

A Window Into An Apparelled Zeitgeist

How culture, community and innovation is evergreen in Fashion Week.

During Fashion Week, almost every major city lends itself to the glamour of garments. The drama, the splendour, and the long, laborious hours ultimately weave together an outfit which a model later struts down the runway in. Revelling in the glitz of stage lights, seasoned and upcoming designers enrobe the roaring cities with their innovative designs.

The Hold NYC showcase on the 8th of September was no exception to the rule of creative prowess in a never-done-before fashion. Held at The Standard High Line Hotel, the collection showed menswear at their Radical Garden Party for Spring/Summer 2025.

Amongst the populace of the workers and attendees dressed in all black, the rooftop venue was flaunting its blue skies in all juxtapositional glory. The location— equal parts modern and botanical, was the love child of Russian brutalist architecture and a Van Gogh nature painting. The location allowed the crowning jewel of the showcase— the collection itself, to shine even brighter.

A rally of pastels, beiges, pinks and blues in mainly linen and polyester, the line painted the perfect picture of what a summer closet should look like. Even with adherence to a strict colour scheme, the collection had plenty of variety to go about. If one model wore a flowy, lightweight jacket, another posed in knee-length shorts with hand-drawn floral prints and an overall vest. Gradients were a popular feature, going head to head with drawstrings. From windcheaters to a

tailored ivory suit, the selection limboed between different sleeve lengths and materials, leaving just enough room for the details that deliver the final impact.

Aside from the clothes, a facet that pieced the whole series together was the accessories.

Necklaces. Bags. Flip phones. Even flower bouquets. Unconventional, and all the more inspiring.

Owing to these additions and the versatility of the clothes themselves, you never knew what the next model was going to come out wearing. With the element of unpredictability, the designer was successful in filling the venue with anticipation. That is, anticipation with room to dress.

An irreplaceable curation by the fashion world involves a rooftop teeming with the needle movers of the next creative generation, adorned from head to toe. Stylists and PR agents.

Fashionistas and influencers. Friends and family in faux fur. The atmosphere is heavy with these fashion frontliners giving their takes on their favourite pieces— nothing short of an immersive experience. The only thing left to do is take a step back and appreciate the ever-evolving paradigm in front of you.