

**J O H A N N A  
P A R V**

AUTUMN WINTER 2023

STYLING:

Anna Pesonen

CASTING:

Marqee Miller

MAKE-UP:

Terry Barber for MAC Cosmetics

HAIR:

Mark Hampton using Bumble and Bumble

SHOES:

Provided by Nike

Movement Direction:

Will Pegna

Leather sponsored by:

Ecco Leather

MUSIC:

Mahta Hassanzadeh aka Basmati

PRODUCTION:

Sophie Baillavoine CEBE

PRESS RELEASE:

Brooke McCord

WITH SPECIAL THANKS TO:

Lulu Kennedy, Raphaele Moore, Nike London, The Truman Brewery, The Fashion East panel, Anna Pesonen, Allegra Bartoli, Marqee Miller, Sarah Mower, Sophie Jewes, Chloe Long, Rose Bradshaw, Harley Tallentire at Raven Agency, Terry Barber and MAC Cosmetics, Mark Hampton, Bumble and Bumble, Mahta Hassanzadeh.

My family, Sid Bullmore and his very supportive family for all of your help.

Ionut Petrescu for the beautiful handcrafted bags - Ecco Leather for providing the beautiful innovative material for this season. Will Pegna for continuous collaboration. Lola Clabots and the amazing Radical PR team.

And everyones that is and has been involved!

Bumble and bumble.

**FASHION EAST**



**T H E  
T R U M A N  
B R E W E R Y**

**MAC**

# J O H A N N A P A R V

“This collection sees the Johanna Parv woman in action in different situations. There are new colours and elements, but it’s a natural evolution,” explains Estonian designer Johanna Parv, days ahead of her Fashion East debut. “The mood is dark, grey and mechanical.”

Parv, thirty, designs with intuition. Taking cues from the women around her: those on the streets, in her community, and those she admires (some of whom you see walking the show today), her ethnographic approach to fashion is what makes her work both endearing and unique.

Parv’s Autumn/Winter collection is an evolution of her design aesthetic, one that’s testament to her innate observational skills. It’s about protecting and caring for women in cities: shielding them from harsh elements and safeguarding them from inhospitable environments, all whilst cocooning them in luxurious, streamlined silhouettes – in a palette of red, black, grey and navy – with functionality and sustainability at their core.

Think: trapeze raincoats, insulated gilets and micro-jackets, hooded mesh tops, multi-way cargo skirts and skin-like trousers (made from Econyl Regenerated Nylon Lycra) with shorts, or skirts, layered on top. Many pieces come fitted with technical systems which allow the wearer to shapeshift the garment with the pull of a toggle, or by tucking, twisting or buttoning the garment’s fabric over the shoulder or around the waist.

Every detail has been considered – from detachable sleeves, ultra-protective bonded knee pads, and hoods with openings for one’s hair, to triangular cut-outs that house thumbs, heels, Nike cycling shoes (as seen on the runway) and stilettos, too! These functional details are part of Johanna Parv’s DNA.

Inspired by real-life hacks used by cyclists spotted on the roads, the silhouettes are obscure, yet practical and precise: a coat that can be stretched over a backpack, a skirt that can be hiked up at speed, a jacket that tuck into a belt concealed within a waistband, that doubles up as a bike lock holder.

Parv’s pieces favour longevity, too, whether she’s adding Dyneema Ripstop cuffs to sleeves and trousers for maximum durability, or designing lightweight layers that can be added to her previous collections. Her work is ever sustainably minded. Working with recycled nylons and materials created from post-consumer plastics, her future plans include a fully circular model that involves re-recycling materials.

Parv’s accessories are a main focus. Seen here today is a bag crafted from ECCO® leather reinforced with Dyneema Ripstop, a cross-body messenger and a series of one-of-a-kind “action bags”, or vintage handbags fitted with functional straps, which will be exclusively available as a limited run at Dover Street Market this year.

Johanna Parv is an Estonian-born womenswear and accessories designer based in London. Parv established her namesake label after graduating from Central Saint Martins’ MA Fashion course in 2020. The Isabella Blow Foundation scholar, Parv, has worked as a design assistant at Balenciaga and Christian Dior, accessories designer at Burberry, and designer at Soar Running. The professional women who cycle the city’s bustling streets are the muses for Parv’s expertly constructed garments designed with functional elegance, unparalleled by contemporary luxury and performance wear. Stockists include: Matches, ZSC, Leclairer, Visitfor, Closet Case & Dover Street Market Ginza.

AW23 sees Johanna Parv’s Fashion East Debut.

## **AW23 Paris Showroom**

Fashion X Showroom

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