

SAMPLE presents 100 of the most outstanding fashion designers who have emerged internationally in the last five or six years. Selected by 10 of the most respected figures in the field – a mixture of leading designers and stylists, writers and curators – it's a must-see-exhibition in a book.

Previously unpublished sketches, candid backstage photographs, iconic advertising campaigns and images personally assembled by the featured designers are presented on its pages. **SAMPLE** is an indispensable reference tool, not only for design professionals but anyone with an interest in fashion.

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Curators

Tim Blanks
Patricia Carta
Ulrich Lehmann
Alexander McQueen
Arianne Phillips
Harriet Quick
Stephen Todd
Kyoichi Tazuki
Walter Van Beirendonck
Brana Wolf

100
Designers

Haider Ackermann
Niguel Adrover
A. F. Vandevorst
A'N'D
Brian Atwood
Baby, The Stars Shine Bright
Ann-Sofie Back
Christopher Bailey, Burberry
Neil Barrett
A Bathing Ape
Fäbia Bercsek
Bleak
Bless
Lara Bohinc
BOUDICCA
Bruce
Isabela Capeto
Tsumori Chisato
Susan Cianciolo
Emma Cook
Cosmic Wonder
Costello Tagliapietra
Giles Deacon
Frieda Degeyter
Dress Camp

Dequard, Dean & Dan Caten
Alber Elbaz, Lanvin
Eley Kishimoto
Thomas Engel Hart
Final Home
Fötus
G+H
Emilene Galende
Nicolas Ghesquière, Balenciaga
Karlla Giroto
Georgina Goodman
Martin Grant
Victoria Grantham
Grey Ant
H. Neoto
Pierre Hardy
Andrew Harmon
Dean Harris
Anne Valerie Hash
Alexandre Herchcovitch
House of Jazz
Kim Jones
Sophia Kokosalaki
Bas Kosters
Jens Laugesen

Shaun Leane
Lutz & Patmos
J Maskrey
Toni Maticevski
Ninã Perhonen
Yvan Mispelaere
Angela Missoni
Hamish Morrow
Roland Mouret
Multiple Marmelade
Kostas Murkudis
Naruniya International
Gisele Nasser
Robert Normand
Simone Nunes
Rick Owens, Revillon
Phoebe Philo, Chloé
Bruno Pieters
Carol Christian Poell
Sebastián Pons
Potto
Præen
Proenza Schouler
Pablo Ramirez
Rupert Sanderson

Jonathan Saunders
Jeremy Scott
Jasmin Shokrian
Raf Simons
Hedi Slimane, Dior Homme
Patrik Söderström
Marcelo Sommer
Oumou Sy
Alice Temperley
Theatre Products
Olivier Theyskens, Rochas
Alain Tondowski
Samantha Treacy
taubi
Jessica Troeman
Under Cover
Giambattista Valli
Louis Verdad
Julie Verhoeven
Viktor & Rolf
Karan Walker
Wendy & Jim
Christian Wijnants
Bernhard Willhelm
Y-3

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Carol
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Milan, Italy
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Often we find in man an inherent need to escape – from social conventions, spatial confines or a psychological state. For some, the need might be the result of a physiological necessity, for others a deep-seated desire to take flight. Yet escaping – even for the briefest period of time – is a highly metaphorical act for establishing one's identity. This need to escape finds a particularly pertinent expression in men's apparel, as fashion has encased, constricted and codified man in sombre, stiff fabrics since the Great Masculine Renunciation, when he dispensed with the decorative costume after the French Revolution. But an escape from this system of dressing cannot simply be one of dispensing with clothes. It requires a radical approach. Thus Carol Christian Poell states, 'When I started in the designer rag trade, I stopped dressing altogether. Now I just cover myself up.' Born in Vienna in 1966, Poell trained there as a master tailor, before moving on to a brief stint at the Domus Academy, Milan, where he now has his studio. His roots lie in the arcane tradition of bespoke tailoring, acutely aware of the way in which artisanal expertise has become lost within mass production. Poell's first collection, in 1995, consisted of a mere handful of designs and his recent output is still approximately 4,000 pieces per season, 500 of which are suits, mostly hand-finished or indeed constructed individually in his studio. The greatest majority of his work is ostensibly for men. But Poell also designs for women, in allowing gender-crossing cuts to be used for trousers and jackets.

Tearing at the seams of established production processes, Poell's escape routes do not simply lead away from fashion. Although they often direct us to a place situated outside the fashion industry, he insists, for creative as well as analytical reasons, on the potency of dress for man's figure. Thus any possible flight must lead us deeper into the folds of the cloth itself. The surface of clothes is probed and often penetrated with the expertise of the scientifically qualified artisan. Poell's childhood memories of smell from a tannery and of helping his stepfather, a tailor, cutting cloth direct his work below the sartorial surface into the very fabric of a design or object. Thread made from household rubber bands, pigskin trousers dyed in ox blood, shoes without seams, bodyplasts or cemented jersey shirts activate the surface through haptic, olfactory or audible traits. The wearer is made consciously and continuously aware of the cloth and, through its unorthodox look or feel, offered an alternative physical state that allows for escape from immediate social and sartorial surroundings.

Accordingly, Poell's collections are presented as performance pieces, instead of on a catwalk, which employ similar metaphors of escaping. His spring/summer 1998 collection, 'Improper', saw models descending and ascending ladders to an underground cave. Three years later, he confined them to cages in an abandoned animal shelter, and for the spring/summer 2002 collection they rather romantically absailed from the window of his studio onto the Milanese courtyard below. Finally the most effective escape is, of course, death. Thus for his collection 'Best Before 16/10/00', held at the Turin Art Fair, Poell had seven bodies, covered entirely in extended pairs of trousers, placed in a dark room on stretchers with the smell of the local morgue penetrating from concealed bags, while his presentation for spring/summer 2004 saw bodies floating down a Milanese canal at sunset. Yet there is little obvious drama played out in such performances, as the escape is quietly planned and reconfigured over time, with perhaps the knowledge of its ultimate impossibility. It is the search for an escape route, itself, that constitutes here the most potent flight (of fancy) for the designer.



Goat-skin trousers and finger gloves, spring/summer 2000



Horse-tail knicker belt, trousers and toe gloves, spring/summer 2000



Goat-skin trousers and finger gloves, spring/summer 2000



Stick-on breast stars, cashmere knickers and long skirt, spring/summer 2000

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Unlined silver taped jacket, autumn/winter 2004

www.carolchristianpoell.com



Car-pocket jeans in negative black denim and white cotton shirt, autumn/winter, 2005

São Paulo -- Henriete Press, no.41, Brazil
Werneck, *Folha de São Paulo*, 'Folha Teen', São Paulo, *Folha de São Paulo*, 'Ilustrada', São Paulo, *Vogue*, no.278, Brazil
Chic, *Criativa*, Eliana Castro, 'Estilo', Brazil
AWARDS: 1999 Couture Award for Susy

Carol Christian Poell
-
C.C.P.

Born Austria, 1966 -- Lives and works in Milan
EDUCATION: 1982 School of Fashion and Design, Graz, Austria
-- 1986 Michlbeuern School for Men's and Women's Tailoring, Vienna -- 1992 Domus Academy, Master Fashion Design, Milan
PROFESSIONAL BACKGROUND: 1994 Foundation of C.C.P. Srl, Milan -- First Carol

Christian Poell, male autumn/winter 94-5 Collection, Milan -- 1999 First Carol Christian Poell female autumn/winter 99-00 Collection, Milan
SELECTED BIBLIOGRAPHY: 1996 Tony Melillo, 'The Modernist', *Esquire*, April, USA -- 1997 Stephen Gan, *Visionaire's Fashion 2000*, London -- 2000 Emily Eakin, 'The Purist', *Vogue*, March, USA -- 2001 Walter Van Beirendonck and Luc Derycke, *Fashion 2001 Landed #1*, Merz, Antwerpen -- Selene Milano, 'He's So Unusual', *Nylon*, October -- 2003 Terry Jones and Avril Mair, *Fashion Now*, Cologne -- 2004 Eckhart Nickel, 'Es geht um Haltung', *GQ*, February, Germany

Sebastián Pons
-

Born Spain, 1972 -- Lives and works in Majorca, Spain
EDUCATION: 1995 Central Saint Martins College of Art and Design, Bachelor of Arts with First Class Honours in Fashion and Textiles, London -- 1997 Central Saint Martins College of Art and Design, Master of Art, Fashion Design, London

PROFESSIONAL BACKGROUND: 1997 Givenchy, First design assistant to Alexander McQueen, Paris -- 1998 Alexander McQueen, first design assistant, London -- 2002 Miguel Adrover, design director, establishment of the brand and fashion house, New York -- 2003 Established own label
SELECTED BIBLIOGRAPHY: 2003 Susie Rushton, 'He'll Take Manhattan', *The Independent* magazine, 4 September, London -- Eugenia de la Torriente, 'Diarie de un Nacimiento', *El País Extra Moda*, 5 October, Madrid -- Ginia Bellafante, 'The Newest Starts To Watch in 2004', *The New York Times*, 30 December, New York -- 2004 Camilla Nickerson, 'Madness, Mayhem, Rookies & Rivals', *Vogue*, February, New York -- Suzy Menkes, 'Redefining Modernity with a Hispanic Accent', *International Herald Tribune*, 12 February

Potto
-
Tetsuya Yamamoto

Born Japan, 1974 -- Lives and works in Tokyo, Japan
EDUCATION: 1997 Graduated from Bunka Fashion College, Tokyo
PROFESSIONAL BACKGROUND: 1997-8

Los Angeles, 1961
Lives and works in Paris
EDUCATION: 1981-3 Otis Parsons Art Institute, Los Angeles -- 1984-6 Trade Technical College, Los Angeles
PROFESSIONAL BACKGROUND: 1988-94 Pattern maker, fashion design, Los Angeles -- 1994 Established own label, Los Angeles -- 2003 to present Revillon, Paris
BIBLIOGRAPHY: 1997 Stephen Ban, *W*, London -- 2000, 'Rick Owen's Dark Side', *Daily*, August, USA -- 2001, 'Movin' On Up', *W*, USA
AWARDS: 2002 CFDA Fashion Talent Award,

Los Angeles, 1973 -- Lives and works in Paris and London
EDUCATION: 1996 Graduated from Saint Martins College of Art and Design, London
PROFESSIONAL BACKGROUND: 1996-2001 First design assistant to Stella McCartney, Paris
Creative director, Paris
SELECTED BIBLIOGRAPHY: 2000 Kristina Weir, *Harper's Bazaar*, October 2001 Ingrid Sischy, *W* -- Phoebe Philo, *W*, USA -- 2002 Sarah Lyall, *W*, London

Antwerp, Belgium, 1977 -- Lives and works in Antwerp
EDUCATION: 1989-92 St Leo's College, Brugge, Belgium
-5 Academy of Fine Arts, Antwerp
EDUCATION: 1995-9 Academy of Fine Arts, Antwerp
PROFESSIONAL BACKGROUND: 1999-2000 Perras, Madrid; Martin Margiela, Paris
2000 New York
2000-1 Ocimar Couture, Paris
2001 Haute couture, Paris

style.com, 21 September, London
-- *Vogue*, December, London -- 2005 'Fashion Now', *i-D*, Cologne

Proenza Schouler
-
Jack McCollough and Lazaro Hernandez

Jack McCollough: born Japan, 1978; Lazaro Hernandez: born Miami, 1978 -- Both live and work in New York
EDUCATION: Jack McCollough: 1998-2002 Attended Parsons School of Design, New York -- Lazaro Hernandez: 1998-2002 Attended Parsons School of Design, New York
PROFESSIONAL BACKGROUND: Jack McCollough: 2000 Marc

Jacobs, design intern, New York -- 2001 United Bamboo, freelance designer, New York -- Lazaro Hernandez: Michael Kars, design intern, New York -- 2001 United Bamboo, freelance designer, New York -- 2002 Established Proenza Schouler
SELECTED BIBLIOGRAPHY: 2002 Meenal Mistry, 'Boy Wonders', *W*, September, USA -- 2003 Ginia Bellafante, 'The Young and Not So Reckless', *The New York Times*, 10 June, New York -- 2004 Sally Singer, 'You're Hired', *Vogue*, November, USA
AWARDS: 2002 Parsons Golden Thimble, New York -- 2003 CFDA Swarovski Perry Ellis Award, New York

Pablo Ramirez
-

Born Argentina, 1971
-- Lives and works in Buenos Aires
EDUCATION: 1994 University of Buenos Aires, fashion design, Buenos Aires
PROFESSIONAL BACKGROUND: 1994 Alpargatas Textil S.A., Buenos Aires -- 1995 Via Vai, Alan Roger S.R.L., Buenos Aires -- 1997 Gloria Vanderbilt, Induswheel S.A., Buenos Aires -- 1999 Adriana

Constantini, Acos S.A., Buenos Aires
SELECTED BIBLIOGRAPHY: 2001 Stephen Gan, 'Tango Argentina', *V*, no.12, July/August, New York -- Cynthia Garcia, 'Proposta Argentina', *Vogue*, no.277, Brazil -- Nancy McDonell Smith, 'Buenos Aires, Where We Shopped', *Spruce*, no.01, autumn/winter, USA -- 2002 Vincent Gallart, 'Argentina Connection', *Vogue*, December, Spain -- Mariana Rapoport and Kevin Gray, 'Buenos Aires: Top Labels', *Four Seasons*, vol.10, no.1, Spring, USA -- 2003 Clara Tarrero, 'Argentina Busca su Sitio', *El País semanal*, no.1405, 31 August, Spain -- Maria Contreras, 'Vogue Adora', *Vogue*, no.188, November, Spain -- 2004 Mariana Rapoport and Suzy Buckley, 'A New Latin Style', *Four Seasons*, vol.11, no.4, Winter, USA -- Silvana Moreno, 'Tango, Poesia, Patria... Pablo Ramirez', *La Nación*, no.47.585, 1 April, Argentina
AWARDS: 2002 Argentinian Chamber of Fashion / Silver Scissors, Buenos Aires

London AWARDS: 1999 Cord - The Lillie Award for most work of a first-year student

Jonathan Saunders
-

Born Scotland
-- Lives and works in Brixton, London
1999 Graduate of Printed Textile School of Art
-- 2002 MA with Printed Textile Saint Martins College of Art and Design, London
PROFESSIONAL BACKGROUND: 2003 Launched

collection
SELECTED BIBLIOGRAPHY: Blanks, 'Vogue View', *Vogue*, USA
AWARDS: 2002 Lancôme Awards, London

Jeremy Scott
-

Born USA, 1972
works in Hollywood
EDUCATION: 1994 Institute of Art, New York
PROFESSIONAL BACKGROUND: 1994 Own house in Hollywood
BIBLIOGRAPHY: 2000 Ryder Ricca, 'Interview', *W* -- 2000 Rose A. Jones, 'Jeremy

State of Mind', *WWD*, November, New York -- Alicia Drake, 'The T Scott', *W*, October, USA
AWARDS: 1998 Venus de la Mode Designer, Paris -- 1998 Venus de la Mode Designer, Paris -- 2004 Honorary Doctorate, San Francisco Art, San Francisco

Jasmin Shokrian
-

Born Los Angeles
-- Lives and works in Los Angeles
EDUCATION: 1994 School of the Art Institute of Chicago, BFA
Interdisciplinary focus on film and fashion
CHICAGO PROFESSIONAL BACKGROUND: 1994 Freelance stylist and interiors, Los Angeles

Los Angeles -- 2000 Cielo Vivo, architecture and interior design studio, Chicago
first collection
SELECTED BIBLIOGRAPHY: 2002 Mikkie Yasue, 'Buyers Talk', *E-Spur*, December, Tokyo
Chang, 'Jasmin Shokrian at Art Los Angeles', *Apparel News*, July, Los Angeles -- 2003 Janet Kinoshian, 'The Dish: Fashion', *CS*, December, Chicago -- Janet Kinoshian/Gina, 'The Dish: Soft Sell', *Angeleno*, November, Los Angeles -- Shi 'Paris Review', *Non-Nonet*, November, Tokyo -- Nancy McCartney