

HARRI CHAPTER FIVE SS25



While all of HARRI's collections have been central to his success, perhaps none might be as pertinent as SS25. In conceiving a series of characters from an otherworldly realm, this collection explores the relationship between tradition and innovation, while propelling HARRI's aesthetic into new dimensions. In order to grow and evolve, we must risk venturing into the unknown to discover new opportunities - and those who have followed HARRI's journey know he is not averse to risk-taking. In choosing to embrace change, HARRI presents SS25 as his debut womenswear collection; one that explores the legacy of the past and the opportunity of the future.

In considering how he would design in another world, SS25 takes inspiration from Wolfe Von Lenkiewicz and his ability to bridge traditional oil painting with contemporary technology. His work masterfully preserves the soul of the Renaissance with a modern perspective. Curated masterpieces are reinterpreted through AI technologies, rendered back to life with his oil painting artistry. The women he so meticulously depicts - powerful, regal and at times irreverent - are portrayed with the poise of French Romanticism and the resilience of the modern-day woman. The result is a harmonious balance between the digital and the tactile; a masterclass in converging tradition with innovation.

This collection signifies HARRI's continued commitment to craftsmanship and exaggerated proportions while exploring the boundaries of impossibility. Working by hand is HARRI's most sacred practice, seeking solace in its calming and therapeutic process. Each look, entirely assembled by hand, has been constructed to the model, taking inspiration from their distinctive aura and physique. It is a process that celebrates the power of their uniqueness

while transforming them into powerful characters, highlighting a metamorphosis of HARRI's viewpoint into a meticulously constructed ready-to-wear collection, centred on possibility and unknown discoveries.

Continuing to champion the disruptor, this new collection is reflective and fantastical. There are numerous impressive talents who have contributed to bringing SS25 to life. Firstly, we would like to express our unwavering gratitude to Tré, our show director, for his exceptional styling, casting, and direction of the show, and to the incomparable Gabriele Esposito for movement direction. We would like to thank Bon for the musical mastery that accompanied our characters down the runway, and extend our deepest thanks to Adam Garland (Authentic Beauty Concept) and David Gillers (Ellis Faas) for their artistic contributions to hair and makeup. For our footwear collaboration, we would like to thank Untitlab and lastly, we extend our deepest gratitude to Supatex for their continued support, helping us to create our fearless voyage into the unknown.

BIOGRAPHY

Indian-born artist and designer Harri is the creative force and visionary behind his eponymous label, based in London. Graduating from the 2020 MA Menswear programme at the London College of Fashion, his collection "Let's Put Him in a Vase" garnered critical and international recognition, receiving coverage from esteemed industry publications such as *Vogue*, *Dazed*, and *Business of Fashion*. Harri is a recipient of the *BFC NEWGEN* award for 2023/2024 and has received various accolades, including the *Practical Intelligent Genius Foundation Prize*, and a coveted spot on the *2023 FORBES 30 UNDER 30 Arts and Culture Europe* list, receiving recognition for his groundbreaking designs.

ACKNOWLEDGEMENTS

Creative Director: HARRI
Show Director: Tré Koch
Casting and Styling: Tré Koch
Chief Executive Officer: Abhinov Asokan
Movement Director: Gabrielle Esposito

Design Team:

Studio Manager: Harriet Hooper
Artisans: Louis Tony O'Reilly, Lucy Qian, Millie Jowett, Rodrigo de Sousa Dias, Selena Sancaktar, Yiyang Bu
Makeup: David Gillers, Ellis Faas
Hair: Adam Garland, Authentic Beauty Concept
Footwear: Untitlab

Media Team:

Creative Director: Stefano Giuliano

Photography team

BACK OF HOUSE:

Annett Posalaki, Arthur Flinch, Cieran Jay Forster, Johanna Stroud, Rosella Damiani, Thi Santos

FRONT OF HOUSE:

Photographers: Alexis White, Marie Pichonnaz Pro, Morgan Williams, Pierre Cruz, Raquel Barbosa

Videography team

DOP: Fyras Slaiman

Production: Daniel Sved

Videographers: Ellis Josebury, Fyras Slaiman, Jamie White, Olive Gilson, Ravenna Tran

Social Media Team:

Stefano Giuliano, Sofya Rakitina, Gariyashi Bhuyan

PR, Marketing, and Partnerships:

Audrey Kimberly, Gariyashi Bhuyan, Joshua Davies, Karanveer Singh, Stefano Giuliano, Weng Hon

Digital Team:

Adnan Kamal, Karanveer Singh, Stefano Giuliano

Show Notes:

Joshua Davies

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