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Individuals: the best wake-up call you ever had

JAN 27, 2012 | BY [SABRINA](#) | FASHION

The past six weeks you may have read about '[The road to Amsterdam Fashion Week](#)', the [diary](#) that was kept by Individuals. I've been following it closely and was expecting a lot from the show, but never in my wildest dreams could I have imagined what the students of the Amsterdam Fashion Institute showed.

A very fashionable riot

They wanted to show their view on the time we live in, which sadly isn't all happiness and butterflies. I knew it'd be raw, but this was absolutely amazing. It looked like a very fashionable riot. It reminded me in way of the song [Stress](#) by Justice. I was actually expecting to hear the song but they did something that was way better: they incorporated Martin Luther Kings 'I have a dream' [speech](#) into the music! The catwalk was covered in what seemed gravel, but turned out to be black confetti. The models wore bandanas or even masks to cover their mouths and noses, and some of them wore a beanie as well. The show almost had a political tone, it seemed an indictment to the way our world works nowadays.

The only thing missing was the models thrusting their fist up in the air.

There is no hope, or is there?

They used a lot of leather, knitwear and some fur. The clothing was mostly loose, the hoods of the jackets could easily cover your head and shoulders. Even though they didn't present a neat, 'polished' look, you could see the pieces were really well made. Rick Owens would've been proud of this craftsmanship. There were sheer dresses, but with a second, shredded layer. Nothing about this show was even remotely sweet, it was dark, as was most of the clothing. A lot of black, grey, dark navy and green. They even wrote on one of their models, a girl who was wearing a dress with an open back. 'Revolt' was written between her shoulders, on her lower back 'There is hope', but stricken through. This may seem depressing, but it gave me a strange, positive feeling of rebellion. I think it was the music that made it idealistic. Without the famous words 'I have a dream' blasting through the speakers the show might have been too dark, but now it gave the audience -well, me at least- a feeling that you can change the world for the better and that we should fight for it.

Individuals showed courage and strength to stand up through their clothing. They gave us new punk. The only thing missing was the models thrusting their fist passionately up in the air at the end of the catwalk, knowing the brand got their point and view across to an audience who may not always get it.

Photos by Tony Perez.



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[Individuals: The road to Amsterdam Fashion Week part six](#)

JAN 26, 2012 | BY [MARTIJN](#) | FASHION

Imagine eight fashion people in a small room, all sitting behind their MacBook Pro, coughing and sniffing. Tissues lying on the

ground, empty bottles of Spa Marie-Henriette and coffee cups everywhere. The girls responsible for the collection book have got red eyes from staring at their screens. The one that's responsible for the show's guest list is walking around with two phones stuck to the sides of her head, while others are simultaneously 'Photoshopping' three images. To finish everything before the killer deadlines, everybody's making a real effort. ([..more](#))






Individuals: The road to Amsterdam Fashion Week part three

JAN 5, 2012 | BY [MARTIJN](#) | FASHION

Individuals has two shoots; one collection shoot and one concept shoot. The collection is the basic one; the focus with this shoot is on the clothes. The idea is to show the fabric, the silhouette and shape. Next to the collection shoot we always show our technical drawings. So this shoot is really clean, basic and minimalistic. No important backgrounds, heavy storyboards or big hair. ([..more](#))

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