

AUTOMATICALLY SUNSHINE

For the Rodebjer Spring / Summer 2012 collection, we imagine an artist frantically mixing life and work under the blazing sun of the Mediterranean coast.

We picture that moment of intense presence, when everything is connected, when life feeds art, art feeds life and something unique, yet wholly natural, is born.

The color palette is based on artists' materials, such as canvas and clay, with splashes of bright paint. The range moves from raw nude leather, and unbleached canvas to sunny yellow, bright vermilion and intense ultramarine blue. Counterbalancing the earthy and the brilliant colors there is also crisp white, classic navy blue, charcoal grey and faded black.

The collection is rich in textures. Powder puff fluffiness combined with raw canvas and sleek swimsuit nylon. Rich, bright velvet mixed with crisp, cool viscose and smooth leather, bouclé crepe alongside honeycomb heavy knit and soft, striped denim.

The collection captures a sharp and natural elegance.

RODEBJER