ROCKS OFF

A COLLECTION BY

ANDREW HILFIGER

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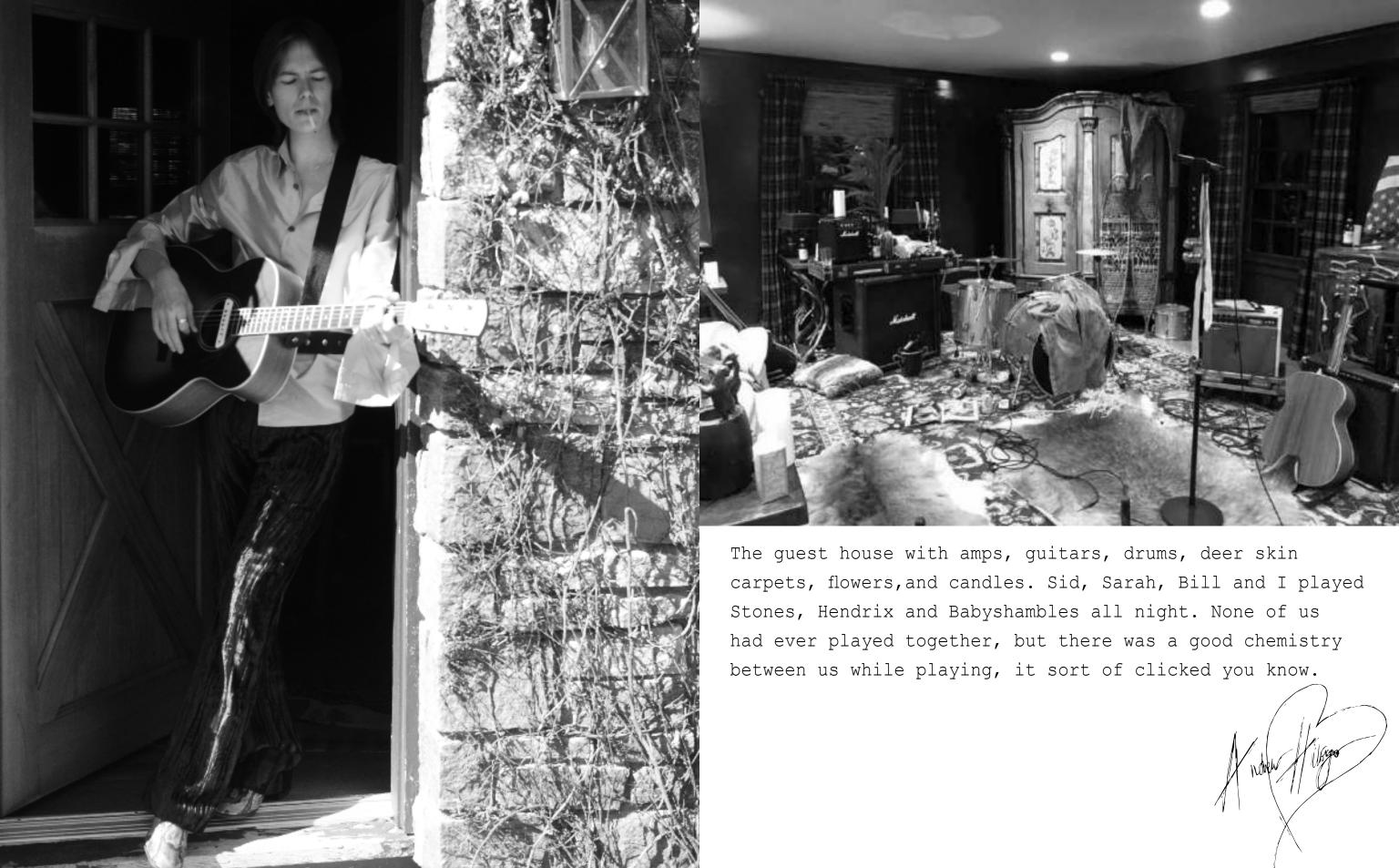
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The ANDREW HILFIGER collection takes from a disheveled blend of romance and chaos through androgyny. The clothing itself has an inherently unkempt poetic nature which illustrates the unglamorous side of rock n roll. Throughout my upbringing rock n roll has always surrounded me, from an early age, going on tour and performing with my Dad's bands to living in a house with a massive rock n roll archive. The collection strives to capture the visual representation of the lifestyle and music of rock n roll through clothing. I have studied everything about their lifestyle down to the way they walk and talk. I look closely at live videos and action shots as a way to inform silhouette and construction techniques. Aspects of my collection are inspired by the energy and liveliness of clothing in movement on stage and I create pieces in my collection that look like they're in movement when they're in there organic state. I use a mix of feminine fabrics as well as traditionally masculine ones. It's the combination of traditionally masculine silhouettes and garments mixed with feminine fabrics that gives the clothing edge. I chose to shoot the collection on film, for I wanted to create a series of seemingly candid photographs of the models fully in their element in a really natural and semi posed manner. I take a lot of references from old pictures of The Rolling Stones from the early 70s, specifically The Rolling Stones recording of Exile On Main St. This record was recorded in the summer of '71 in a chateau in the south of France, in a rented villa named Nellcôte. Recording sessions would happen at all hours of the night. Without the confines of a proper recording studio, the sessions ended up being fairly loose and unorganized which shows in the disheveled tableau of the songs. I wanted to show the same sort of elegantly wasted gypsy demeanor in both the AH garments and the shoot.











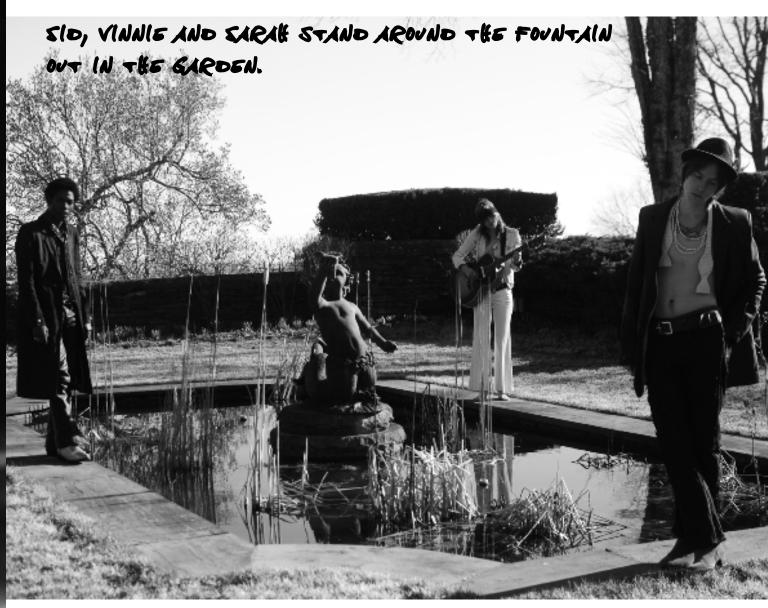


Vinnie, Sarah, and Sid take a ride in the Mercedes.

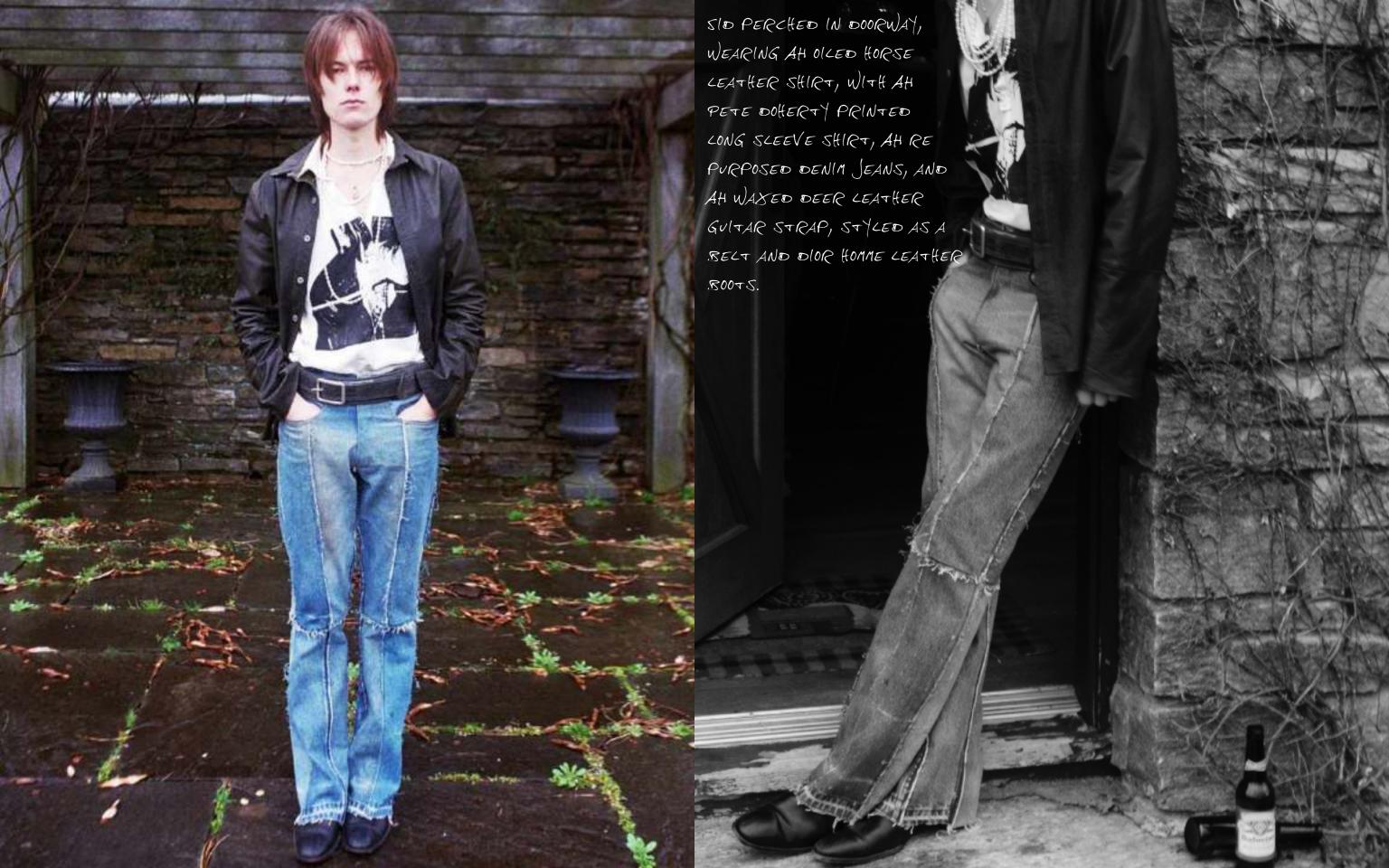
Sid has a smoke in the driveway, wearing AH Waxed Deer Skin Blazer and Re Purposed Denim Jeans.





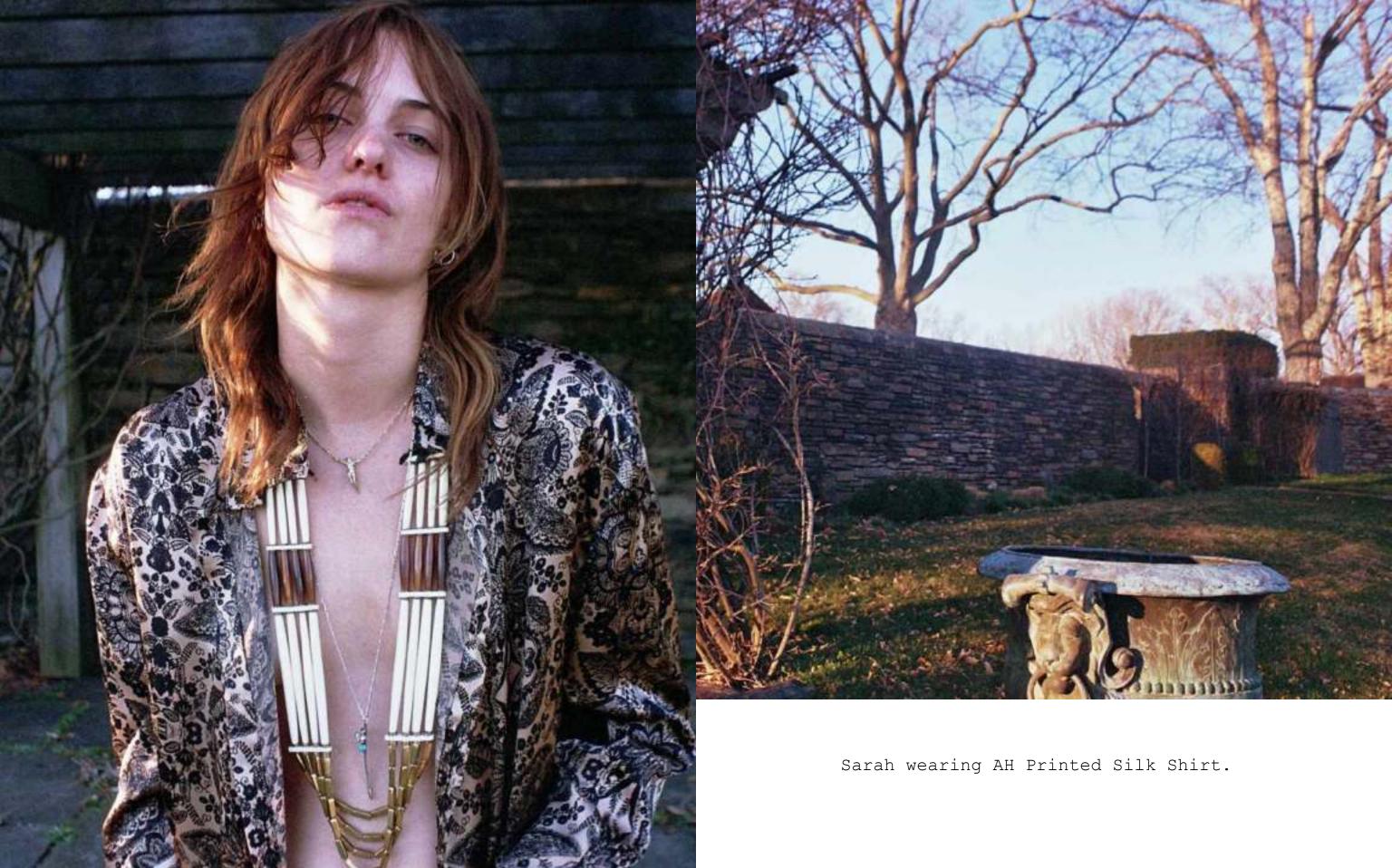


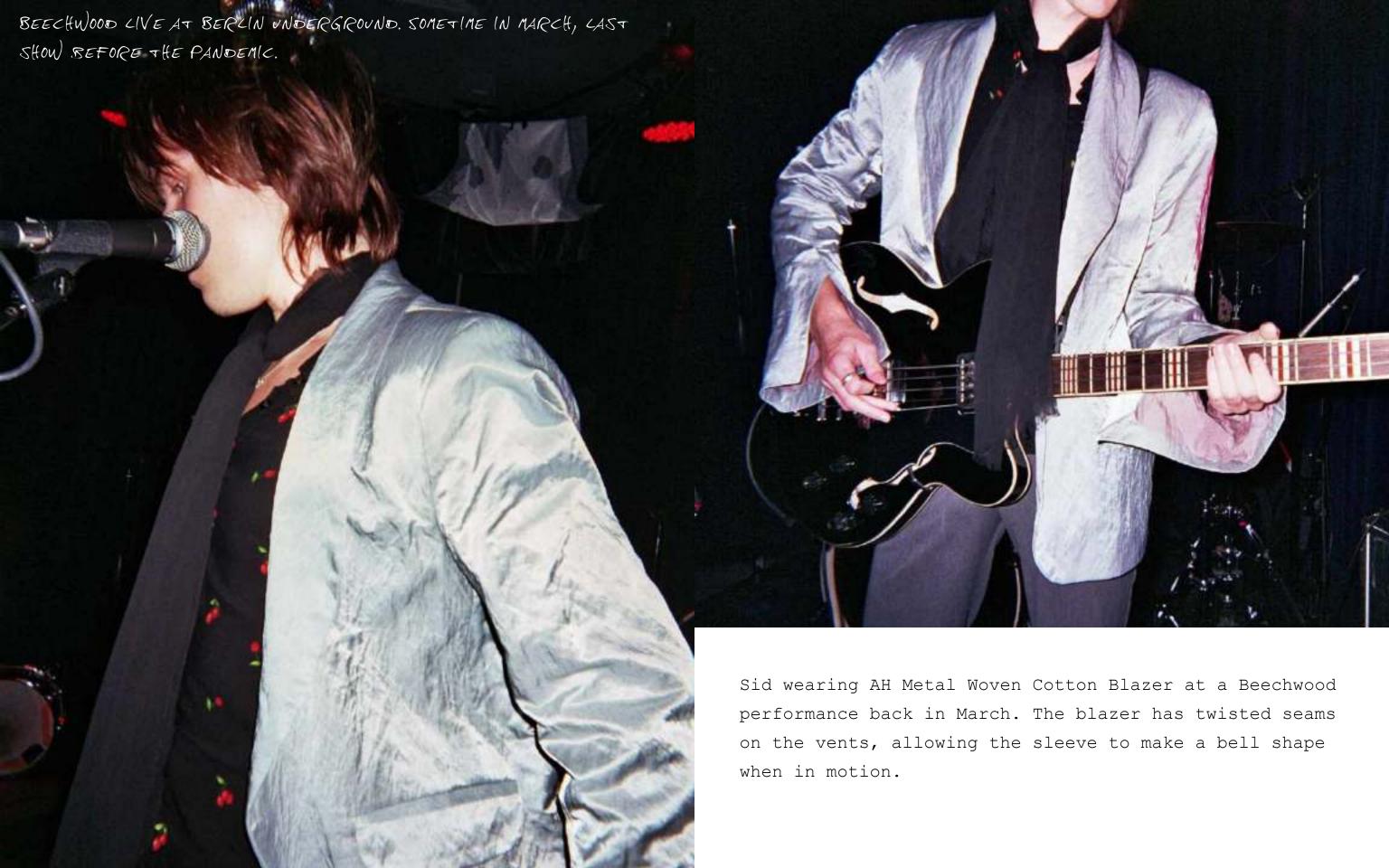




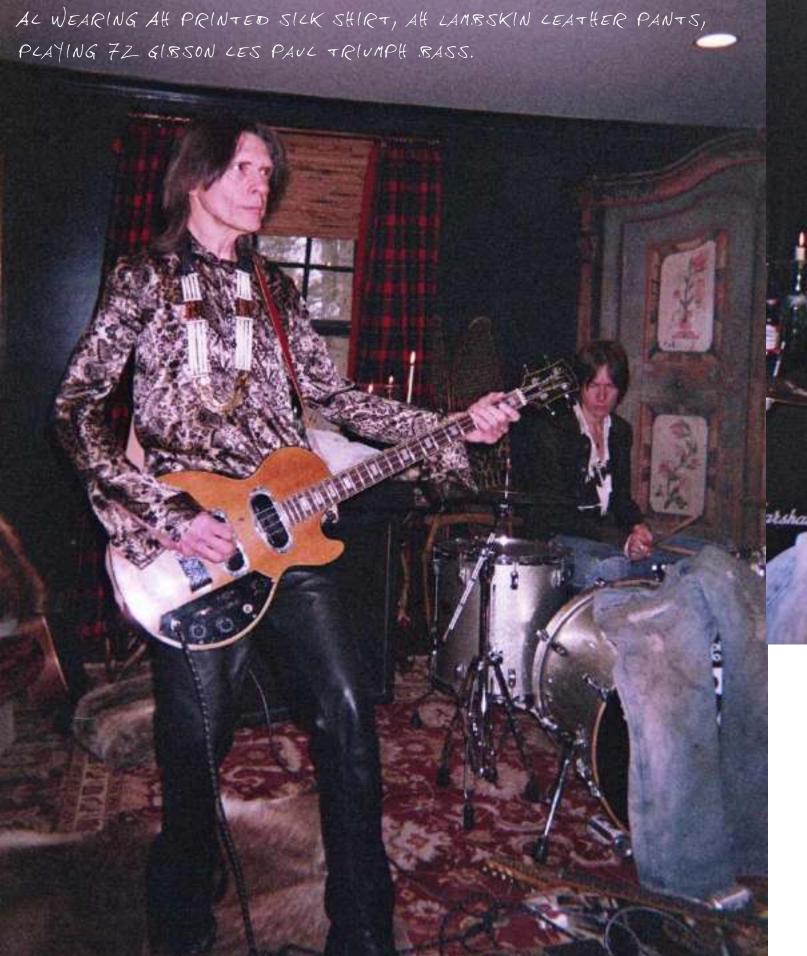














Sid plays CBGB's house kit, wearing AH Oiled Horse Leather Shirt, AH Pete Doherty Knit Sweater and AH Re Purposed Denim Jeans.













