

# NATASHA ZINKO X DUOLTD

“SOBER” PART III – AUTUMN / WINTER 2021

## ‘TOTAL ANARCHY’

LONDON, United Kingdom — For Autumn/Winter 2021, Natasha and Ivan’s collections are the finale of their ‘Sober’ trilogy. Whereas previous collections explored notions of spiritual sobriety and of soberly confronting our fears, this season indicates a sobriety from society, and its lethal constraints on identity. Titled ‘Total Anarchy’, the collection instead takes its cue from history, of the French and Russian revolutions, and the idea of anarchy, a distrust of establishment institutions and the governing bodies. An 1860 lithograph from the Wellcome Collection, showing the “the horrors of crinoline and the destruction of human life” became a key point of reference, alongside Pierre Joseph Proudhon’s revolutionary epithet “Anarchy is the Mother of Order” — a phrase that Natasha was no stranger to during her upbringing in Odessa, Ukraine.

The Princess of Wales is an unlikely muse at for anarchists, but her rebellious spirit was the perfect foil for the collection’s balance between saccharine opulence, hippie rebellion and punkish aggression — a tapestry of attitudes that existed within her lifetime. Princess Diana’s famous ‘Black Sheep’ sweater became the inspiration for the sheep motif in Ivan’s collection, rendered in denim prints, moulded-nylon embellishments and in fluffy white shearling. Not just a black sheep — this is an unabashedly colourful one, taking a dump in playful defiance to the status quo.

Tilda Swinton in Sally Potter’s 1992 adaption of Virginia Woolf’s Orlando, the story of an Elizabethan poet who transforms from man to woman and lives for centuries free from societal pressures, informs the gender-blurring, time-hopping nature of the collection. Bridgerton ballgowns, dramatic Winterhalter leg-of-mutton sleeves and ornate stomacher corsets are a nod to bygone styles that were once constrictive of the wearer, now explored with irreverence and wit. A tea-stained wedding gown, its vintage Japanese lace skirt singed apart to reveal a tulle petticoat is Miss Havisham by way of Shy Di, for instance, while a rococo periwinkle satin gown is reappropriated from a symbol of the Ancien Régime into a modern take on masculinity, rebellious in its subversion of archaic gender norms.

Classic black French maid’s uniforms are imbued with punkish verve, the words ‘F♥CK OFF’ emblazoned across the ruffled white collars, and frilly aprons worn over leather miniskirts and Lycra bodysuits, or completely reimagined as a black lace cocktail dress. In true revolutionary manner, the maid becomes the lady of the manor. Meanwhile, scarlet Anarchy symbols, black leather tailoring, upcycled patchwork denim and ditsy daisy prints are nods to punks and hippies, brought to life by a cast that includes Instagram’s notorious Gstaad Guy’s Colton persona @gstaadguy known for his riffs of the 0.01 per cent.

As a global pandemic brought the world to a sobering standstill, many designers have been socially distanced from their creative collaborators. For Natasha, however, the last year has been spent with most important creative teammate: her teenage son, Ivan, design director of DUOItD. This collection is the final chapter to the SS21 menswear and womenswear collections, a cross-generational dialogue and reflection of the mood of the moment. The mother-and-son duo worked on every aspect of the collection together, from research to the imagery, stripping away outside influences and doubling down on common ground. It's been quality time with a creative output, an organic antidote to the pervasive, contrived attempts to be relevant to a youthful Gen Z clientele that so often plagues other fashion brands.

An examination of how society and the powers-that-be prefer us to conform to outdated traditions, 'Total Anarchy' is affirmation that expression and individuality are the ultimate acts of rebellion. Vive le revolution!

## KEY STOCKIST LIST

BROWNS – LONDON

MAXFIELD – LOS ANGELES

THE WEBSTER – NEW YORK

SPACE MUE – SEOUL

RESTIR – TOKYO

ETHOS – SHANGHAI

THAT - DUBAI

## BIOGRAPHY

Natasha Zinko is a London based Fine Jewellery and Ready-to-Wear Designer. She is a graduate of Central Saint Martins, where she studied Jewellery Design. In September 2012, Natasha Zinko Launched her namesake RTW Collection which was immediately picked up by TSUM, Browns and Maxfields. DUO, the Men's Collection is a collaborative design with Natasha and her son Ivan G. Duo was launched in Spring 2019. The Collection is shown in conjunction with the Natasha Zinko Collection during Fashion Week.