A MARCA

A **OSKLEN** representa o lifestyle da mulher e do homem contemporâneos, em um mundo onde convivem o urbano e a natureza, o global e o local, o orgânico e o tecnológico, dando vida a um estilo baseado na harmonização dos contrastes.

O Universo da **OSKLEN** é um reflexo da visão e dos elementos de estilo de Oskar Metsavaht, Diretor Criativo da marca. Moda, arte, cultura, design e meio ambiente fazem parte do inspiracional da marca, o que a torna, mais do que uma grife, o veículo de comunicação desse estilo de vida.

Em outubro de 2012 a Alpargatas, líder no setor de calçados na América Latina, fez a aquisição de 30% da **OSKLEN**. Em novembro de 2014 concluiu a compra de 30% adicional de participação na marca. Hoje a Alpargatas detém 60% do patrimônio social da empresa.

A **OSKLEN** apresenta suas coleções na Semana de Moda de Nova York e na São Paulo Fashion Week. Hoje a marca está presente nas principais capitais do Brasil, além de suas flagship stores em Nova York, Miami, Tóquio, Mykonos, Buenos Aires e Punta del Leste.

DESIGN E DIRETOR CRIATIVO

OSKLEN

"Meu processo criativo começa com uma cena, uma história, um estilo, um conceito que crio a partir de algo que eu desejei ou vivi. Deste ponto, eu crio o clima, a atmosfera, os looks e as atitudes. Na maior parte das vezes, eu concebo a campanha antes mesmo da coleção. Talvez por isso eu adore fazer a direção de arte do photo shooting. Crio a atmosfera da história e faço meus próprios filmes, através dos quais posso compartilhar a cena que imaginei no início do processo. As peças são desenhadas para serem o figurino do meu filme. E é possível "assistí-lo em cada detalhe da coleção. Só fico satisfeito quando os elementos propostos para cada peça, as cores, as texturas e as silhuetas passam a ser usados pelos personagens do filme que criei", **Oskar Metsavaht**.

Seu estilo de vida conectado ao urbano, à natureza, às artes e aos esportes "boarding", unido à sua constante necessidade de experimentação, são a fonte de inspiração para seu processo criativo.

Através da Om.art, seu estúdio de criação para projetos de arte, como seus short movies, art screening e projetos editoriais para exercitar novas linguagens para suas idéias, tem sido convidado para criar projetos, como o Andy Warhol Foundation of Art, a série de relógios para a H. Stern, intitulada Arpoador, comercializada no Brasil e no exterior e a edição especial de Absolut inspirada na cidade do Rio de Janeiro.

Oskar Metsavaht tem sido reconhecido como um dos precursores do movimento de sustentabilidade, levando ao mercado a idéia de "NOVO LUXO". Seu trabalho foi citado em um profundo estudo desenvolvido pela Word Wild Foundation (WWF-UK) como um "Criador de Futuro". Ele é frequentemente convidado para participar como palestrante sobre o tema em conferências mundiais, tais como a Milano Fashion Summit e o Ethical Fashion Paris. Oskar foi convidado pela Vogue América a participar do evento Runway to Green, um desfile de moda beneficente para promover a sustentabilidade entre marcas do segmento de luxo. Em junho de 2012 **Oskar Metsavaht** foi convidado pela Unesco para ser o embaixador oficial da Unesco na Rio+20, e através do Instituto E, idealizou o Premio E, uma premiação oficial da Rio+20 com foco em sustentabilidade que visa identificar, premiar e celebrar iniciativas socioambientais desenvolvidas nos últimos 20 anos – desde a ECO-92.

Fundador do Instituto E, uma organização sem fins lucrativos localizada no Rio de Janeiro, dedicado à promoção do desenvolvimento humano sustentável, ele desenvolve o projeto e-fabrics que, em parceria com empresas, instituições e centros de pesquisa, identifica tecidos e materiais desenvolvidos a partir de critérios socioambientais. Em 2011, a sua marca, **OSKLEN**, recebeu o título de "Marca de luxo emergente do ano" em Londres, e foi declarado pela revista Fast Company a quarta pessoa mais inovadora do Brasil e uma das 100 pessoas de negócios mais criativas no mundo. **Oskar Metsavaht** também foi nomeado em 2011 como Embaixador da Boa Vontade da UNESCO. Neste mesmo ano Oskar foi convidado por Suzy Menkes para ser um dos speakers durante o International Herald Tribune Hot Luxury Event. Além disso, foi um dos palestrantes do SWU, ao lado de Neil Young e Bob Geldof entre outros.

Também naquele ano Oskar foi nomeado membro do Conselho de Inhotim – entidade sem fins lucrativos, o maior museu a céu aberto do mundo a abrigar importante acervo de arte contemporânea, que também desenvolve ações educativas e sociais, além de Membro do Conselho do Greenpeace.

Em junho de 2012 **Oskar Metsavaht** foi convidado pela Unesco para ser o representante oficial da Rio+20 e, através do Instituto E, idealizou o Premio E, uma premiação oficial da Rio+20 com foco em sustentabilidade para identificar, premiar e celebrar iniciativas socioambientais desenvolvidas nos últimos 20 anos, desde a ECO-92.

Ao lado de nomes como Arcade Fire, Chris Milk, Takeshi Murata, Oskar foi convidado para integrar o elenco do "The Creators Project", projeto mundial da ViCE, que em parceria com a Intel, visa reunir os artistas mais expressivos das áreas de arte, design, moda, e música.

osklen.com

Vogue USA

VIEW

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

rio bravo

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

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

Yet his collections show that he does indeed design, a process that is informed both by his previous life—"As a physician, you are always looking at the body"—and his avid devotion to adrenaline-charged pursuits like mountaineering and surfing. So there are curvy jackets with high collars, the better to protect a woman's face from the elements; lean pants with ergonomic seams at the knees, so they move as their wearer does; and racerbacks on evening dresses because, contrary to popular belief about the free-and-easy Brazilian attitude to showing off skin, he prefers a more modest approach. His life 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

Vogue

VOGUE BRASIL

Osklen | São Paulo | Inverno 2015

Osklen | São Paulo | Inverno 2015

abrir a galeria

1 de 22

Osklen

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

New York Times

A Multicolor Revolution

Chris Moore/Karl Prouse

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

By SUZY MENKES
Published: September 12, 2012

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

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FASHION

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 f
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Enlarge This Image

Chris Moore/Karl Prouse

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

Enlarge This Image

Chris Moore/Karl Prouse

Vera Wang, spring/summer 2013, in New York.

Enlarge This Image

Chris Moore/Karl Prouse

Duro Olowu, spring/summer 2013, in New York.

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

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

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

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

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

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

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

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

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

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

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

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

style.com

SPRING 2013 READY-TO-WEAR

Osklen

REVIEW | COLLECTION

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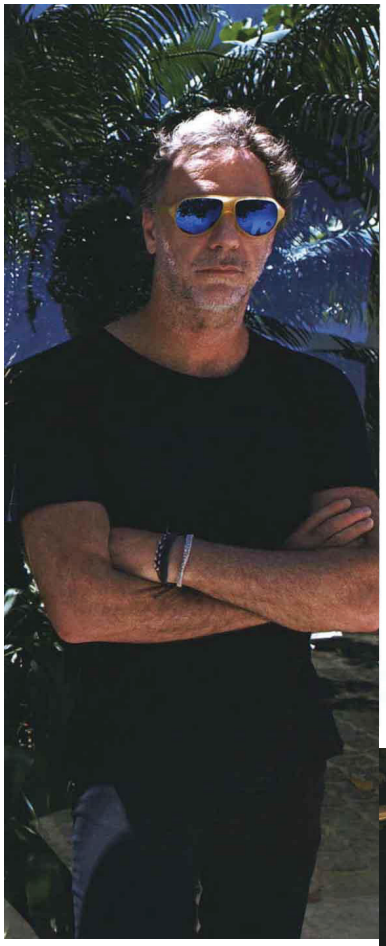
SEPTEMBER 11, 2012
NEW YORK
By *Jessica Minkoff*

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.

Vogue



French *connection*

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

POR DANIELA FALCÃO FOTO RENATA CHEDE

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

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

MISTER

Por Matheus Mazzafera

A borda da piscina na Villa Philippe virou passarela para o primeiro desfile da Osklen Praia A&B

Alexia Niedzielski, Oskar Metsavaht e Bianca Brandolini

Betina de Luca e Alexia Wenk

Juliana Calcena e Luciana Novis

Paula Bezerra de Mello e Caetana Metsavaht

Constança Basto e Lucio Salvatore

Patricia Brandão, Daniela Falcão, Alexandra Farah, Bruno Astuto e Hermes Galvão

Cande Salles e Rogério S.

RIO DE JANEIRO

DEU SAMBA!

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

Oskar Metsavaht e Juliana Suassuna

FOTOS: BRUNO RYFER/DIVULGAÇÃO E FERNANDO GODOY/DIVULGAÇÃO

SÃO PAULO

AFTER SHOW

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

Cristiano Baran e Giuliana Romanno

Alexandra Farah e Lara Gerin

Joanna Fleury e Felipe Segall

Camila Fasano e Stella Batocchio

MariaSole Cecchi

Daniela Cutait e Emar Batalha

Priscila Borgonovi

STYLE.
COM /

DESIGNER UPDATE

Bianca Brandolini and Alexia Niedzielski Collaborate with Osklen

Everything's coming up Rio this season. At last week's much-buzzed-about Fashion Rio shows, we couldn't help but get a little jealous after seeing all the island-ready prints and colors. (How many vacation days do we have left?) We were particularly drawn to Oskar Metsavaht's latest swimwear offering at Osklen. For the first time, the designer—who also presents ready-to-wear in New York—focused solely on his swim range, which he designed in collaboration with stylish jet-setters Bianca Brandolini and Alexia Niedzielski. A first look at the collection debuts exclusively here. "While our customers know and love our swimwear, I wanted to increase visibility through our runway show," Metsavaht told Style.com. "[Bianca and Alexia] are half-Brazilian, half-French, so [they] embody our mood,*carioca* mixing elegance and cosmopolitism."

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

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

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

—Emily Farra

tags: Alexia Niedzielski, Bianca Brandolini, Osklen

colette

Newsletter/ Janvier 2015

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Maillots de bain : Lisa Marie Fernandez / Osklen

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

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

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

New
-
Femme
Homme
Street
Lunettes
Bijoux
Time
Culture
Musique
Design
Hi-tech
Kids
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Water-bar
Best
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Marques

OSKLEN / Maillot de bain

Tailles: Choisir la taille

Quantité: 1

Ajouter au sac

Tweeter 0 | Pin it | +1 0 | Partager 0

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

Collection Printemps-Eté 2015 par Oskar Metsavaht

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

Voir tout OSKLEN →

Grazia France

Bianca Brandolini et Alexia Niedzielski

LES GYPSETTEUSES RÉTROPICALES

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

Osklen.com

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

PHOTOS: DR

O GLOBO
SÁBADO 19.4.2014 oglobo.com.br

ela

HELMANDO MENDES

Bianca Brandolini e Oskar Metsavaht estreiam parceria

BIANCA & OSKAR

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

BIANCA e as peças da Osklen Praia, sua primeira incursão na moda brasileira

MARCO DE MELO CASTRO/DIVULGAÇÃO

MODA SEXY E MODERNA

GILBERTO JÚNIOR
gilberto.junior@oglobo.com.br

Oskar Metsavaht costuma dizer que, se a Osklen tivesse uma musa, ela com certeza seria a atriz italiana Bianca Brandolini. Ele gosta do jeito como Bianca se mexe, de seu sorriso, de seus longos cabelos e, principalmente, de seu estilo despojado chique — que, por sinal, é a cara da Osklen. Por isso, Oskar não recuou quando Bianca veio com uma proposta até então inusitada: desenhar uma coleção de praia a seis mãos — na empreitada também estaria Alexia Niedzielski, a francesa que é editora da revista "System".

— Elas são minhas amigas e já vestiam Osklen há muito tempo. Mas não conheciam a linha de biquínis. Em março do ano passado, Bianca e Alexia me procuraram, sugerindo uma colaboração. Eu nunca tinha feito algo assim. Tanto eu quanto minha equipe somos criativos, não pensamos nisso. Mas a coisa toda se encaixou — explica Oskar.

Bianca conta que a Osklen Praia, que estreou no Fashion Rio na semana passada, começou com uma água de coco no Arpoador:

— Alexia e eu queríamos fazer biquínis, porém com uma modelagem europeia, pois a brasileira é pequena demais. Mas era complicado criar a estrutura no Rio, pois não moramos aqui o tempo inteiro. Pensamos em grifes que gostamos e chegamos à Osklen, a nossa preferida no Brasil. Convidamos o Oskar para tomar uma água de coco no Arpoador e falamos sobre a nossa ideia. Ele disse que poderíamos fazer juntos — diz Bianca, que acha Oskar o mais europeu dos brasileiros. — Ele tem uma visão muito moderna de moda, faz uma mulher cool e sexy.

O desfile de estreia da Osklen Praia foi apontado como um dos melhores da temporada de verão 2015. Na passarela, biquínis e maiôs comportados, listras, muitas peças em preto e branco e estampas que reproduzem a paisagem de Ipanema.

— Foi muito legal fazer o desfile no Rio. Para mim, a cidade é a capital da moda praia. Falo isso há 15 anos. O Rio não deveria disputar com São Paulo. Após o Fashion Rio, a conclusão que tivemos é que as marcas de beachwear foram os grandes destaques. Esse é o caminho que devemos seguir. A moda urbana não é característica da cidade — avalia Oskar, que continuará a apresentar sua linha principal na São Paulo Fashion Week e em Nova York. — A linha praia seguirá no Rio — completa.

A participação de Bianca em coleções futuras da Osklen Praia ainda não está acertada. Mas o début agradou. Em Trancoso, seu destino logo após o desfile, ela só escutou elogios.

— Mas quem vai falar que fiz algo horrorroso? — brinca a italiana, que posou para este ensaio com os seus looks favoritos da coleção, que chegará às lojas somente em outubro.

Essa não é a primeira vez que Bianca encara o papel de modelo. Aos 26 anos, ela já estrelou campanhas para a Dolce & Gabbana, ao lado de Monica Bellucci e da top Bianca Balti.

— Eu me sinto muito bem fotografando para a Dolce porque as campanhas contam uma história — diz ela, que, em breve, sairá em turnê para divulgar o filme, "The Innovators", dirigido por Carmen Chaplin, neta de Charlie Chaplin. — Comecei a atuar na Itália. Adoro interpretar outras pessoas, apesar do cansaço das gravações.

Bianca tem origem aristocrata. É filha do conde Ruy e de Georgina Brandolini, que, durante anos, foi relações públicas do estilista Valentino Garavani.

— Minha família é bem italiana. Quando nos reunimos em Veneza é uma bagunça. Todo mundo grita, comemos muita massa.

Vivendo entre Paris, Milão e o Rio, ela gosta mesmo é de viajar. No Brasil, por exemplo, a italiana passa as férias de fim de ano, dividindo o seu tempo entre o Rio e Trancoso. A Índia também faz parte de seu roteiro.

— Mesmo na Índia eu não deixo de pensar em moda. Compro tecidos, desenho e peço para alguém fazer. Apesar do material, a roupa sai minimalista. Fã de Balenciaga e Prada, Bianca diz que sempre gostou de vir ao Rio para comprar peças da Osklen e os biquínis de Lenny Niemeyer.

— Agora acho tudo em qualquer lugar — comemora, indicando que o plano de internacionalização da Osklen anda surtindo efeito.

— Nos últimos anos, abrimos lojas na Itália, no Japão e nos Estados Unidos. A minha ideia era experimentar se a minha proposta de estilo seria compreendida e aceita nessas diferentes culturas que são exigentes em qualidade, originalidade e significado de marca. Não é apenas vender para esses mercados, mas ter loja expondo seu estilo o ano inteiro. Enquanto alguns designers não deram certo no Brasil, a Osklen deu e continua crescendo — encerra Oskar. ●

Coordenação: Gilberto Júnior. Direção de arte: Oskar Metsavaht. Beleza: Rafael Senna.

Mais Fashion Rio na página 8.

ela

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ANA CRISTINA REIS VOLTA A ESCREVER NO DIA 10 DE MAIO

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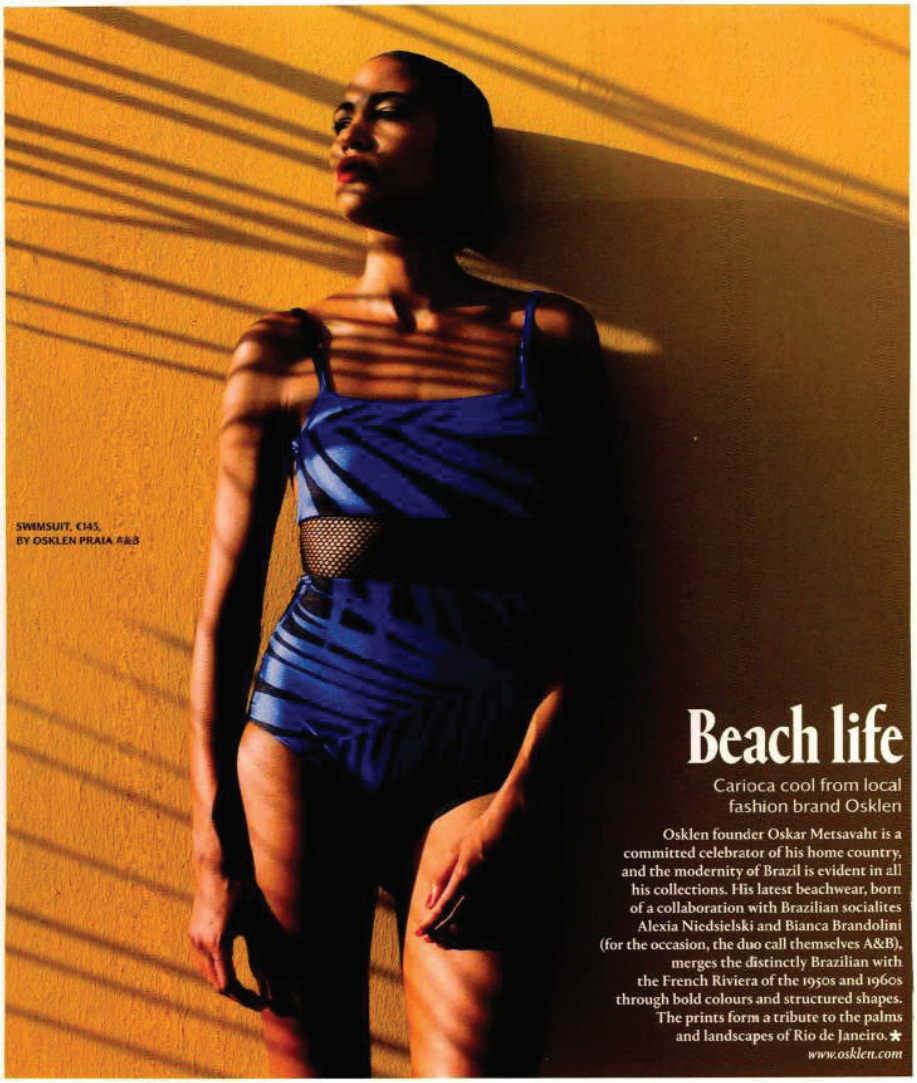
BRAZIL SPECIAL

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



SWIMSUIT, €145, BY OSKLEN PRAIA A&B

Beach life

Carioca cool from local fashion brand Osklen

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

www.osklen.com

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

W USA

WHO TASTEMAKERS

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

Beauty Insider

PRABAL GURUNG

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

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

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

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

Blame It on Rio

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

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

BEAUTY EDITOR: PHOTOGRAPH BY JUSTIN ACKLAND; PHOTOGRAPHY ASSISTANT: ZHEILA ASHPON; STILL LIFE: GORDAN SPEURAS; BLAME IT ON RIO: PHOTOGRAPH BY JESSICA SANTA MONICA; VERBOTEN: ALEXANDRE MATTIOLI; HAIR: CHAD ALLEN; MAKEUP: PETER AUL; MANICURIST: ROSIE ALLEN; PRODUCTION: ROSE ALLEN; PRODUCTION ASSISTANT: PETER AUL; WARDROBE EYE: PARTRAIT; TOM CHAIS; STILL LIFE: MATTHEW DOGLIGON

Bianca Brandolini d'Adda and Alexia Niedzielski (from left) wear pieces from their new collection.

WANDERING EYE

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

Vogue

Irmandade fashion

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

NA VOGUE

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

VOGUE NO TABLET
Confira todos os croquis da coleção Osklen Praia

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

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

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

Ao todo, a linha terá cerca de 50 looks, que serão desfilados numa casa em Santa Teresa, marcando a volta da Osklen para o Rio numa semana de moda. "Há tempos estávamos querendo fazer algo memorável na cidade, acho que esse desfile vai ser histórico, não só pelo lançamento da Osklen Praia por A&B, mas porque vamos promover uma verdadeira celebração do jeito Osklen de ser", planeja Nelson Camargo, *head of fashion marketing* (o cargo é assim mesmo, em inglês, porque a grife continua firme em sua escalada rumo ao cume do reconhecimento internacional).

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

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

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

Oskar apresenta três looks da linha com ar retrô assinada a seis mãos com Bianca Brandolini e Alexia Niedzielski

Fotos: Raquel Longo

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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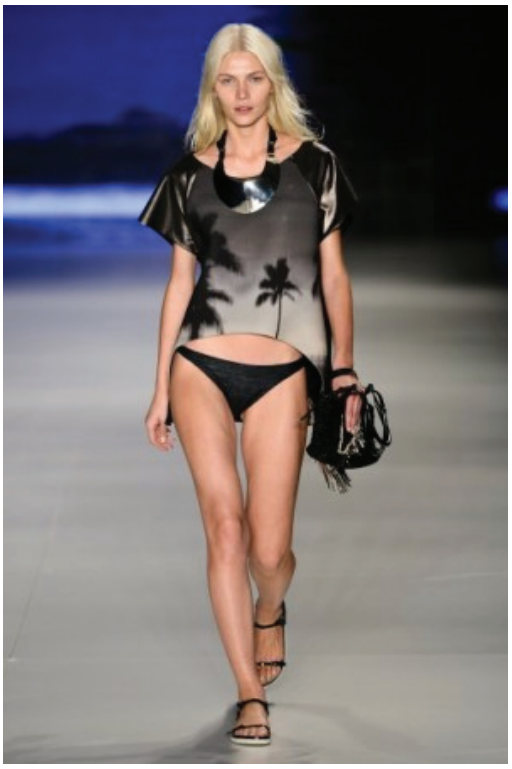


SAO PAULO–Osklen is one of the most highly anticipated shows of Sao Paulo Fashion Week and it did not disappoint. This was one collection I'm sure would do well in the states (and one brand we anticipate having an even bigger presence here in the future). I wanted everything.

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

Wallpaper*

*THE STUFF THAT REFINES YOU

Fashion Week S/S 2014

Osklen

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

DAILY CHRONICLES

blog.STYLESIGHT

Osklen

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

COLOR & FORM

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

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

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

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

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

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

STYLE.COM/

SPRING 2014 READY-TO-WEAR

Osklen

REVIEW COLLECTION

see the slideshow

view full screen

SEPTEMBER 11, 2013
NEW YORK
By *Alison Baenen*

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

Wallpaper

Wallpaper* BRAZIL SPECIAL

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

Bright hope

Brazilian fashion label Osklen steps out in style in New York

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

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

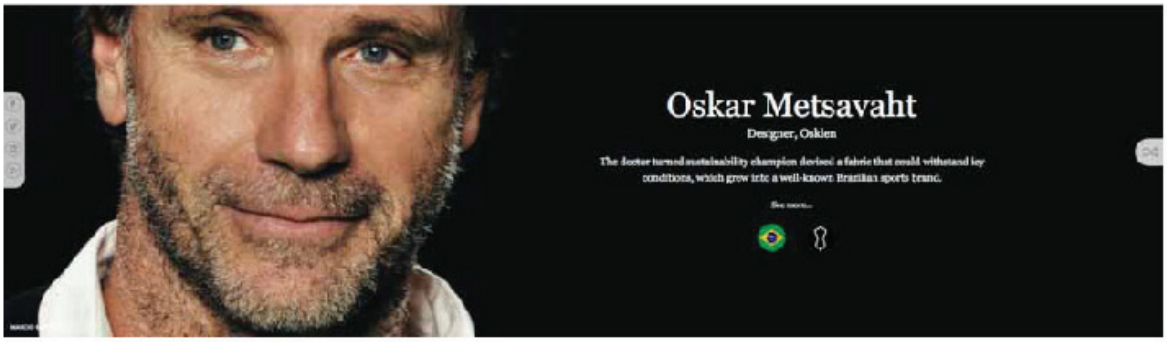
www.osklen.com

DRESS, $622; TOP, PRICE ON REQUEST; TROUSERS, $869; SANDALS, $242; TOTE, $907, ALL BY OSKLEN

Model Maria Casadevall at Select Model Management. Hair Benny Cabrera using Kérastase. Manicure Katie Francolini using Chanel. Photographer's assistant Matt Lutz

PHOTOGRAPHY WILLIM JASPERT WRITER FERNU KUH FASHION ZOÉ SINCLAIR

BOF 500



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Biography

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

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

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

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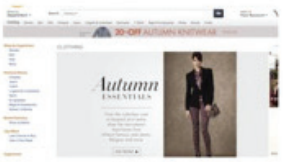
Global Briefing | Brazil's Changing Fashion Calendar

Source: The Business of Fashion



11 October, 2012

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

Source: The Business of Fashion

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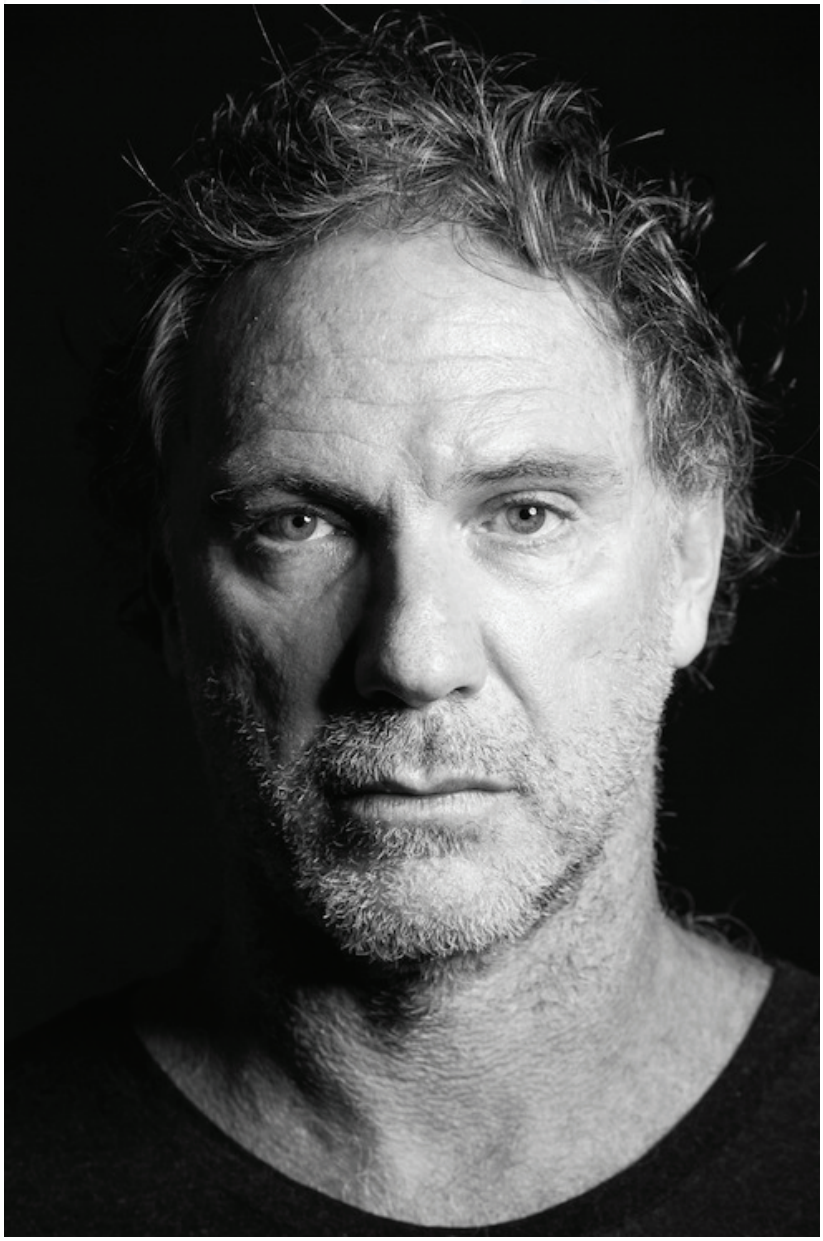
STYLE MAP

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



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COM /

FARFETCH IDEAS: AN A-LIST E-STORE TAKES BRAZILIAN BRANDS GLOBAL

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

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

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

The Telegraph

Farfetch launches Destination Brazil

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

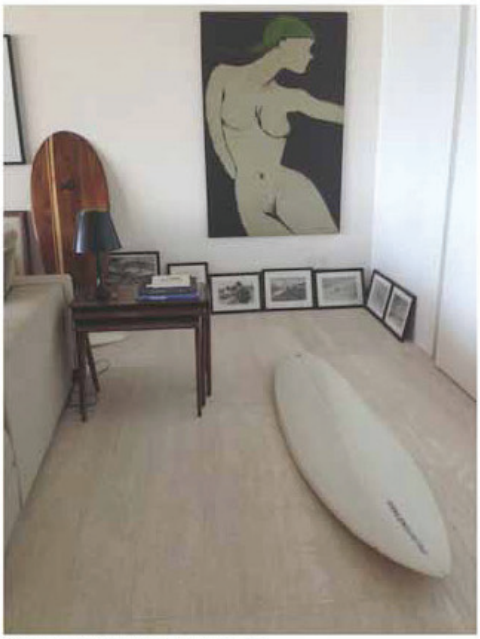
BY ELLIE PITHERS | 07 MAY 2014

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

Designs by Osklen

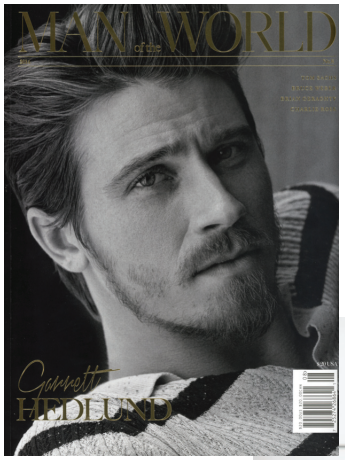
STYLE.COM/

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



Surfboards, and a painting by Ana Amélia Metsavaht

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



Man of the World

IPANEMA

PASSPORT

Osklen

85 Rua Maria Quitéria - Ipanema, Rio de Janeiro

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

EXAME.COM

Comércio eletrônico | 23/04/2014 20:00

Com a Farfetch, luxo e riqueza pela internet

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

Sérgio Teixeira Jr., de **EXAME**

Julia Rodrigues/EXAME

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

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

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

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

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

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

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

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

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

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

Tags:

Barneys, Comércio eletrônico, Condé Nast, Farfetch, Givenchy, Luxo, Marcas, Moda, Vendas

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

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

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

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

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

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

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

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

Os preços, naturalmente, incluem o custo Brasil: um tênis Givenchy, que custa 630 dólares na Barneys, uma das lojas mais famosas de Nova York, sai por 2 940 reais pelo site da Farfetch. "Minha maior concorrente é a **TAM**", afirma Neves, rindo — mas falando muito sério.

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

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

STYLE.COM/

STYLE MAP

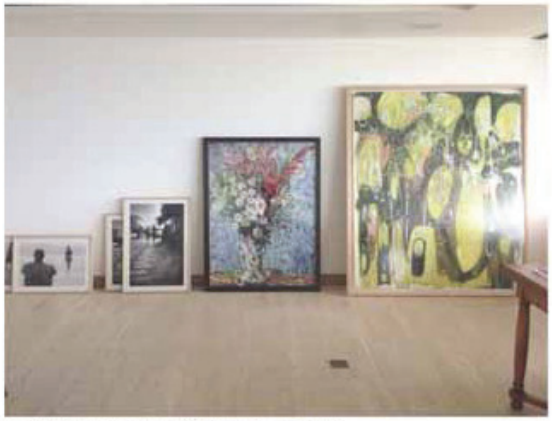
VIEW MAP VIEW CITIES MEET THE CONTRIBUTORS VIEW DEPARTMENTS

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

BY
PAULA BEZERRA DE MELLO

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

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



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

Safari Japan

Safari Japan

VMAN

VMAN

OSKAR METSAVAHT: THE SOUL OF BRAZILIAN STYLE

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

PHOTOGRAPHY VICENTE DE PAULO TEXT ADDISON O'DEA

Sweater Osklen

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

Safari Japan

Safari Japan

Ten UK

10 PEOPLE TO MEET

OSKAR METSAVAHT
FOUNDER AND CREATIVE DIRECTOR, OSKLEN

What's new for spring/summer 2013?
"A second Noughties – contemporary, fresh, urban/beach. Inspired by an imaginary summer day, from sunrise to sunset and early night. I would say it's not retro or even future, it's actual, from my point of view. Some of the visual language of the 1960s, a mix of futurism and beachy flower power, but modern. Please have a look at my art book of the current collection to understand. It's hard for me to express by writing or talking."

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

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

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

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

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

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

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

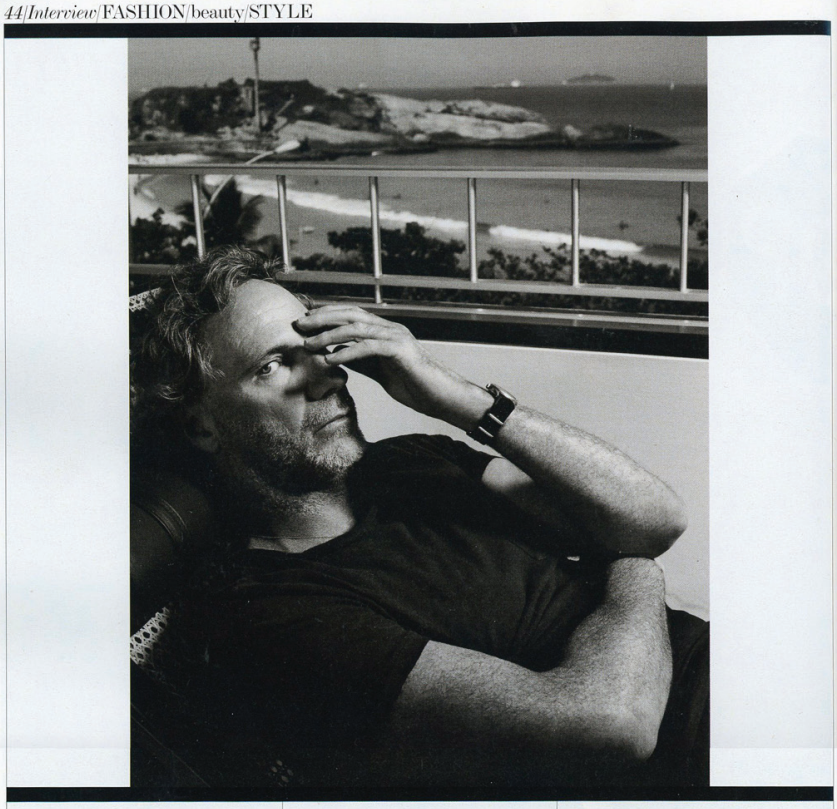
Can you samba?
"Of course ;-)."

WWW.OSKLEN.COM

PHOTOGRAPHER **MARCELO KRASILCIC**

Interview

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

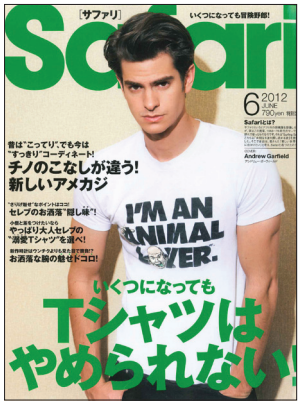


Oskar METSAVAHT

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

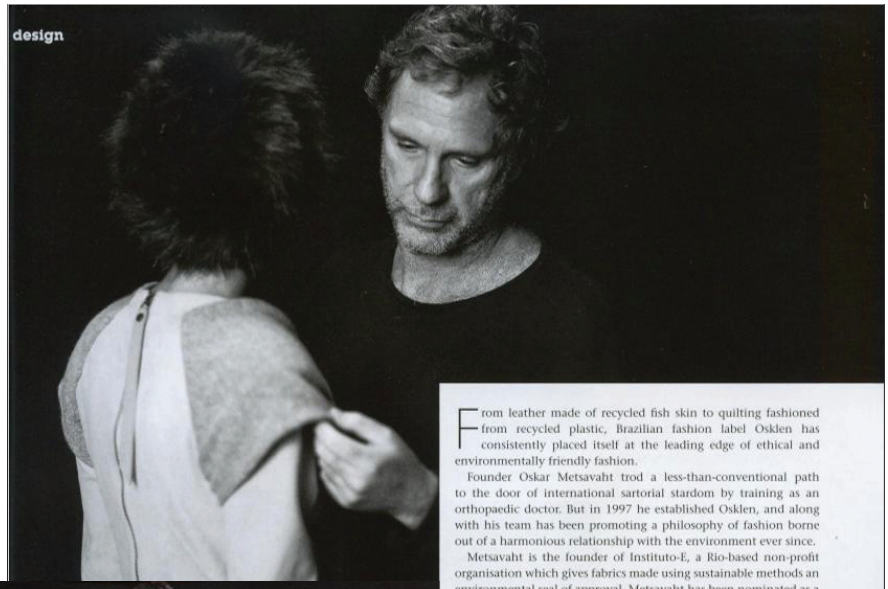
The genesis of Osklen has a direct connection to the good doctor's medical experience. Finding the available winter gear lacking, Metsavaht, an avid outdoorsman, snowboarder, and skier, designed his first weather-resistant jacket for a climb in the Andes in 1986, where he was accompanying a group as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

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



Safari Japan

Sublime UK



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

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

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

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

OSKAR METSAVAHT: 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 anorak, 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.

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

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

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

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

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

BRAZILIAN SOUL

Interview Zara-Jade Bestwick

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

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

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

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

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

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

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

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

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

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

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

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

OM: We represent the kind of lifestyle of people who know that drinking coconut water with your feet in the sand is as luxurious as drinking champagne from a crystal glass. Or that being at a rave in a tropical forest is as chic as being at a gala ball in London. Or that using helicopters for snowboarding in Alaska is as soulful as searching for waves to surf from a fishing boat in the Fiji Islands.

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

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

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

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

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

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

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

osklen.com

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

Journal da Tribune – France

JDI 23 JUIN 2011 - N° 4750 www.latribune.fr FRANCE MÉTROPOLITAINE - 1,50 €

LA TRIBUNE

En partenariat avec BFM BUSINESS

▼ HABILLEMENT

Le 23 juin 2011

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

Après 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.

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

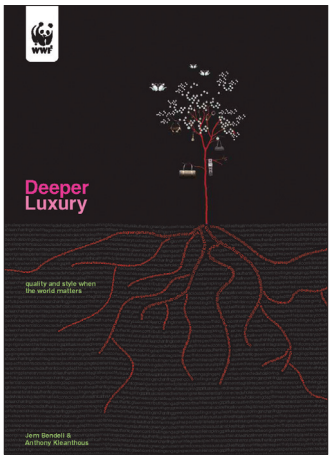
ANA FRENDO/UNESCO

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

TRIBUS AMAZONIENNES

Son style : des vêtements « chics et modernes », qui associent high-tech, couleurs du Brésil à un toucher de peau exceptionnel. Mais surtout, des matières inédites : cuir bio à base de saumon ou de dorade, latex réalisé avec des bouteilles plastique recyclées, bambou tissé pour les ceintures, soies naturelles... tout chez Osklen prône le respect de la nature et le recours à la fabrication des tribus amazoniennes. L'engagement d'Oskar n'est pas feint. Ses T-shirts en coton bio avec des messages de paix fleurissent sur les poitrines de Copacabana. En son nom, depuis 2002, des groupes de jeunes, baptisés e-brigaders arpentent 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.

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



Deeper Luxury Report UK

Article reforcing OSKLEN's position regarding sustaintability.

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.

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 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 Insituto-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.[122]

Elle Italy

ellespeciale

Laurie David. Il suo eco-sito ha già raccolto 300 mila firme.

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

Leonardo DiCaprio. Quando Hollywood si tinge di verde

New Ecology

Nel cuore dell'Africa inesplorata con il National Geographic.

La nostra battaglia quotidiana, secondo Donatella Massai.

Gli orsi della luna, in Cina, hanno trovato la loro paladina, Jill Robinson.

Coqueline Courrèges, creatività allo stato puro.

ELLE 131

ellespeciale

Julia Butterfly Hill, attivista dell'ambiente
«Utilizzo il trasporto pubblico e invito tutti a farlo. Oltre a essere un modo per ridurre il riscaldamento globale, aiuta i contatti tra le persone, incoraggia la socialità».

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

Green team

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

Kevin Bacon e Kyra Sedgwick, attori

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

142 ELLE

Elle Italy

ellespeciale

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

Alicia Silverstone, attrice
«Uso solo prodotti in carta riciclata, dai tovaglioli alla carta igienica, ai fazzoletti. E quando devo mandare un fax o stampare qualcosa dal computer, non uso mai carta nuova, ma fogli di vecchie email che conservo apposta per quell'uso».

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

Wangari Maathai, premio Nobel per la pace 2004
«Piantiamo alberi! Quando piantiamo un nuovo albero, piantiamo i semi della pace e della speranza».v

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

ellespeciale

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

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

James Taylor, musicista
«IL LIVELLO DI CONSUMO DELLE RISORSE NATURALI È INSOSTENIBILE. USIAMO MENO! FACCIAMO MENO! CHE QUESTO DIVENTI UN OBIETTIVO PER OGNUNO DI NOI».

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

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

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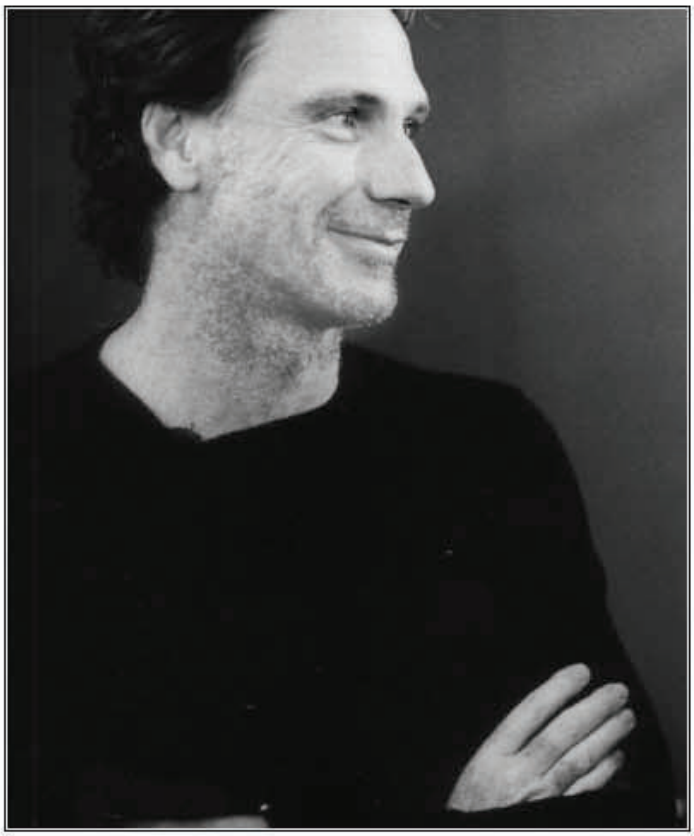
Interview

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

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

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

ZARRELLA: What was the inspiration behind this collection?

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

Vogue Italy

Face to Face

www.vogue.it/trends/il-blog-delle-tendenze

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● «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»

In Oskar Metsavaht, fondatore e stilista della griffe brasiliana Osklen, convivono anime diverse: quella dello scienziato, dell'ecologista, dello sportivo. E proprio da quest'ultima è scaturita la nascita del brand. È il 1986 e non trovando in Brasile l'abbigliamento tecnico adeguato 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 sintonizzato solo sull'abbigliamento sportivo, con la prima boutique a Búzios, località di vacanza vicino a Rio. Nel 1991 Oskar disegna la linea femminile che sfilerà al Copacabana hotel. Ma il successo internazionale lo deve a quella commistione tra 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'onirico e il gioioso che si coglie nelle raffinate immagini scattate da Oskar alle spiagge di Ipanema e Arpoador e ai loro frequentatori, esposte in una mostra a Rio lo scorso gennaio. A proposito delle quali Oskar afferma: «Registrare con immagini e parole l'estetica di Ipanema è diventata un'abitudine: la beach culture unita alla quotidianità urbana rende questo luogo semplice e sofisticato. Ipanema è luce in se stessa». Impossibile comprendere appieno la griffe senza conoscerne il complesso "retroterra". Un background nel quale spicca il côte artistico del designer, che si trasforma anche in reporter quando nel 2007 organizza e realizza "Surfing the mountains", filmato 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 trasferisce nei décors e nelle forme delle sue collezioni. «Sono un medico e dunque il linguaggio della moda mi era estraneo. Ho dovuto imparare tutto. In questi anni ho capito che ciò che mi interessa trasferire è un concetto d'estetica unita al comfort e a un'idea originale. Quando studio una collezione non penso al lato commerciale, mi interessa soprattutto trasmettere un'emozione, un'esperienza». E per sottolineare il contenuto dei propri capi, generalmente poco strutturati, ma molto studiati nella scelta dei materiali, spesso inusuali, Metsavaht ha creato l'Instituto e, un organismo che si occupa della ricerca di tessuti naturali, organici, ottenuti dal riciclo, lavorati a mano da comunità indigene. Un esempio sono gli accessori realizzati con la pelle di un pesce locale, il dorado, dalla consistenza morbida, ma resistente. Per affermare così che la moda può contribuire efficacemente a preservare il contesto sociale e ambientale. Nella collezione presentata a gennaio alla São Paulo fashion week ha fatto sfilare 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 pauperistico, ma elegante. Cui si aggiungono lunghi tubini in maglia a macropunti o avvolgenti abiti di shantung di seta stampata a motivi tropicali. Per ribadire, once more, "saudade do Brasil".

Conscious elegance

by Patrizia Gatti

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

Dall'alto. Foto di spiagge brasiliane prese da Oskar Metsavaht a Ipanema. A destra. Due outfits dalla collezione Osklen a/i 2010-2011: abito, stivali e cappello da elfo in feltro pressato; abito lungo in shantung di seta stampata e saban in tono.

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 Saõ 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

PRESS

OSKLEN

Safari Japan

PRESS

OSKLEN

Safari Japan

Wallpaper UK

NEWSPAPER

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

FASHION

SALVAGE DESIGN
PART ONE

NATURAL SELECTION
From left, salmon skin trainer, $469; pirarucu fish skin bag, $879; silk straw trainer, $347, all by Osklen, www.osklen.com
'Luizão XV' bench, R$6,900 ($3,932), by Studio MK27, from Micasa, www.micasa.com.br

Waste maker

Osklen's upcycled accessories prove beauty is only skin deep

PHOTOGRAPHY: MANOLO MORAN WRITER: EMMA MOORE

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

Fast Company USA

73 **OSKAR METSAVAHT** / Osklen

"IT ALL COMES from having an open mind about art, design, and sustainability," says Oskar Metsavaht, founder and director of Osklen, a Brazilian fashion label with 70 stores (and counting) worldwide. The "it," of course, is Metsavaht's role in turning his native Brazil into a real force in global fashion, by creating sleek, sensual clothes that are gaining fans in France, Italy, Japan, the United States, and more. The designer also had his mettle tested by disaster last year, when a fire struck his Rio headquarters. "It was sad," he recalls, "but the moment I saw the colors and prints mixing together—something I would never have imagined—I felt life coming up." So he gathered the remains to seed an entirely new collection. The much-lauded line, appropriately dubbed Fenix, hits stores later this year.

RESURRECTION IN RIO

1 / Metsavaht surveys the rubble at Osklen's Rio headquarters, which burned down last year.

2 / The charred fabric moved the designer to create his new Fenix clothing line.

3 / His fire-inspired fashions debuted on the runway in January; they'll hit stores later this year.

JESSICA MAH
inDinero

"We want to tures that pe actually unde money," says the 21-year-o inDinero, a ne finance-man platform that Mint.com for nesses. Amo more than 15 leverage: an budget make dashboard that tracks income, spending, and profits in real time.

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PAMELA RONALD
University of California, Davis

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

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RIO CARAEFF
Vevo

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

4. Creativity implies reinvention. Conan isn't the only honoree who has redefined himself. So have Arianna Huffington (No. 10); Zappos CEO Tony Hsieh (No. 29); and Brazilian fashion designer Oskar Metsavaht (No. 73), who found inspiration for a new clothing line in the ashes of his burned-out Rio headquarters.

We hope you find inspiration in the pages that follow and in our digital editions, which offer more insight into these 100 individuals' creative processes.

Robert Safian
editor@fastcompany.com

Bazaar Argentina

El nuevo lujo carioca

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

Por NOEL FALKEN

Oskar Metsavaht, fundador y director creativo.

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

Royal Black, la colección Primavera/Verano 11-12 rinde tributo a la cultura africana en Brasil.

En el *backstage* del *San Pablo Fashion Week*.

Géneros tecnológicos en una propuesta relajada para esta Primavera/Verano.

películas o les guste el mismo tipo de comida… sea en Japón, Canadá o la Argentina".

Traducir las experiencias de su particular forma de vida con el objetivo de materializarlas en cada uno de sus emprendimientos es algo que obsesiona al diseñador. "En todos los proyectos en los que me involucro, siempre lo hago desde la parte creativa y, sobre todo, 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 funcionales de alta montaña para escalar el Aconcagua. De allí que todavía encuentre inspiración en deportes como el *skateboard*, el *surf* o el *snowboard*, pero también en el contraste entre la naturaleza y la urbe, lo tecnológico y lo artesanal, lo aparentemente simple y lo sofisticado. "Me gusta mezclar los opuestos y encontrar un balance intermedio", confiesa Metsavaht, revelando la fórmula de diseño con la que ha logrado trascender fronteras.

Como médico deportólogo, 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 acariciar la silueta con los mejores géneros. Sean fibras naturales o materiales tecnológicos, piezas tan abrigadas como livianas, confeccionadas a mano o de alta resistencia, inevitablemente serán lujosas y a la vez depuradas.

Osklen transita entre esos extremos, donde se ha generado una nueva categoría de consumo denominada "nuevo lujo", que aboga por objetos exclusivos pero que van por la vereda opuesta de la ostentación. Es la misma clasificación que podría otorgarse a algunas de sus vecinas en los alrededores de Piazza Di Spagna (Roma), como Prada y 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 Metsavaht. Con eso se da por complacido: le gusta provocar, o más bien desorientar porque "esa –confiesa– es la forma con la que seduzco".

Cuando en junio pasado presentó *Royal Black*, su colección Primavera/Verano 2011-2012 en la *San Pablo Fashion Week*, lo hizo rindiendo tributo a la cultura negra de Brasil. Una interpretación para nada literal, fiel a su estética depurada, basada en los volúmenes y en sus ya característicos contrastes de materiales. Lino, neoprene, tejido de punto mezclado con hilos de metal, rafia de seda, y géneros tecnológicos, como los híbridos creados a partir de seda y PET, fueron el mix ideal para una paleta que engamó blancos con marfiles y detalles metalizados en dorado, o bien negros absolutos, hasta la llegada de las únicas estampas de la colección, generadas a partir de dibujos de encaje pixelado en tonos primarios.

Líneas depuradas, con poco color y mucha piel expuesta.

Backstage del SPFW.

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

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

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

Madonna.

En Ipanema, Oskar con Karolina Kurkova, quien protagoniza la nueva campaña de Osklen.

LAS CELEBRITIES LO ADORAN

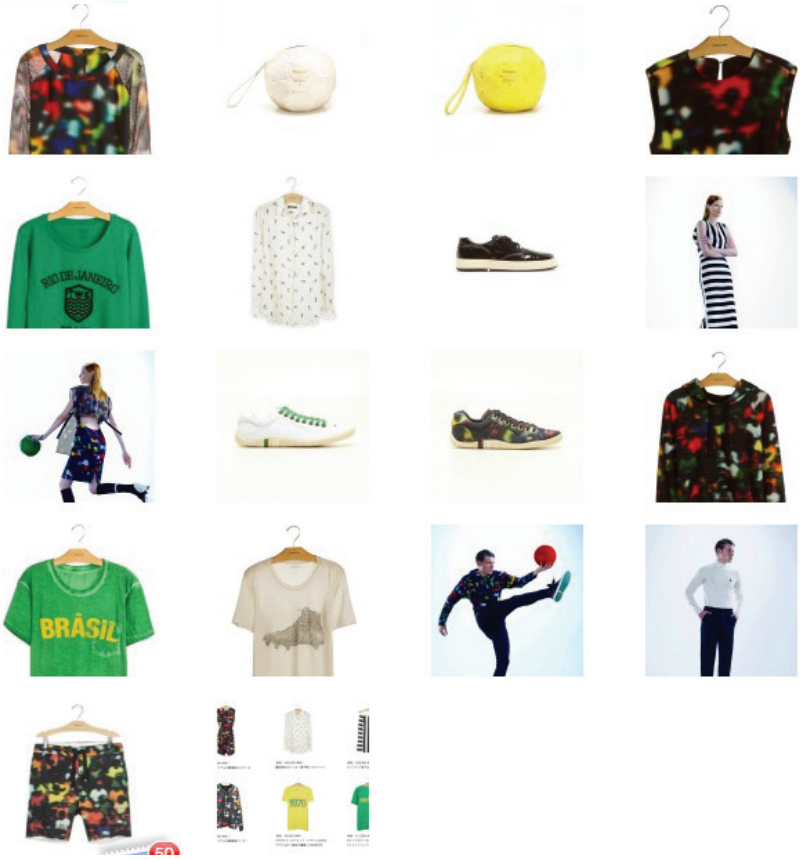
Osklen juega en las grandes ligas internacionales de la moda: más de una *celebrity* ha adoptado alguna de sus prendas. Aunque pasa sus vacaciones en la Costa Azul, Madonna no abandona el *look* carioca de su gorra *Ipanema's Sidewalk* (en homenaje a las tradicionales veredas de Río de Janeiro). Tampoco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

PRESS

OSKLEN

TFL TOKYO FRONT LINE

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



リオデジャネイロのクリエイティブ・ディレクターであるオスカル・メツァヴァトが提案するニューラグジュアリーブランド"OSKLEN"が6月に開催されるワールドカップ ブラジル大会にあわせ、「サッカー」をテーマにAWアイテムを6月に発売します。
オスカル・メツァヴァトが、日常生活の中でのサッカー写真撮影や、ブラジルの文化である 「サッカー」のダイナミックな選手のパス、足、腕、背中が描く線や図形、色と生地の抽象的なデザインを日々観察し、インスピレーションを受けたコレクションです。
間もなくワールドカップの季節。表参道店、二子玉川店でぜひ。

オフィシャルサイト　http://www.osklen.com/

WOMEN'S WEAR DAILY 05.23.2014

WWD

May 23, 2014

Fall 2014 Trend: Match Point

By ANDREW SHANG

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

A-TRAK PRESENTS INFINITE LEGROOM TRAVEL TASTEFULLY

Osklen Celebrates the World Cup with Football Series Shirts

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

1 / 3

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

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

Kat Graham

Marim Ireland

Rita Ora

OSKLEN FASHION SHOW | CELEBS

Madonna wearing an OSKLEN white mesh bag.

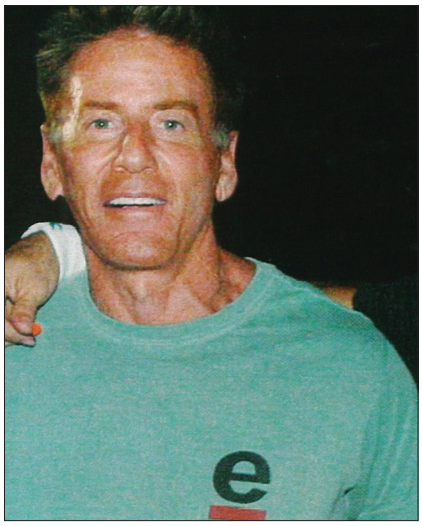
Madonna wearing the “Ipanema’s sidewalk” hat.

Madonna wearing an OSKLEN white mesh bag.

OSKLEN FASHION SHOW | CELEBS

Julia Stiles wears Osklen's dress.

Marc Jacobs wearing an Osklen outffit.



Calvin Klein wearing an Osklen t-shirt.

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

OSKLEN FASHION SHOW | CELEBS

Alicia Keys

Justin Timberlake

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.

Elle USA

FASHION NEWS

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

NEW YORK Rizzoli's whopping 278-page tome *Jeremy Scott* is the definitive word on fashion's most beloved wild child. Including never-before-published Polaroids, the book offers a unique glimpse into the designer's fantastically high-low vision. *rizzollusa.com*

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

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

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

LONDON Fossil's Retro Timer watch, a holiday collaboration with design duo Eley Kishimoto, was inspired by a '50s kitchen timer and makes for a whimsical–and practical–stocking stuffer. *fossil.com*

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

Clockwise from top left: Courtesy of Rizzoli; Ben Goldstein/Studio D (styled by Sabrina Grande) (3); Band of Outsiders; Ben Goldstein/Studio D (styled by Sabrina Grande) (2)

Harper's Bazaar USA

The STYLE

BEACH PARTY

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

Alexia Niedzielski and Bianca Brandolini d'Adda in Osklen Praia A&B

Laure Hériard Dubreuil in a one-piece from her Eres capsule collection

Fernando de Noronha, Brazil

Yelapa, Mexico

BRAZIL

Longtime friends **Bianca Brandolini d'Adda** and **Alexia Niedzielski** teamed up with the Brazilian brand Osklen for a capsule collection of beachwear that combines Rio sexy and international panache—perfect for wintering in the Southern Hemisphere. **WHERE WE'RE GOING** Bianca: "Bahia in Brazil for Christmas and New Year's. My family has a house in Trancoso." **MUST-SEE** Bianca: "Alexia and I are planning a trip to Fernando de Noronha—it's really a special place." Alexia: "It's a very protected island, with only a limited number of people allowed to visit per day. It's supposed to be one of the best spots in Brazil to dive, and it has the wildest nature."

MEXICO

Who better than a cofounder of the Webster Miami to design a line of swimsuits for Eres? **Laure Hériard Dubreuil**'s pieces are inspired by her own sunny city, but she'll be taking them to Yelapa, Mexico, a place she prizes for its remoteness. **WHERE TO STAY** "Verana. It's adventure meets luxury—no TV, no phone, but breathtaking decor. You have to take a fisherman's boat, and once you dock, mules are waiting to carry your luggage." **MUST-SEE** "The waterfalls nearby, which are accessible only by boat." **MUST-DO** "The morning yoga session at Verana overlooking the bay is amazing, and so is the massage at the spa. I also love to paddle on the main beach." ■

BEACH-BAG PICKS

Osklen Praia A&B bikini, $167. 212-219-8250.

Charlotte Olympia sandals, $795. charlotteolympia.com.

Cartier bracelet, $6,600. 800-CARTIER.

Dior sunglasses, $530. 800-929-DIOR.

Sisley Paris Sunleya Age Minimizing Sun Care SPF 15, $260. sisley-paris.com.

Moroccanoil Treatment, $43. moroccanoil.com.

Muzungu Sisters bag, $310. shopBAZAAR.com. B

BEACH-BAG PICKS

Eres capsule collection by Laure Hériard Dubreuil swimsuit, $505. 888-656-ERES.

Prism sunglasses, $363. prismlondon.com.

Frends x BaubleBar headphones, $175. wearefrends.com.

Clarins Sunscreen Care Milk-Lotion Spray SPF 50+, $35. clarinsusa.com.

The Fame Lunches, $20.69. amazon.com.

Chanel Inimitable Mascara in Noir Black, $30. chanel.com.

Hermès bag, $1,725. 800-441-4488.

PORTRAITS, FROM LEFT: COURTESY OSKLEN; CAMILO RIOS; BEACHES, FROM LEFT: JOÃO VIANNA/GETTY IMAGES; DAN GAIR/GETTY IMAGES; STILL LIFE, SWIMSUITS AND MASCARA SWIPE: JESÚS AYALA, KEVIN SWEENEY, AND JON PATERSON/STUDIO D; ALL OTHERS: COURTESY STYLING: SABRINA GRANDE

B = BUY FROM ShopBAZAAR.com

Harper's Bazaar China

ELLE
NO.12 JUNE 2014
吉赛尔·邦辰
巴西女神驾到
里约+圣保罗
女人狂欢全攻略
世界杯男神观赏指南
铁杆球迷食谱
300+
韵动风情
炙热性感
激情系色彩
标语装饰
充满运动元素的
夏季着装
探秘里约时尚
Brazil fever
巴西!巴西!
美白精华大评选
里约美丽
大冒险
35天不用洗发水?

Elle China

BRAZIL

ELLE buzz
幕后花絮：火辣的6月，有谁能比Gisele Bündchen更适合为巴西世界杯足球赛代言？
巴西铿锵玫瑰
BRAZIL
不会撒娇的新娘不是好设计师
TIPS
诗诗变米妮
17

Elle Canada

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

Harpers Bazaar China China

Harper's BAZAAR

芭莎公告牌

THE SEASON OF RIO

里约狂欢季

Rio Fashion Week

里约清凉T台

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

Piers Atkinson

The Birds

一只小小鸟

电影《里约大冒险》是对巴西最好的旅游宣传片，片中的珍贵鸟类就是南美洲的最佳形象大使。想跟男友一起感受巴西世界杯的热情？不一定要一起穿着足球背心，选择南美洲鸟类图案一样适用于今夏的狂欢季。

Filhas de Gaia

Emilio Pucci

Marc by Marc Jacobs

Saloni

Osklen Praia

Just Cavalli

Bermuda Shorts

印花百慕大短裤

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

Panama Straw Hat

巴拿马草帽

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

Sensi Studio

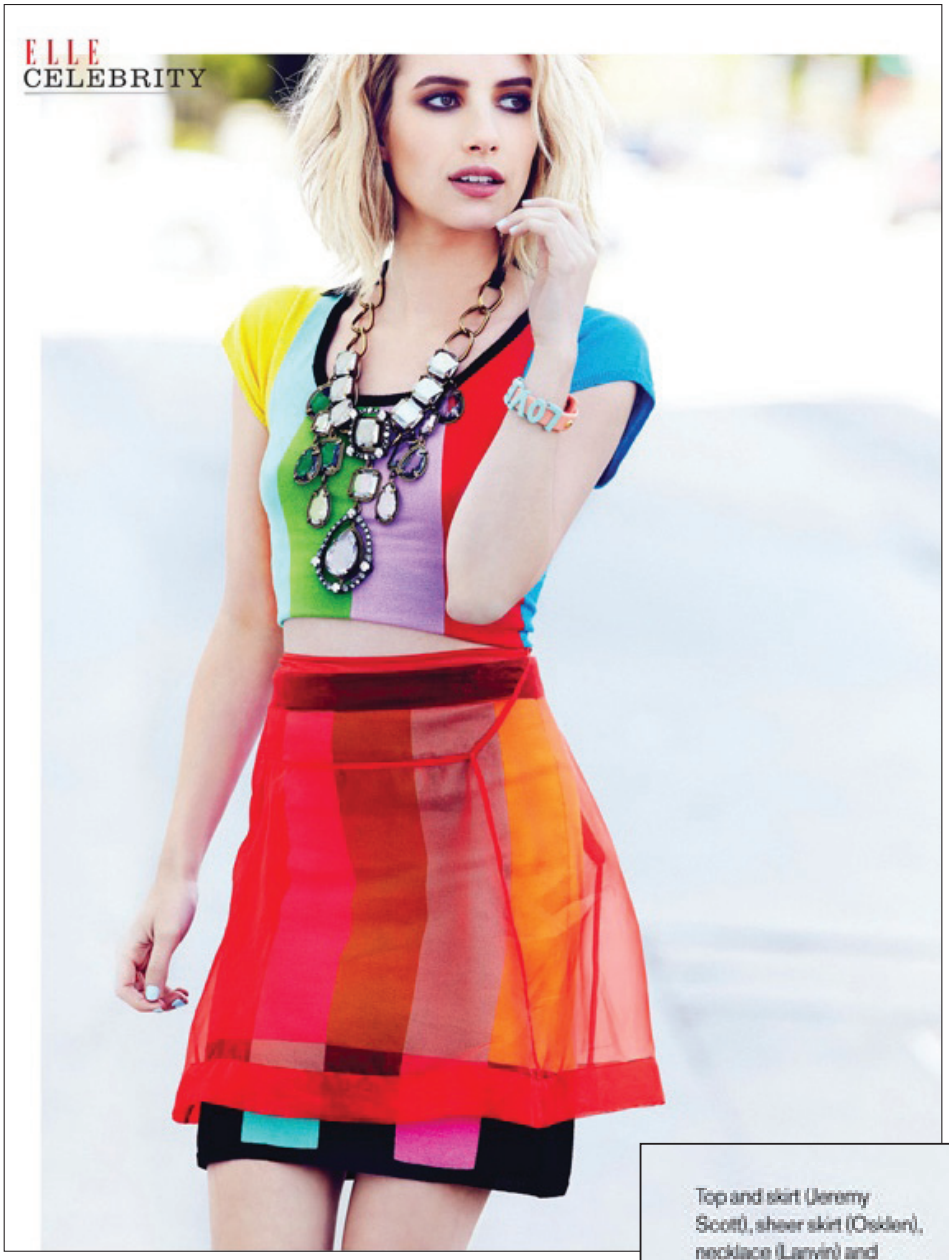
Antony Peto

Sensi Studio

编辑 / Yoanna 文字 / 高旭 部分图片提供 / 东方 IC

Holla Argentina

Elle Canada

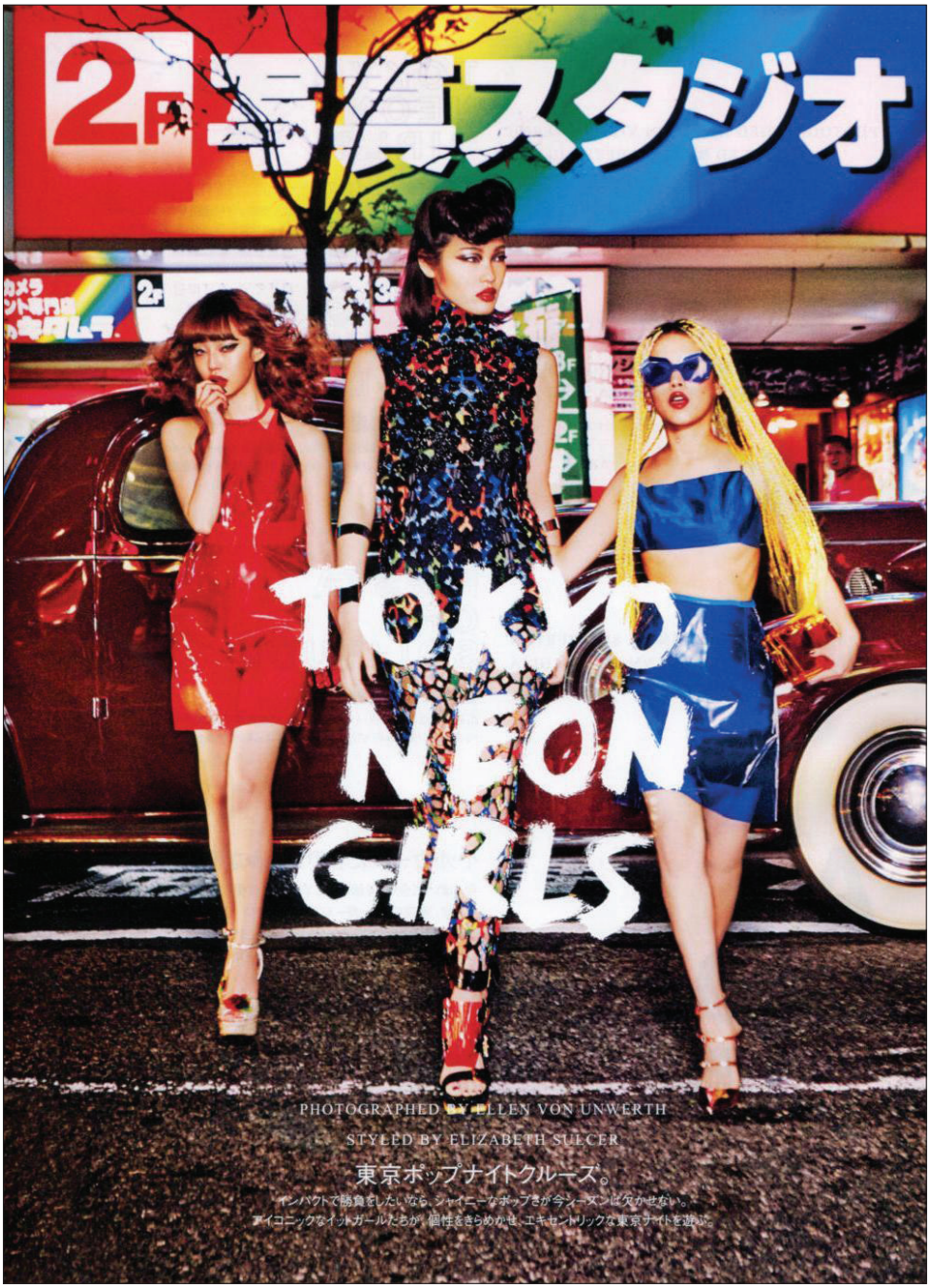


Top and skirt (Jeremy Scott), sheer skirt (Osklen), necklace (Lanvin) and bracelet (BCBGeneration)

EDITORIAL

OSKLEN

Vogue Japan



VOGUE BRASIL

TAMANHO DO TEXTO A- A+ 29/04/2014 - 13h55 - Atualizado em 29/04/2014 - 15h18 - POR NEWS

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

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

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

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

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

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

(Foto: Robert Astley-Sparke/Divulgação Farfetch)

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

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

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

EDITORIAL

OSKLEN

Vogue

Casaco em jacquard de algodão, € 251,10, **Osklen** na Nude

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 DANCH.** CEINTURE EN MÉTAL ET CORDE, **ETRO.** CHAUSSURES EN PEAU DE SAUMON, **OSKLEN.**

Découpé, AJOURÉ, replié, le tissu SCULPTE des vêtements ORIGAMI à la sophistication toute japonaise.

COUPÉ/ DÉCALÉ

PHOTOGRAPHIE
Jason KIM

STYLISME
Peju FAMOJURE

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

EDITORIAL

OSKLEN

Wallpaper UK

FASHION | 183

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

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

For stockists, see Resources, page 206

*

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

Set design: Zach Gebel
Model: Wang Xiao at Wilhelmina Models
Hair: Tamas Tuzes at L'Atelier NYC using Bumble and Bumble
Make-up: Robert Greene at See Management using Mac Cosmetics
Digital operator: Charles Lu
Photographer's assistants: Jon Tasker and Andy Mataias
Fashion assistants: Frank Jones, Giovanna Pisacane

Gotham USA

GOTHAM
Spring 2013

features

84 Times Square Troubadour
With a toast-of-Sundance new film and off-Broadway production in which he stars and directs, Ethan Hawke is the talk of the town.
By Zoe Kazan Photography by Robert Ascroft

88 Modern Romance
A look at the renaissance details of the spring couture collections that inspire a reinvigorated love of design.
Photography by Michael Filonow

96 Designed to Give
Several of New York's leading luxury designers—Michael Kors, Donna Karan, Zac Posen, Elie Tahari, Diane von Furstenberg, and Rachel Roy—share details on the philanthropies that also inspire their passion.
By Stephanie Murg
Photography by David Needleman

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

PHOTOGRAPHY BY ROBERT ASCROFT

84 Times Square Troubadour
Ethan Hawke captivates on stage in *Clive*.

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

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

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Marie Claire

101 IDEAS

Amanda Hearst in a dress and bag by Osklen.

BAG $1,589, Osklen; (212) 219-8250.

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."

BAG $867, Osklen; (212) 219-8250.

BAG $797, Osklen; (212) 219-8250.

eel-good FASHION

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

Fashion editor: Amanda Hearst

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

DRESS price upon request, Martha Medeiros; martha medeiros.com.br.

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

MINAUDIÈRE $594, Serpui Marie; shopbop.com.

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

shell check
As lovely as the bags she creates, designer Serpui Marie inlays her delicate-yet-sturdy minaudières with mother-of-pearl

AMAZING LACE To keep a dying craft alive, Martha Medeiros uses lace handmade by generations of artisans in northwestern

HEARST: MARK LIM; HAIR & MAKEUP: SPARROW AT JOHN BARRETT SALON; STILL LIFES: RICHARD MAICHRZAK; STUDIO D; STYLED BY: JESSIE LIEBMAN

TIPPING THE SCALES
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Bazaar Argentina

EDITORIAL

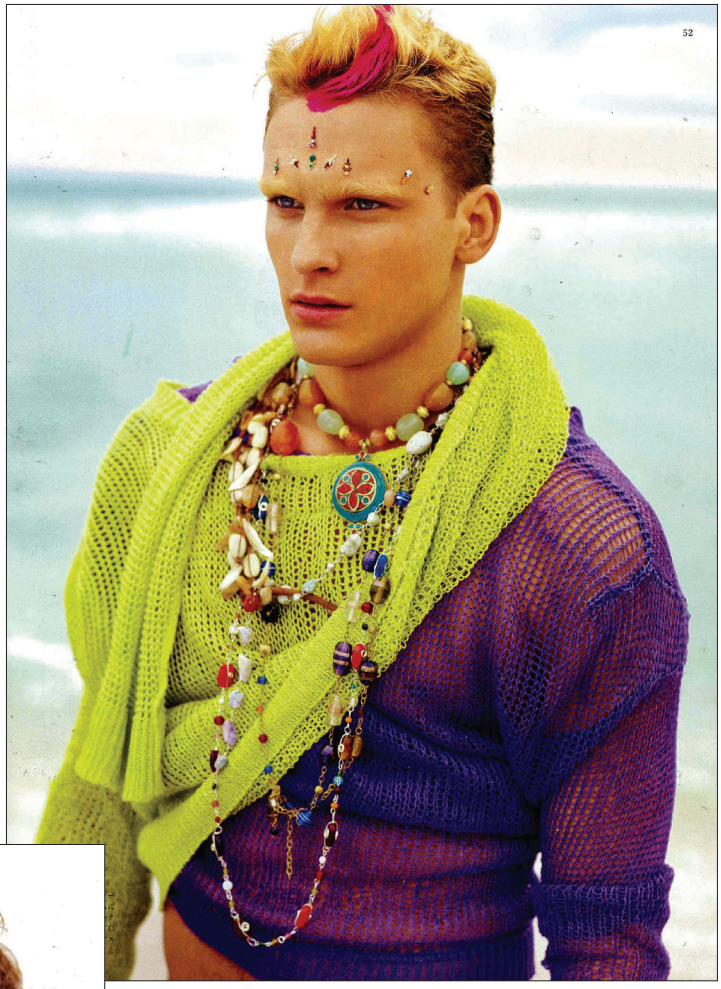
OSKLEN

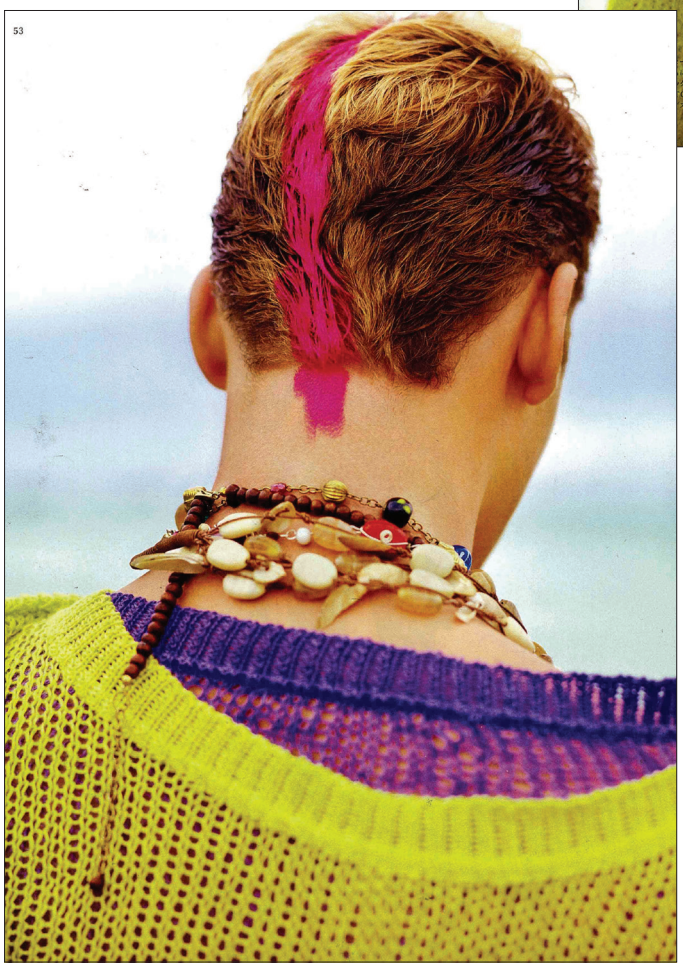
We Ar UK

EDITORIAL

OSKLEN

Vogue Hommes Japan





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蒔こう。

エコとモードは融合しない——そんな先入観が最近崩壊しつつある。
素材開発、リメイクなど、科学と技術を生かした方法で
地球に優しい服作りを志すデザイナーが発信する、ファッションだからこそできること。

Editors Jun Ishida, Tomoko Suzuki

オスカー・メツァヴァ
1989年の創立以来、ブラジルで絶大なる人気を誇るOSKLENのデザイナー。医師の経歴も持ち、また8歳のときからイパネマ海岸で毎日波に乗るサーファーでもある。写真下はカーニバルをテーマにした2010年春夏から。現在はNY、ミラノ、東京でも展開する。

Oskar Metsavaht

独自に開発した素材で地域に貢献。

スポーツマインドとモードを融合、ブラジルから世界に向けファッションの新コンセプトを発信するブランド、オスクレン。その基軸の中で「エコ」は最もコアな部分にある。デザイナーのオスカー・メツァヴァがエコロジーに関心を持ち始めたのは「京都議定書(97年)がきっかけ」だと語る。その後、独自に環境に優しいファブリックを研究・開発し始め、2007年秋冬のコレクションで「eファブリック」として発表。繊維のリサイクルはもちろん、ブラジルならではの素材(ジュートやアマゾンの魚の皮など)にわたる。「ブラジル最大の財産はその豊かな自然。特にアマゾンは資源の宝庫です。それを守るのは僕らの義務で、この国から世界にエコの大切さについて発信するのはインパクトがあるはず」。またeファブリックの生産は、ブラジル各地に存在するファベーラ(貧民街)に住む人々の労働力に支えられている。このプロジェクト自体が彼らに労働の機会を与える社会貢献的な役割も果たしているのも特筆すべきだろう。「シーズンごとにコレクションにおけるeファブリックの割合は上昇。いずれは100%にすることもできるはずです」。最近はユネスコやWWFとの提携や、欧米の有名ブランドを含む他デザイナーへの素材提供も増加しているそうだ。そもそも、彼の名字、メツァヴァは父方の故郷エストニアでは「深い森にあふ れる」を意味する。世界を美しい

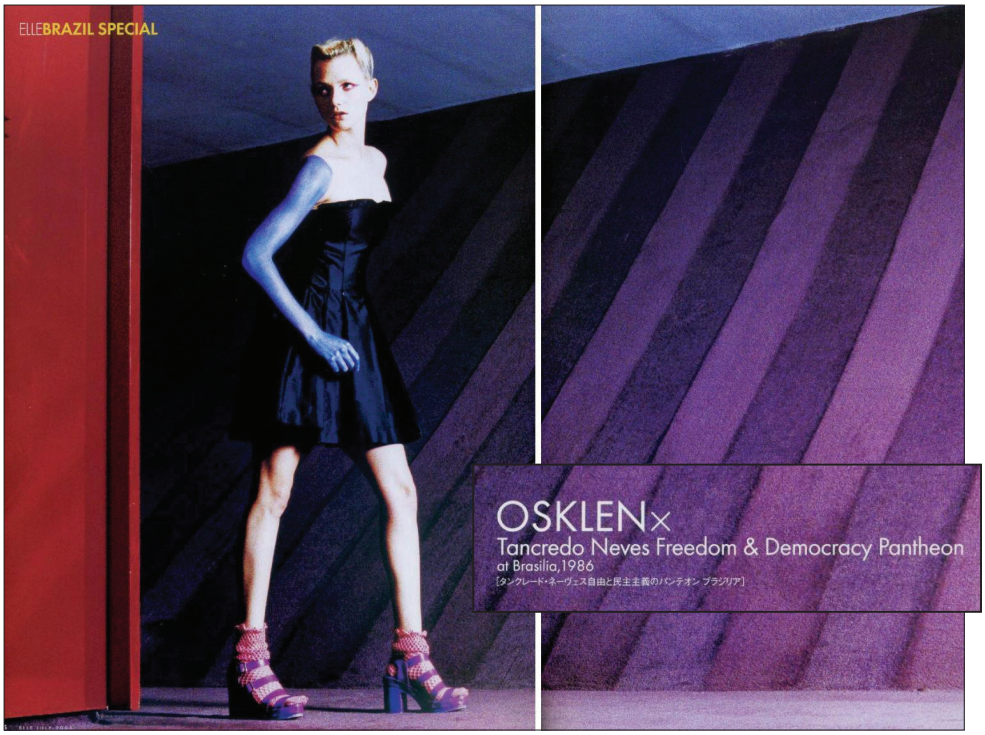
Vogue Italy

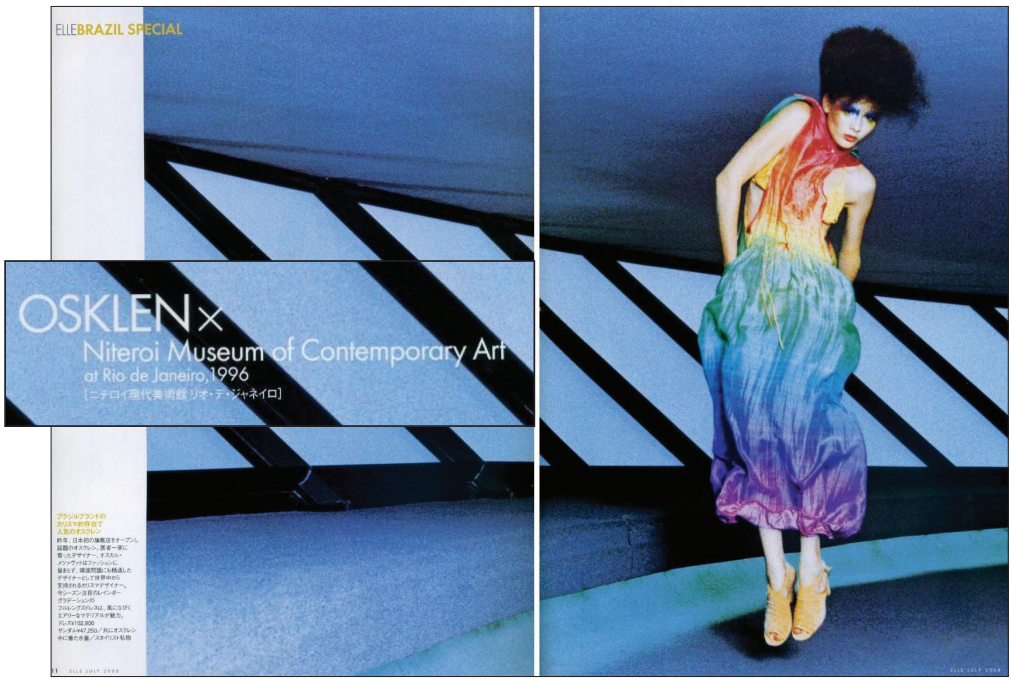
OSKLEN squared sleeves shine dress.

EDITORIAL

OSKLEN

Elle Japan





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