



CREATIVE STUDY:
PRECISION SHIFT

HF

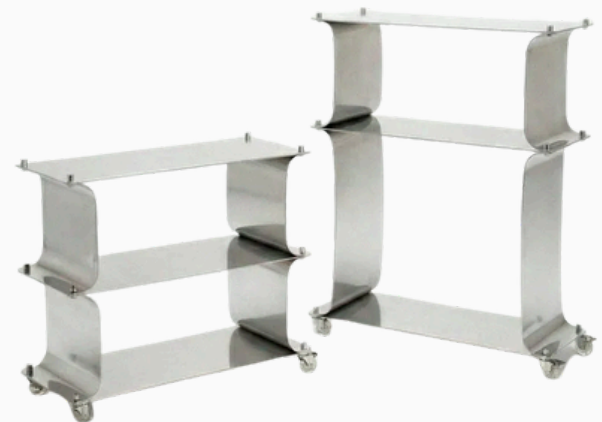


WHEN THE WORLD TIGHTENS ECONOMICALLY, CULTURALLY, AND EMOTIONALLY, DESIGN FOLLOWS.

AFTER WORLD WAR II, DESIGN SHIFTED AWAY FROM DECORATION TOWARD PRACTICALITY AND MATERIALITY. BY THE LATE 1970S, ECONOMIC PRESSURES CAUSED THE STYLE TO RETURN, AS BRUTALIST ARCHITECTURE EMPHASIZED RAW SURFACES AND EXPOSED STRUCTURES.

TODAY, A SIMILAR INSTINCT IS EMERGING. DESIGNERS ARE NO LONGER ADDING DETAIL; THEY ARE REFINING. WHAT WAS ONCE HIDDEN IS NOW BEING BROUGHT FORWARD.

IMAGERY: ALEXIS ARMANET FOR PAULINE LEPRINCE

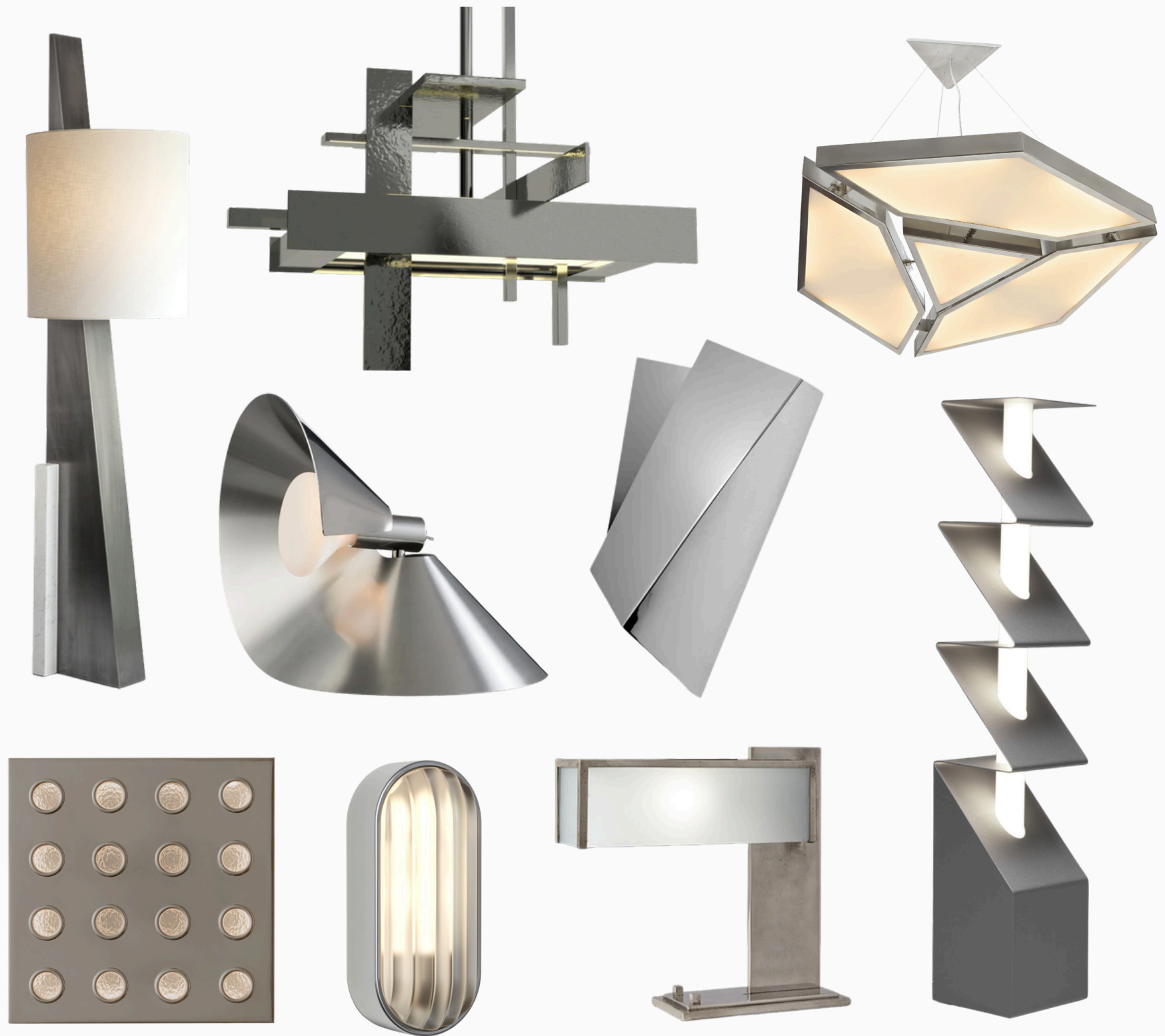


CONSTRUCTION DEFINES EACH PRODUCT. FRAMES AND EXPOSED JOINERY COME INTO FOCUS RATHER THAN BEING HIDDEN.

STAINLESS STEEL, ALUMINUM, AND CONCRETE INTRODUCE AN INDUSTRIAL CHARACTER, MOVING AWAY FROM SURFACE FINISHES AND REVEALING HOW EACH PIECE IS BUILT.

FUNCTION AND DURABILITY ARE NOW VISIBLE, NOT JUST IMPLIED.

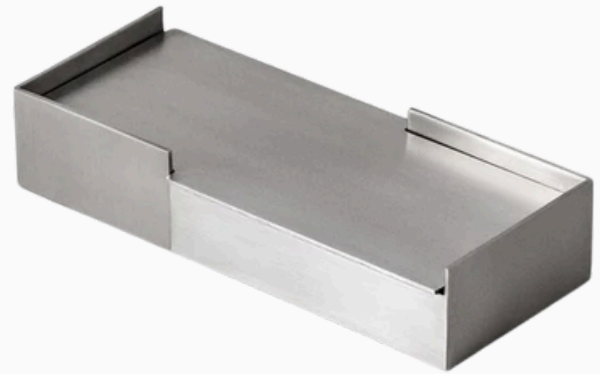
IMAGERY: MICHEL BOYER, MAIDEN HOME, RUDY GUÉNAIRE, FERM LIVING, MUUTO, NM3, MARQUEL WILLIAMS, ALAN AGUILAR CANELA



LIGHTING EXPLORES BALANCE THROUGH GEOMETRY AND TENSION. INTERSECTING LINES, LAYERED PLANES, AND DIRECTIONAL FORMS SHAPE HOW LIGHT IS CONTAINED AND RELEASED.

A SENSE OF CONTROL RUNS THROUGH EACH PRODUCT. WHETHER MINIMAL OR MORE EXPRESSIVE, THE DESIGN FEELS PURPOSEFUL, WITH EVERY ELEMENT CONTRIBUTING TO ITS PERFORMANCE.

IMAGERY: SQUARE IN CIRCLE, HUBBARDTON FORGE, NATHAN CHINTALA, FRANDSEN, MARIZA GALANI, VOLKER HAUG STUDIO, ASTRO LIGHTING, ROBERT MALLET-STEVENS, VICTORIA WILMOTTE



OBJECTS TAKE ON GREATER VISUAL AND PHYSICAL SUBSTANCE.
STYLING RECEDES AS MATERIAL LEADS.

MATTE FINISHES AND SHARP EDGES DEFINE EACH PIECE, WITH
PROPORTIONS THAT FEEL PRECISE. UTILITY TAKES PRECEDENCE,
WITH EVEN SMALL PIECES CARRYING PERMANENCE.

DECORATION FALLS AWAY. WHAT REMAINS IS AN
UNCOMPROMISING BALANCE AND SOLID MATERIALITY.

*IMAGERY: EUROPEAN AUDIO TEAM, CEADESIGN, BANG & OLUFSEN,
GEORG JENSEN, HYZ, RAINS*



SOFTNESS IS NO LONGER THE FOCUS.

IN FALL/WINTER 2026, TAILORING TAKES A SHARPER STANCE. SHOULDERS ARE EMPHASIZED, WAISTS ARE CINCHED, AND SILHOUETTES MAINTAIN A CONTROLLED HOURGLASS. A SENSE OF PROTECTION IS WOVEN INTO EACH LINE.

EVERY DESIGN FEELS DELIBERATE, HIGHLIGHTING STRUCTURE THROUGH PRECISION.

IMAGERY: LANVIN, MUGLER, ROBERTO CAVALLI, SITUATIONIST



ATTENTION TURNS TO DETAILS, WITH SEAMS EXPOSED, LAYERS REVEALED, AND EDGES INTENTIONALLY LEFT UNFINISHED. MATERIALS ARE TREATED TO REVEAL THEIR NATURAL QUALITIES RATHER THAN CONCEALING THEM.

A CONTRAST EXISTS BETWEEN RAWNESS AND REFINEMENT, GIVING EACH GARMENT ITS DISTINCT EDGE.

IMAGERY: COURRÈGES, JIL SANDER, TOD'S, ICICLE, CARVEN, PRADA



WHAT UNITES THIS IS A SHIFT IN MINDSET.

APPEARANCE GIVES WAY TO WHAT LIES BENEATH. NOT AS A REACTION, BUT AS A RECALIBRATION. A RETURN TO WHAT FEELS ESSENTIAL WHEN EVERYTHING ELSE IS UNCERTAIN.

THE RESULT IS WORK THAT FEELS DELIBERATE, GROUNDED, AND ASSURED.

IMAGERY: EMMEBI

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