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Contemporary Portraits of Fashion, Photography & Jewellery

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Noovo Editions is an independent editorial and cultural project by María del Rosario González y Santeiro and Jorge Margolles Garrote with online and paper editions. Noovo seeks to be an aesthetic arbiter and a cultural mediator at the juncture between Fashion, Photography and Jewellery: a platform to show the highest level of creativity from around the world.

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Fashion editor María del Rosario González y Santeiro

Photography editor
Jorge Margolles Garrote

Publisher & editor in chief	
Pepin van Roojen	
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This selection of international designers presents a diverse series of profiles that give us an insight into the work, thoughts and processes of some of the most celebrated practitioners in their fields.

Contemporary fashion, photography and jewellery are brought together in this special edition, and each discipline is represented by emerging talents and established practitioners. Each of them speaks to us in his or her own highly distinctive voice, but one theme unifies them all: a burning passion and commitment to their art.

With generosity and devotion, they give us a glimpse into their work and how it's created, or they simply throw a little light on their personalities, depending on their mood at the time of writing.

Contemporary Portraits of Fashion, Photography and Jewellery gives a unique and contemporary perspective on creative talent from around the world. The voices are contemporary yet timeless, reaching beyond established limits of beauty. As well they should, for beauty is surely about timelessness and reaching beyond the accepted. And because beauty is an expression of our own emotion.





fashion designer

Sadak

http://www.sadak.de

For me, fashion is a way of communicating with and among people, so I combine social, historical and traditional elements with contemporary materials, playing with forms and meanings to create an authentic visual language. I embrace a system of signs and symbols that we use to positively indicate and differentiate between groups: class, occupation, gender and sexual affiliation.

The theme of my last collection, 'Lapot' was based on a Serbian tradition and tells the story of the custom of the killing of old people when they become incapacitated, or a burden to their family. The Serbian people named this 'Lapot'.

This solemn ritual would be announced in neighbouring villages. 'In this village, from this house there will be Lapot and the people are invited to wake'. Everyone in the house, including the old man or woman, would wear their best clothes. 'What was important was that the old man was not reluctant to die; on the contrary, he was ready to submit himself to the custom' (quote by S. Trojanovich.)

The whole concept is based on tradition, ethnography, anthropology, history and clothing. I incorporated elements from the past, with features from the period when the clothes were made and worn, often using the mystical and poetic stories.

Sadak is the ancient name for a traditional sleeveless jacket worn in regions of the Balkans. The preserved magical meaning of sadak is transformed and adapted to contemporary reality. It becomes independent through the development or construction of forms, figures, motifs, magical objects, statements, societal codes, space, objects and function.



Sadak

Photograph: Daniel Bollinger *Make up:* Kenny Cempbell *Models:* Tobias Gärtner and Justin Kennedy *Stylina:* Sasa Kovacevic



Sadak

Photographs: Daniel Bollinger

Make up: Kenny Cempbell

Models: Tobias Gärtner and Justin Kennedy

Styling: Sasa Kovacevic

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fashion designer

Julius

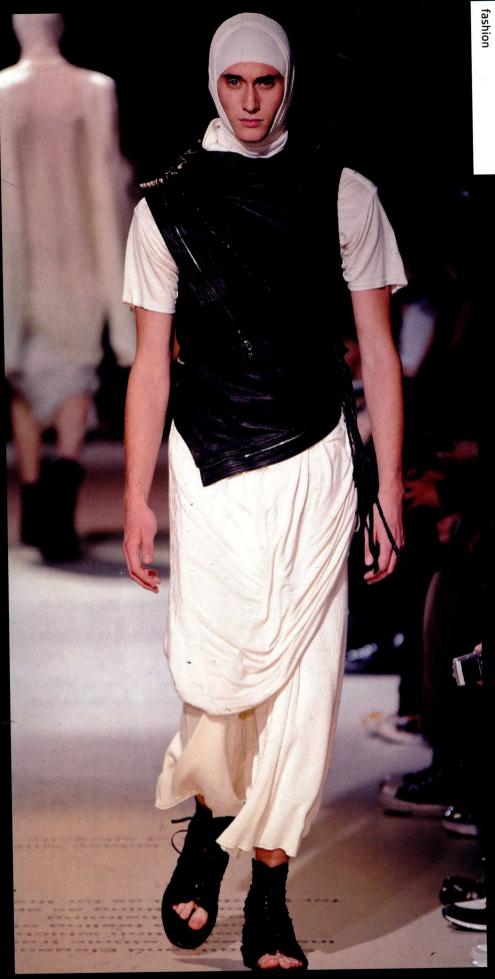
http://www.julius-garden.jp

There are many elements within me that contribute to the creation of a collection. I create the collection when all these accumulate to form one exceptional vision or idea. Elements such as art, architecture, music, ambient sound/noise, travel, emotional communication and my own internal creative urge.

The aim is not simply to create clothing, more to create and contribute to a total lifestyle and existence. The process is similar to making a movie. It's a sacred and profane thing. Sometimes the world of my imagination and vision becomes frayed and broken down, chaotic and corrupt; the stillness sunk beneath loud vibrational noise, like the purity and destruction within every pilgrim. It is a sharp and metallic industrial mayhem.

Black is always the base of my creative palette. BLACK symbolizes the avant-garde and has a spiritual and noble meaning for me. I am obsessed by the image of BLACK in Japanese religion, in Zen. It represents the crazy darkness hidden in the shadows, away from the light. It is the total colour of complete and utter grief.

- Tatsuro Horikawa (Julius)





Julius SS1-3





fashion designer

Jakub Polanka

http://www.jakubpolanka.com

I was born in a small forest village in the Czech Republic. The details of my professional life are on my website but here are a few details which I think are important: I love baked potatoes with cream cheese; I love creating collections but I hate selling them and, last but not least, I love to sing but I have no musical ear.

I decided I wanted to become a fashion designer when I was about three years old. I don't know why, and I probably wasn't sure what it meant. That's my earliest memory. It was also my first choice in high school.

I suppose I am influenced by everything that involves anatomy right now. It means I am trying to go beneath the surface of things, trying to create an organism and a system for how the garments are made. I am fascinated by how a piece of fabric can transform into something for the body without the use of scissors, or without interfering with its original geometric shape.

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