

IMPS & ELFS NEWS



NEW COLLECTION FALL WINTER 2014

The Imps&Elfs fall/winter 2014 collection looks to the past while holding on to the present. It's all about the contrast between 'then' and 'now'. Like knitting a new sweater with old wool. The material is the same, only we're doing something different with it: making the past more hip.

The artworks are also dominated by the contrast between 'then' and 'now', such as old skool toys, and badges with the text '*brand new vintage*'.

Archetypical garments

As in previous collections, archetypical garments are the starting point which, in this collection, are pleated trousers, a workers jacket, a six pocket and chinos. It gets inspiration from the famous portraits of 'Children of the Swiss mountains' photographed by photo journalist Emil Brunner in 1943.



Elements such as knitted diamond patterns, jacquard motives in waistcoats, checkered tights and knee socks are back. We also applied traditional techniques like darned wool and the use of embroidery with thick yarn. And nostalgic collars have been converted into *new nostalgia*-collars.

All old-fashioned elements in the portraits have been modernised in this collection with a totally new, bright and refreshing colour palette.

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