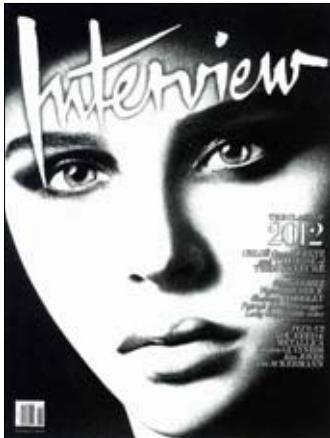
• **Vecchio Giorgio:** A bohemian two-storey bar with great cocktails and live music.

**SHOP • BelasArte:** A multi-storey gleaming shopping mall in the modern downtown area on Santa Catarina Island, this is a one-stop shop for teeny bikinis and surf gear. Look out for homegrown Brazilian labels such as Osklen—which caters to the lithe, young fashion set with well-tailored separates and sexy cocktail dresses—along with mass-fashion names such as Calvin Klein Jeans and Lacoste.

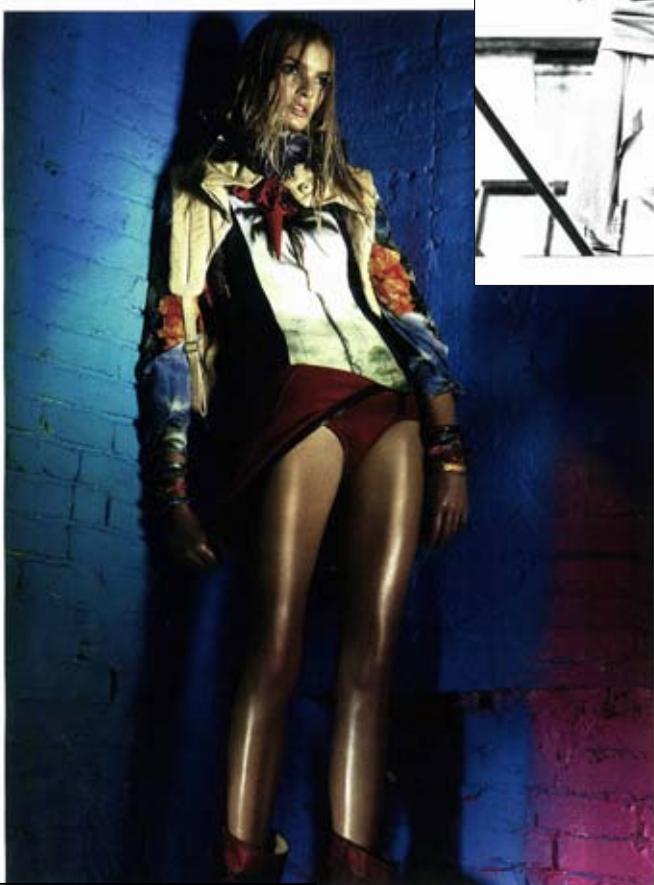
OSKLEN

# EDITORIAL

**OSKLEN**



## Interview



*NINETY-EIGHT (STEREOPHONIC)*: LISA MARIE FERNANDEZ AND PEDRO LOURENCO; BECOME STELLA McCARTNEY BACKPACK; OSKLEN JACKALICE MARTINA; ERFENTHALER AND GIVENCHY BY EDUARDO TISCI; BEACONTE; TED MUEHLING AND XENO & KEVIN O'GRADY SHOES

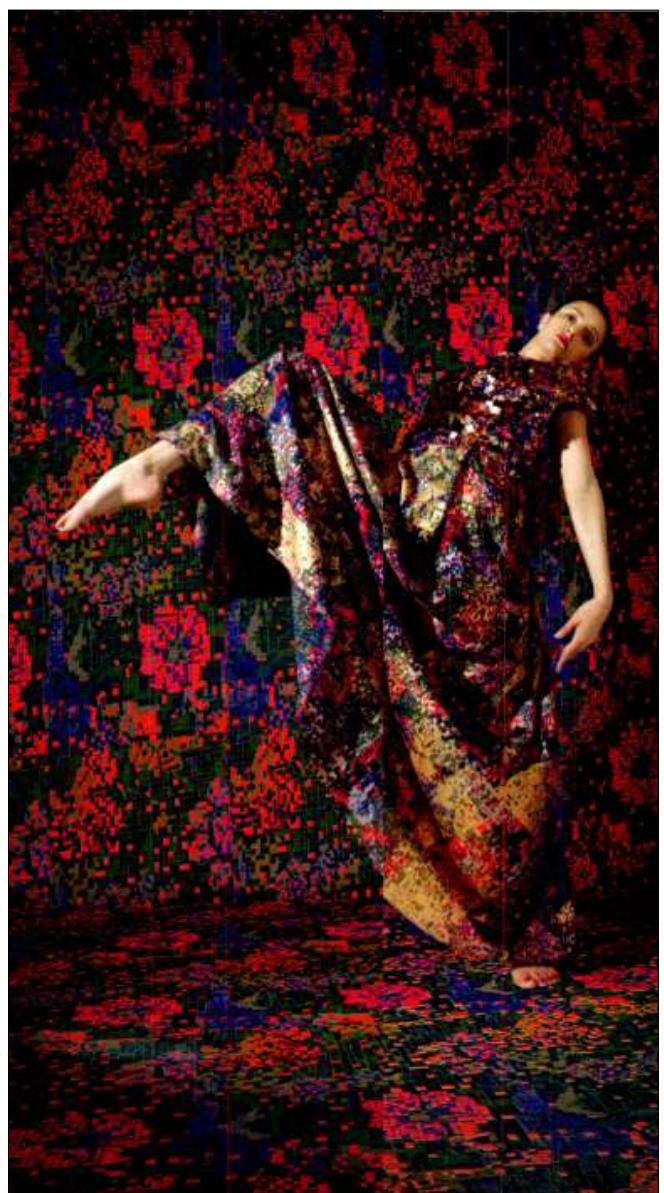
**Folha de São Paulo Brasil**

# PRINT DE PONTA

DESTAQUE DO PROGRAMA DE REINAUGURAÇÃO DO THEATRO MUNICIPAL,  
O BALE DA CIDADE DE SÃO PAULO ENTRA NA DANÇA ESTAMPADA  
DAS COLEÇÕES VERAO 2012 DA SÃO PAULO FASHION WEEK.  
AS ESTRELAS DA COMPANHIA DESAFIAM OS OLHARES  
E REDESENHAM OS LIMITES ENTRE OS TECIDOS E A PELE



Maria Bucelli e Fabiana Formes  
fazem virar as cobras multicoloridas da grife Cia. Marítima



**EDITORIAL**

**OSKLEN**

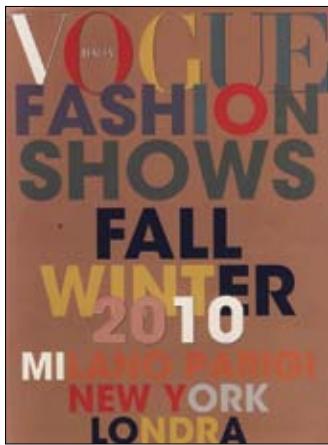


Vogue Italy



**EDITORIAL**

**OSKLEN**



Vogue Italia



**EDITORIAL**

**OSKLEN**



Vogue Italy



**EDITORIAL**

**OSKLEN**

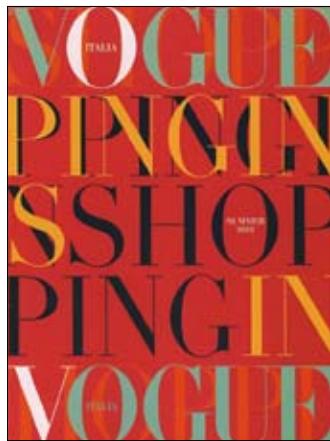


**Vogue Italy**



## EDITORIAL

OSKLEN



Vogue Italia

**summer TIME**

**show & fashion**

The collage features several models in different summer looks:

- A woman in a dark blue velvet one-piece swimsuit by Osklen.
- A woman in a black strapless dress with white coral reef print by Moschino Cheap and Chic.
- A woman in a green sequined jumpsuit by Michael Kors.
- A woman in a yellow textured jumpsuit by John Galliano.
- A woman in a pink fur-trimmed bikini by Miss Bikini Luxe.
- A woman in a yellow polka-dot bikini by Bottega Veneta.
- A woman in a white twin-set by Simona Barbieri.
- A woman in a blue and white striped bikini by Guess.
- A small inset showing a collection of colorful sandals.
- A small inset showing a pair of patterned shorts by Bluegirl.
- A small inset showing a colorful skirt by Studio.

**shopping in VOGUE**

60

# EDITORIAL

**OSKLEN**



Madame Figaro - France

**RENDEZ-VOUS PARIS** SHOPPING



## **PETIT BATEAU**

### **SURFE SUR LA CRÉATIVITÉ**

Depuis quelques années, et sans jamais renier ses racines, Petit Bateau vogue hors des courants battus.

**AMBIANCE.** Très fille de la marine ! Embarquement immédiat en dessous inspirés des sous-vêtements vintage de notre enfance : tee-shirt de matelot et écharpe assortie, pull marin, robe et short rayés, et même un caban.

**DÉCRYPTAGE.** Collaboration avec des artistes, multiplication des lignes, ouverture de boutiques... la marque séduit et accompagne toute la famille.

**MUST HAVE.** Sans hésiter, la robe-polo ! Elle s'annonce comme la pièce trendy de l'été pour toute la famille, du bébé à l'adulte. En coton piqué, avec son liseré blanc et sa coupe vintage, ce pour les femmes, 9, rue du 29-

## **MOMONI**

### **LE THÈME A L'ITALIENNE**

Jeune marque transalpine qui s'est d'abord lancée dans la lingerie en 2009. Momoni fait un carton ! Elle ouvre sa première boutique parisienne de prêt-à-porter, à deux pas de chez Marithé + François Girbaud.

**AMBIANCE.** Très vintage et ultra-romantique, dans une tendance années 40-50. Bien vu : les penderies maintenues avec des pieds d'abat-jour, et tout un mur de vieux miroirs. On peut acheter la déco !

**DÉCRYPTAGE.** Un esprit lingerie, avec plein de tissus fleuris, de fines cotonnades, des cardigans côtelés, de délicats caracos. Les tops, les robes et les shorts cultivent des formes simples et très féminines.

**MUST HAVE.** La robe à taille haute et fines bretelles, brodée d'un plissé (179 €), réchauffée par un cardigan en laine (179 €).  
36, rue Étienne-Marcel, 75002.  
Tél. : 01.53.4.81.48.

## **RIO... BRAVO**

Une fois de plus, L'Éclaireur met notre radar à must have en alerte avec l'arrivée, en exclusivité, d'Osklen. La marque brésilienne cartonne aussi bien à New York qu'à Milan, et compte dans son fan-club Gisele Bündchen et Madonna. Elle prend ses quartiers de printemps à Paris, l'occasion de s'offrir cette impeccable combinaison fluide en soie (505 €).

L'Éclaireur, 40, rue de Sévigné, 75003. Tél. : 01.48.87.10.22.




## EDITORIAL

OSKLEN



Cosmopolitan Mars France



**Robe tee-shirt** en velours éponge, Lacoste, 120 €. Bracelet en PVC, Bala Boosté, 13 €, montre Swatch. Ghetto Blaster Gold, Lasonic. **Manteau** en piqué de coton (ci-dessous à g.), Comptoir des Cotonniers, 210 €, et ceinture en cuir, Cacharel, 72 €. Montre Swatch. **Tee-shirt** en jersey de coton et polyester (ci-dessous, à dr.), Osklen, 75 €, et short en polyester, H & M, 30 €. Ceinture double en cuir, Mac Douglas, montre Swatch.



Vogue Japan

1. タツノオトシゴ柄のティアードショーツ ¥2,940 / HONEYDEW (ほこ・あ・ほこ)
2. ストラップとフロント部分にコラルモチーフビーズを用いたラフィアのバッグ 本体 H17cm ¥67,200 / MOSCHINO CHEAP&CHIC (エイフェ・ジャパン)
3. シェルプリントのスカーフ付き、ストライプ柄ハット ¥39,900 EUGENIA KIM (ストラスブルゴ)
4. グレイのシャーク柄ロングTシャツ ¥26,250 / OSKLEN (オスクレン)
5. ラインストーンのかいのぼり ¥3,780 / ベルカブリ
6. ヴィヴィッドなコラル柄半袖ブラウス ¥30,450 / MOSCHINO CHEAP&CHIC (エイフェ・ジャパン)
7. クラゲがプリントされたVネックTシャツ ¥24,150 / DSQUARED² (ここのみ)
8. スパンコールやボタンを用いた魚モチーフのバッグ 本体 H15cm ¥58,800 / JAMIN PUECH (アッシュ・ペー・フランス)
9. マーメイドのブローチ ¥12,600 / MOSCHINO CHEAP&CHIC (エイフェ・ジャパン)
10. ロブスターモチーフのクラッチ 本体 H12.5cm ¥206,650 ≈2月中旬発売予定 / ROGER VIVIER (ロッジ・ジャパン)
11. 全面に魚をプリントした半袖ワンピース ¥72,450 / PAUL & JOE (ルック)



## Sea World

魚やサンゴを取り入れて、海でのバカンス気分を先取



## EDITORIAL

OSKLEN



Vogue Japan

揺らめくきらめき。  
水面に映るキラキラとした光の反射を纏うかのような、ブラジル発のブランド、オスクレンのボディースーツ。透明感のある輝きに、セレブたちを虜にするロバート・リー・モーリスのアートなネックレスが、至高のきらめきを添える。ボディスース 参考商品 OSKLEN(オスクレン) ネックレス ROBERT LEE MORRIS



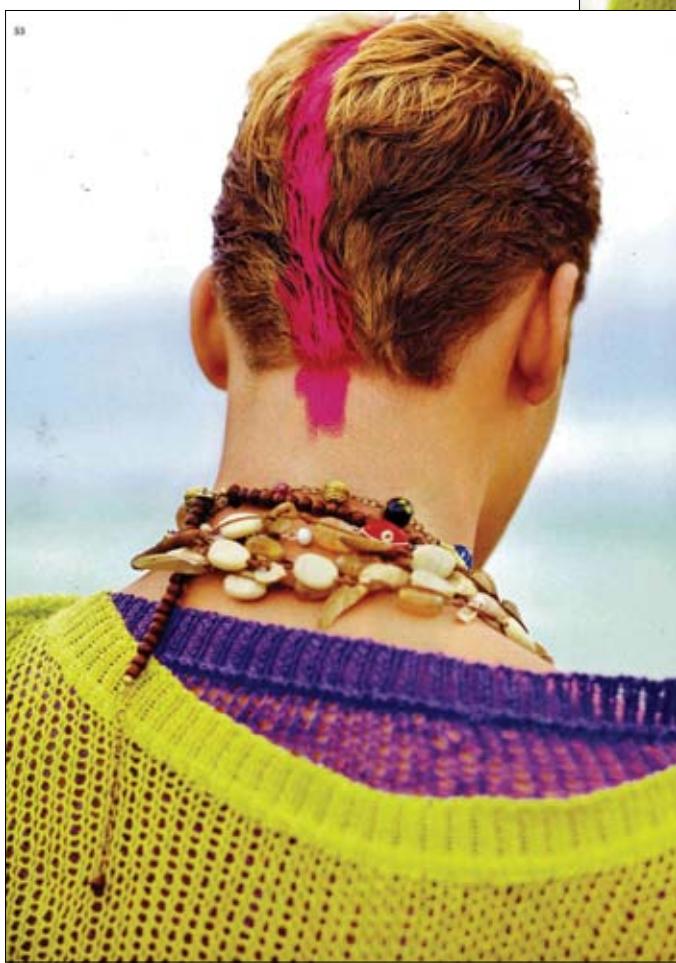
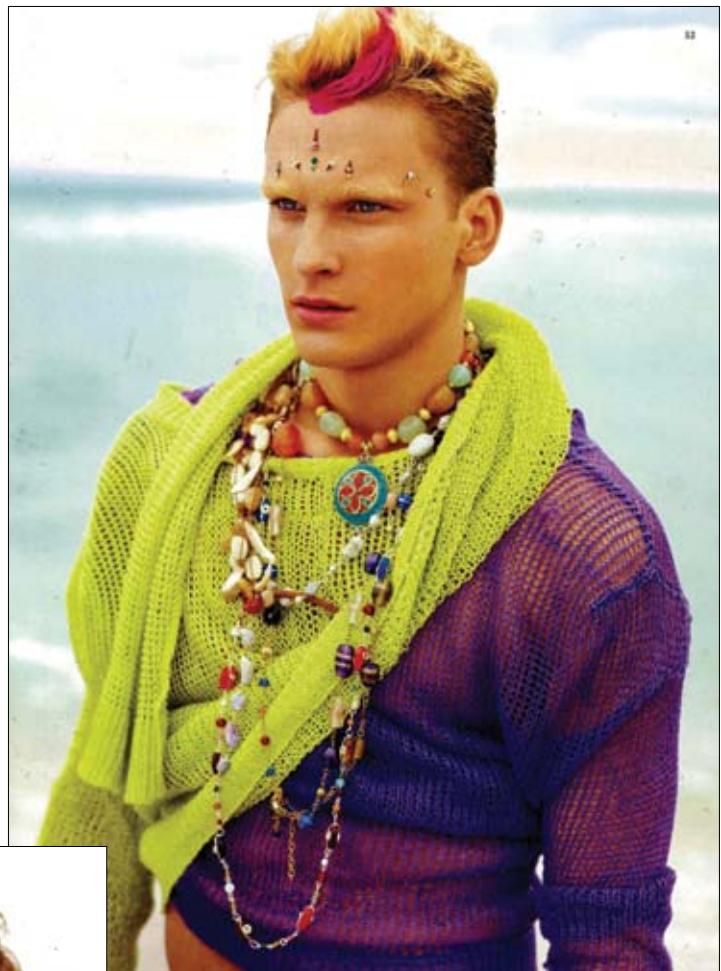
**Interview****Nylon SLICK**

Photography SHARIF HAMZA Styling SARAH ELLISON

NEW INTERPRETATIONS OF THAT UTILITARIAN ATHLETIC SPORTSWEAR STAPLE, NYLON—THINK EARLY '90S PRADA SPORT—BLUR THE LINE BETWEEN HIGH TECH AND TECH NO CHIC

1. JACKET: AKRIS HOODED JACKET; UNIQLO+J DEESE OSKLEN EARRINGS (HOME THROUGHT) ATTICDOWN BAG STELLA McCARTNEY JEAN TOP (CUTTER & BROWN) ALEXANDER MCQUEEN APPAREL JEAN TOP (CUTTER & BROWN) ALEXANDER MCQUEEN APPAREL DENIM BODYSUIT, AMERICAN APPAREL SWIMSUIT (HOME THROUGHT) FENDI 2. JACKET: AKRIS; TOMMY HILFREICH TOP AND MANDALAU CELINE SKIRT MICHAEL KORS BELT STELLA McCARTNEY TOP STELLA McCARTNEY BLAZER JULIANNE HARRIS STELLA McCARTNEY BELT MICHAEL KORS 3. TOP AND PANTS: FENDI; BELT MICHAEL KORS; BAG BALLY 4. JACKET: UNIQLO+J DEESE OSKLEN EARRINGS OSKLEN APPAREL MAX 5. TEE AND PANTS: LANNIK PARIS SHIRT ZELLA PAUL GOUTIER BELT, COSMETICS MAYBELLINE AND LIPGLOSS COLOR SENSATIONAL LIP COLOR (HOME THROUGHT) DOLCE & GABBANA TOP AND PANTS (HOME THROUGHT) DOLCE & GABBANA BELT MICHAEL KORS BELT MICHAEL KORS BAG (HOME THROUGHT) ANTHONY VACCARELLI ST. MORITZ SPECIAL THANKS: THE 1998 ELEGANT DETAILS PAGE 212



**EDITORIAL****OSKLEN****Vogue Hommes Japan**

## **EDITORIAL**

**OSKLEN**



Vogue Hommes Japan



## FASHION GOES GREEN

スタイリッシュなエシカル・ファッションの種を講じう。

スコット＝ジョンソンは、何をもたらすか。スコット＝ジョンソンの権利問題

モードとモードは融合しない——そんな大人が歌姫に強烈な印象を与えた。

新規開発、リメイクなど、科学と技術を用いた方法で  
物理に則った創作力をアピールが別途はある。コミュニケーション型からこそできること

卷之三

オスカーノ・マツヴァガ  
1989年の創立以来、ブラジルで大人気を誇るOSKLENのデザイナー。医師の経験も持ち、またお隣のときからイバマ海岸で毎日通勤するサーファーでもある。万高子はカーニバルをテーマにした2010年春夏コレクションは、現在NY、ラスベガス、東京で巡回販売。



Oskar Melsavahl

物語に開拓した素材で地域に貢献

A male model walks down a runway wearing a vibrant, multi-colored hoodie and matching shorts. The outfit features a complex, abstract print in shades of orange, yellow, green, and blue. He is also wearing white sneakers and socks. The background is dark, suggesting a nighttime event.

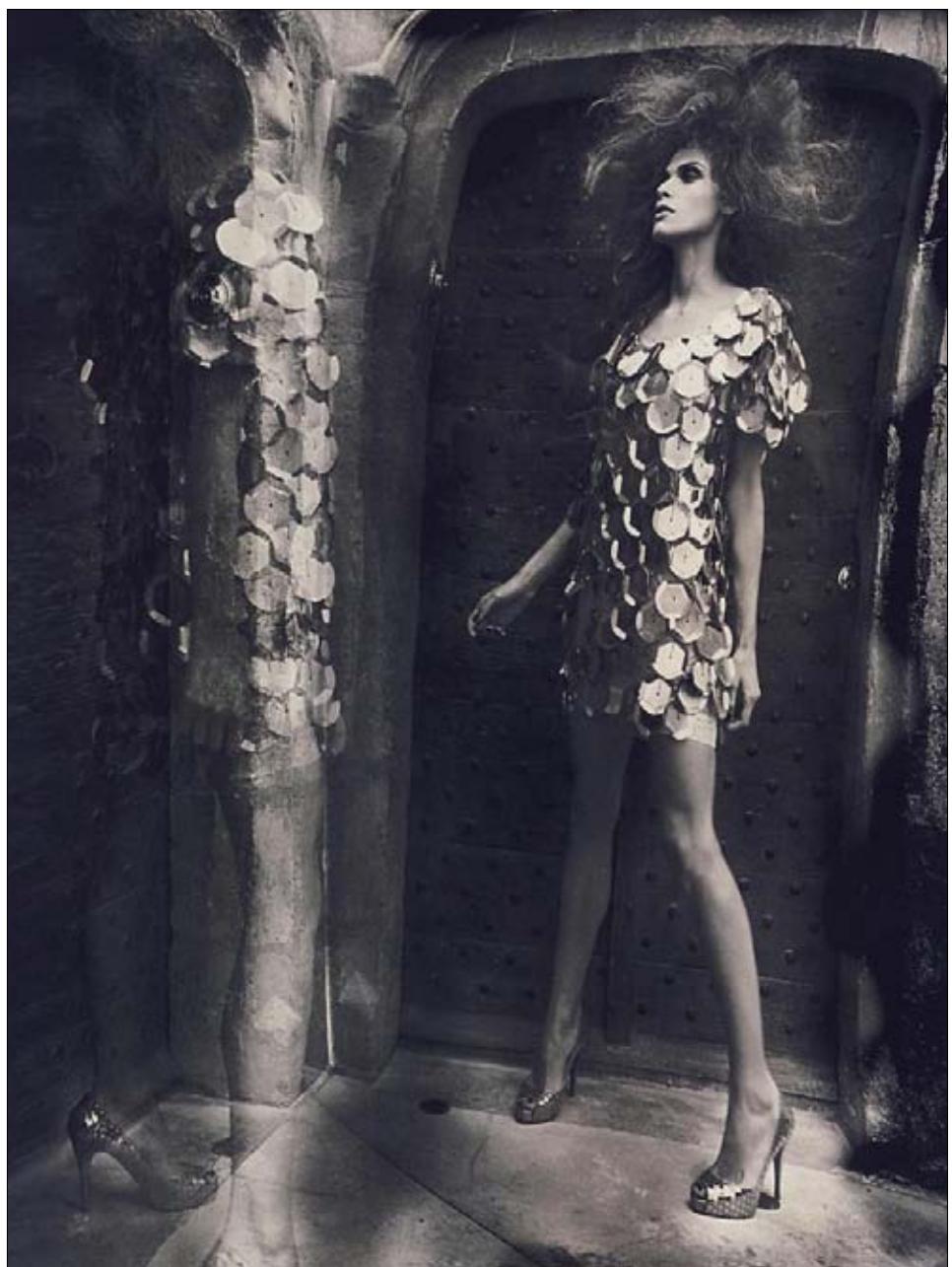


**EDITORIAL**

**OSKLEN**



Vogue Italy



**OSKLEN squared sleeves shine dress.**

## EDITORIAL

OSKLEN



L'Uomo Vogue Italy

**Icone d'oggi**  
James Dean? Per molti è Ryan Gosling

Giacca Osklen; camicia Lee; T-shirt Cycle; pantaloni Jeckerson; sciarpa Prada

Dirk Bikkembergs

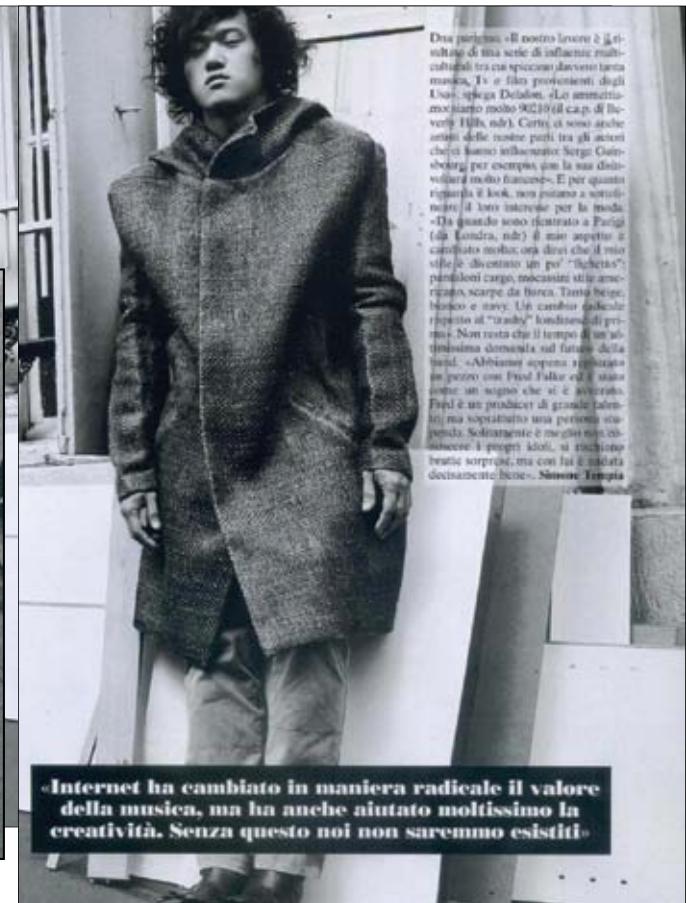
Predi Pater

United Colors of Benetton

Giacca Bomboogie; camicia Lee; T-shirt Cycle; pantaloni Jeckerson; sciarpa Prada

Sneaker Tempa

Cappello Kientz Collection



**EDITORIAL**

**OSKLEN**

Elle Brasil

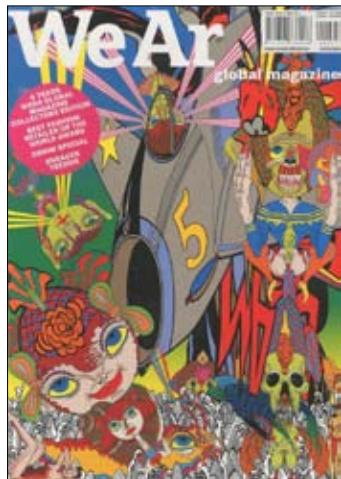
The cover of Elle Brasil magazine features a large, bold title "ELLE" in red and white at the top. Below it, a woman with long dark hair and blue eyes is shown from the waist up, wearing a shimmering, sequined, off-the-shoulder top and a matching sequined skirt. She is looking directly at the camera with a neutral expression. To her left, the text "SUPEREDIÇÃO 102 PÁGINAS DE MODA!" is displayed in large red and black letters. To her right, there are several columns of text in Portuguese:

- "MINAS GERAIS MODA BALADAS POINTS" (top right)
- "PÓS, BASES, BLUSHES PARA ILUMINAR SUA PELE" (middle right)
- "CABELOS CRESPOS BRILHANTES E MACIOS? É POSSÍVEL!" (bottom right)
- "UP NOS BÁSICOS COMO DEIXAR SEUS CLÁSSICOS DE CARA NOVA" (bottom right)
- "ACHADOS PARA TRABALHAR COM ESTILO" (bottom left)
- "O JEITO MODERNO DE USAR MÍNIS E FORMAS AJUSTADAS. SEM ERRO!" (middle left)
- "SEXY IS BACK" (center left)
- "www.elle.com.br" (vertical on the far left)

At the bottom left, there is a small logo for Abril and some publication details: ISSN 0104-1703, 00256, 9780104170208, R\$12,00 ANO 22 Nº 9 SETEMBRO/2009.

## EDITORIAL

OSKLEN



We Ar UK



EDITORIAL

OSKLEN



Dazed & Confused USA



BODY AND LEGGINGS BY OSKLEN  
VEIL COURTNEY'S OWN

**EDITORIAL**

**OSKLEN**

Fashion Daily News France





Popeye Japan



難波4番も京橋に入る  
超ピッタなサイズ。



## **EDITORIAL**

**OSKLEN**



Elle USA

**Vogue Italy**

Maglia di cotone intrecciato e gonna di tessuto impermeabile con zip, Osklen, Anello Elf Craft; bracciali Nanni e Dell'Est by Sung K; collant Emilia Cavallini. Nella pagina accanto, da sinistra. Cappotto di astrakan, Diego M; T-shirt stampata, Bray Steve Alan; leggings Deha; cuffie con Swarovski, On Aura Tout Vu; collane Anna Tarabelloni; sandali Gianvito Rossi. Cappotto di astrakan, Diego M; top American Apparel; leggings Feeling by Patrice Catanzaro; guanti Glovedup; cintura Dell'Est by Sung K; stivali Tsuru by Alessandra Stella.

## **EDITORIAL**

OSKLEN



Elle Japan

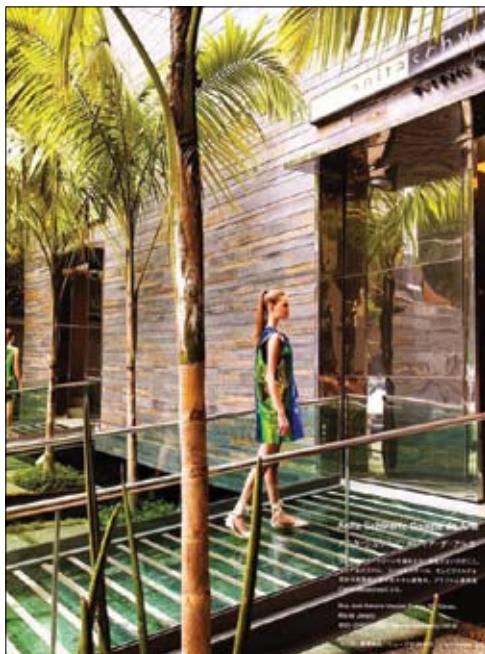
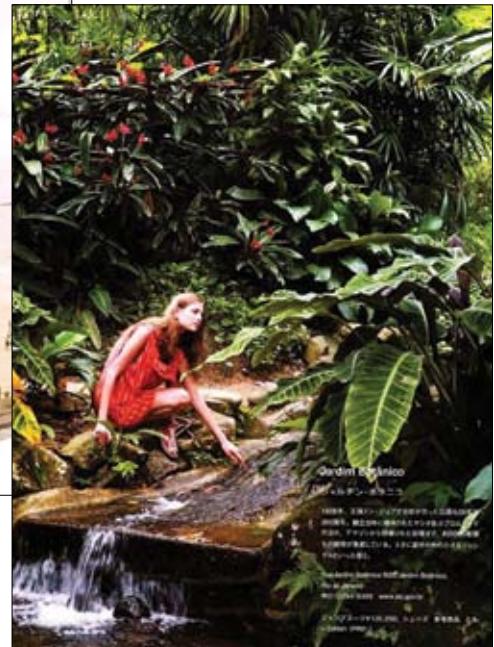


# EDITORIAL

OSKLEN



Numero Japan





L'Uomo Vogue Italy

**L'UOMO/Style**

*Uniformi monocrome che escludono dalle solite regole dell'abbigliamento maschile per cristallizzarci in un'idea di cupi dall'animo dark.*

*Con pochi pezzi aggressivi e d'impatto*

di Claudio Gestaldò e Alessandro Pineda

**U**n'intera serie di divise contemporaneo, una serie di pezzi componibili e intercambiabili. Ma non solo. La collezione è stata studiata per d'imparare la scelta delle cosce in un'unica colonna. Coppe stonate e militari, secca, ma comunque in contrasto. Bottoni e ganci in pelle e in materiale recinzivo, lunghe

maglie sbrecciate, pantaloni in panno e tessuti. Un look che si è definito grazie all'arrivo di designer prima fra tutti Rick Owens ma anche il suo pupille Giorgio Armani, Gianni Versace, e molti altri creatore da Kien West. Anche per Dior Homme e Bruno Piarchi per Hugo Boss (per i Gaudelli) sono inseriti banchi dell'informazione. I pantaloni Rick Owens; foto Ralf Simons by Dr. Martens (in alto); da sinistra: Giacca Dior Homme; pantaloni Dior Homme; cappello M. Yasuhiko; scarpa Ralf Simons by Dr. Martens. Giubbetto Tiffosi; maglia e scarpa, M. Yasuhiko; pantaloni Rick Owens; foto Ralf Simons by Dr. Martens. Giacca Napapijri; maglia Prada; pantaloni e scarpa, Mihara Yasuhiro. Gareth Pugh. Piumino Museum; maglia Prada; scarpa Louis Vuitton; pantaloni Osklen

**A SHARP approach to masculine WEAR**

Giacca Dior Homme; pantaloni Dior Homme; cappello M. Yasuhiko; scarpa Ralf Simons by Dr. Martens. Giubbetto Tiffosi; maglia e scarpa, M. Yasuhiko; pantaloni Rick Owens; foto Ralf Simons by Dr. Martens. Giacca Napapijri; maglia Prada; pantaloni e scarpa, Mihara Yasuhiro. Gareth Pugh. Piumino Museum; maglia Prada; scarpa Louis Vuitton; pantaloni Osklen

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Surface USA



PRINTED CHIFFON DRESS, ROBERTO CAVALLI. CUT-OUT LEATHER SANDALS, HOUSE OF HOLLAND. COTTON HOODED VEST, STARSTYLING. COTTON T-SHIRT, YIGAL AZROUEL. SILK PANT, OSKLEN. (OPPOSITE) KNIT/CHIFFON DRESS, JEAN PAUL GAULTIER. PATENT-LEATHER GLADIATOR SANDAL, GIUSEPPE ZANOTTI DESIGN



POLYAMIDE MONSOON DRESS, OSKLEN. PATENT-LEATHER SHOES, BRUNO FRISONI. WOOL/SILK-TULLE SHEATH AND COAT, CHADO RALPH RUCCI. PATENT-LEATHER PLATFORM SHOES, PIERRE HARDY. (OPPOSITE) COTTON-KNIT HAT, ZEGNA. COTTON COLOR-BLOCK T-SHIRT AND SHORTS, ALEXANDRE HERCHCOVITCH

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(FROM LEFT) MEDIUM-FIT COTTON-VISCOSE SHIRT WITH PICK-STITCH DETAIL. JOHN VARVATOS. HALTER-STRAP PRINTED POLYESTER JUMPSUIT. HUSSEIN CHALAYAN. STRAPLESS WIDE-LEGGED JUMPSUIT WITH LOREX STRIPES AND METALLIC LACE-UP ESPADRILLES, BOTH OSKLEN. GRADATION LEATHER BODY SUIT AKIKO OGAWA. RIB-KNIT CREW SWEATER, JOHN VARVATOS. COTTON PANTS, PAUL SMITH

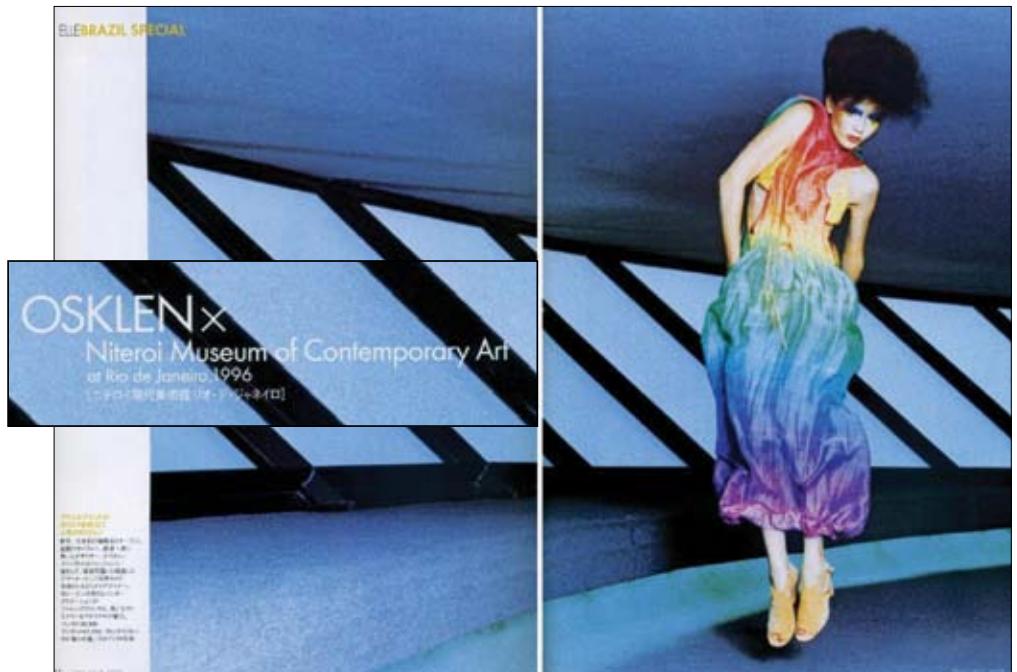
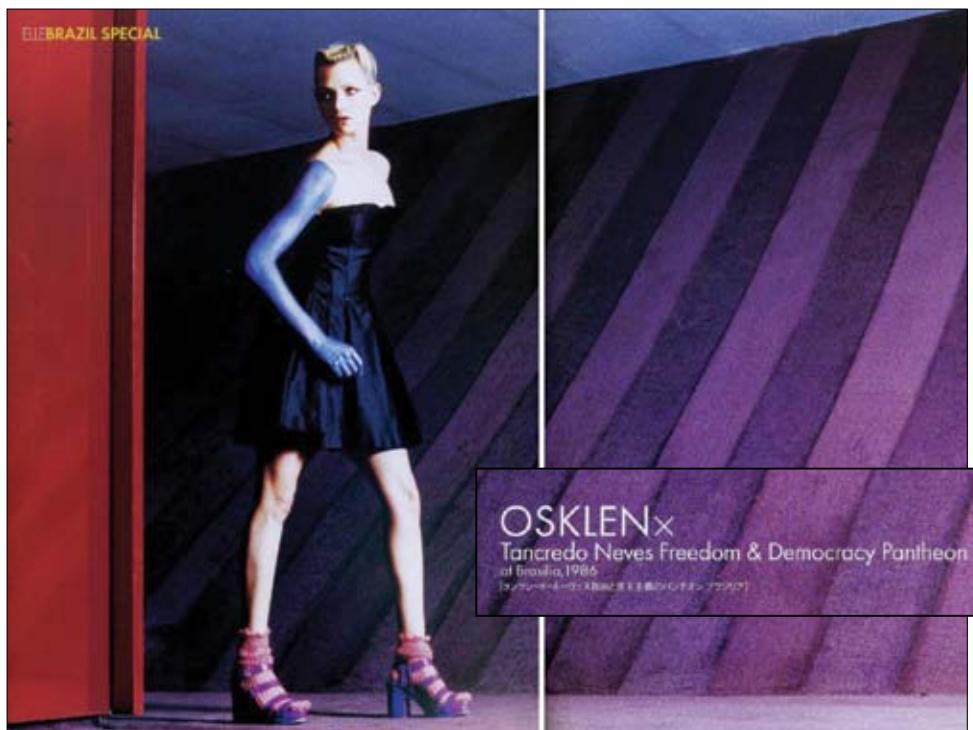


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Elle Japan



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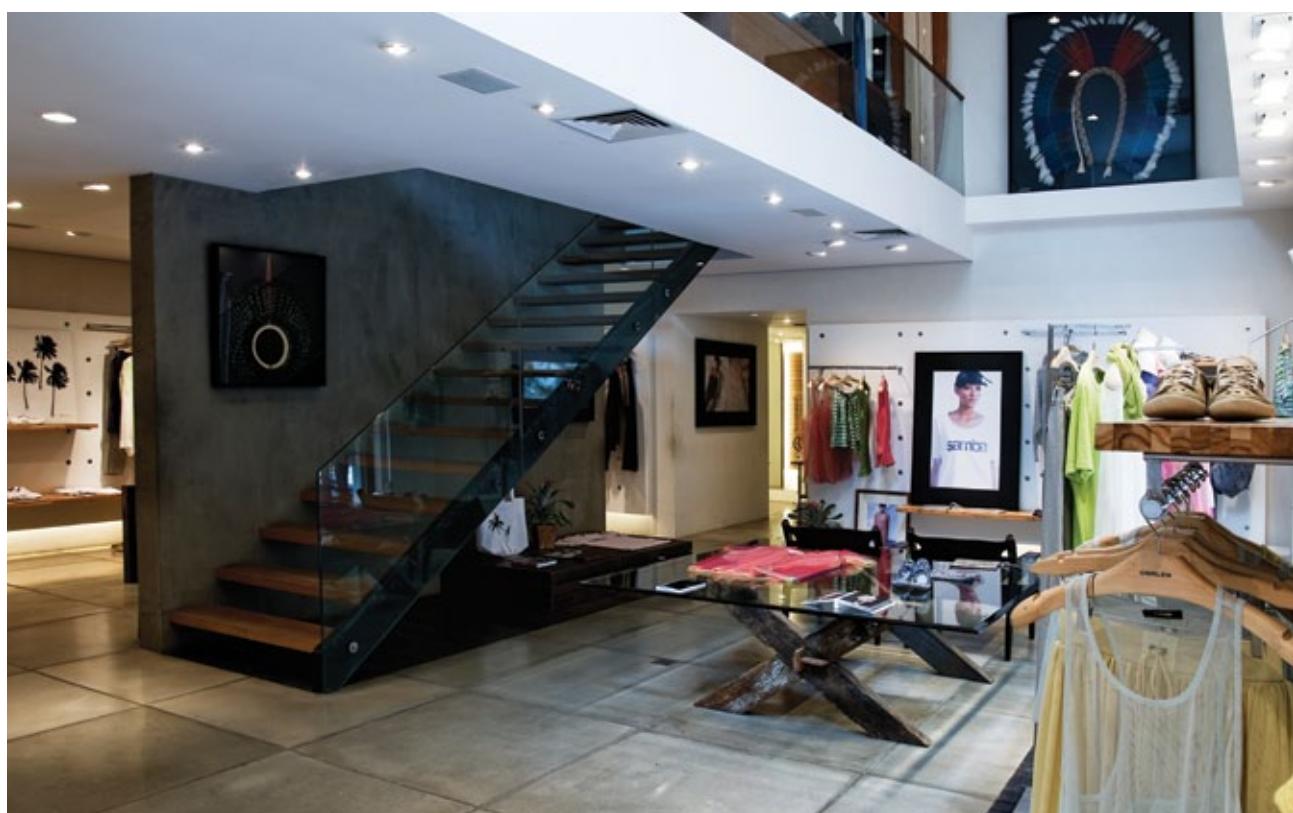
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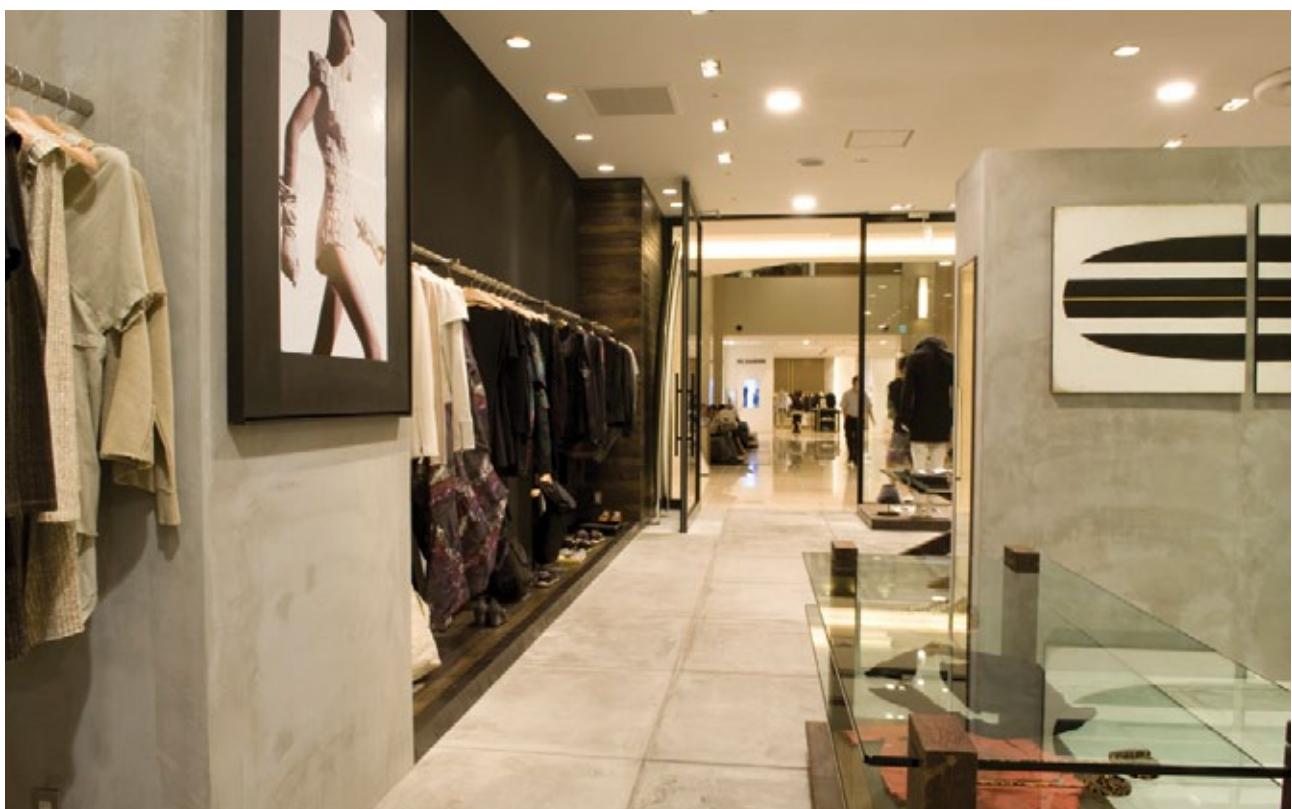
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