



2018 FALL/WINTER men collection

“ THE FACTORY”

The loft studio decorated with tin foil and silver paint in the midtown, Manhattan in 60's called THE FACTORY.

THE FACTORY was the artist's legendary salon and synonymous with a groundbreaking synesthesia in music and art and the epicenter of the cutting edge art scene in the 1960's. In Silver era, Warhol created printings, paintings, films and sculptures with Warhol workers and even gave birth to creative units Velvet Underground and Warhol superstars in this silver studio.

Hip hang-out for artistic types such as Lou Reed, Edie Sedgwick, Truman Capote, Brian Jones and Bob Dylan, among many others are the inspiration of 18AW men collection.

Since the studio was a hub for experimentation of all kinds, artists and socialites, there are full of diversity in styles from Off-Beat style by Betsey Johnson up to John Cale's classic outfit. Many pieces of classic men's wardrobe are interpreted into modern pieces combined with craftsmanship and particular techniques that express the identity of the brand.



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