

ASHI
FW24-25
SCULPTED CLOUDS
COUTURE COLLECTION

To move is to be. To be is to dream.

ASHI STUDIO FALL-WINTER 2024 EXPLORES MOVEMENT IN-BETWEEN WORLDS. A SURREALIST, DARK REVERIE SETS THE STAGE FOR A HEROINE DRESSED IN ABSTRACT IDEAS AND OBJECTS REPRESENTING DEPARTURE AND THE DREAMS ATTACHED TO IT.

“MY FALL 2024 COLLECTION IS BORN OF PURE EMOTIONS TRANSLATING THE HUMAN EXPERIENCE. AT THE CREATIVE ONSET, FEELINGS APPEARED LIKE FLASHES TO ME—COURAGE AND DETERMINATION, GRACE, AND PROTECTION. I IMAGINED A WORLD WHERE THE SOUL MOVES FROM ONE PLACE TO ANOTHER. MY MUSE IS THE WOMAN WHO IS ALWAYS SEARCHING. SHE EMBRACES HER FATE, WHATEVER IT MAY BE,” SAYS CREATIVE DIRECTOR ASHI.

CLOTHING MADE OF SCULPTED SILK VELVET, CASHMERE, AND TREATED WOOL CLOAKS THE HEROINE IN CAPACIOUS VOLUMES. WISPS OF HORSEHAIR APPEAR LIKE THE MANE OF A STALLION, FREE AND MYTHICAL. CLOUD-LIKE EVENING BAGS TAKE EXTRA-LARGE SHAPES TO BECOME DRESSES. A GOWN SHRUGS LIKE DRAPES, AS IF MADE OF ACTUAL PIECES FROM INSIDE THE HOME.

THE MONOCHROME PALETTE—REPRESENTING DARKNESS AND LIGHT—UNDERScores THE SCULPTURAL SILHOUETTES. MIDNIGHT BLACK REFLECTS INFINITY. IT SHIMMERS LIKE STARS OR GLISTENS LIKE SLICK, WET VELVET. CREAM AND ECRU TONES GROUND THE COLLECTION IN THE PRESENT. BETWEEN BURNED FEATHERS, WILD WISTERIA BLOSSOMS IN THE SHADOWS.