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House of the...

The label House Of The Very Island's Royal Club...

The label House Of The Very Island's Royal Club Division Middlesex Klassenkampf, But The Question Is: Where Are You, Now?

This label's name must be one of the most impossible ever. And they are certainly one of Austria's most promising new labels.

House Of The Very Island's Royal Club Division Middlesex Klassenkampf, But The Question Is: Where Are You, Now? is a cooperation between four individual designers (Jakob Lena Knebl, Karin Krapfenbauer, Markus Hausleitner and Martin Sulzbache) who all have their roots in the creative underground of Vienna. 'House of the' represented Austria at the EU Young Fashion Summit 2006 and magazines such as Purple Journal, Flux, Hint, H already have an eye on them. Hint wrote: 'Markus Hausleitner was held up as one of Vienna's brightest new stars. 'House of the Very...' has possibly achieved what they could not: functioning conceptualism.'

'We all met up at the university of applied arts in Vienna. Markus started making his own clothes when he was a teenager. Karin studied comparative literature and adds a theoretical approach to dress codes. Jakob as an artist has always dealt with questions such as identity. Martin has always wanted to be a fashion designer and an artist. After finishing university, we decided to launch the label in 2006. We don't take dress codes or biological sex as a given and use bricolage, shifting, deconstruction and reconstructing patterns to rework dress codes and clothing.'

In other words: while designing 'House of the ...' comments on fashion and identity. With a playful post-modern attitude they design delightfully wearable clothing.

'Basically we all start together with the concept of the collection (theme, topic, atmosphere, research....). Every collection is a conceptual unit including a short film.'

Their collection is uni-sex, casual, experimental and strongly influenced by streetwear.

'The concept of a denim collection fits perfectly with our focus on unisex, wearable design. We had already used organic denims in previous collections. Our clothes are meant to suit all genders and give rise to individual expressions.'

<http://www.houseofthe.com/>



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