

# 'THE LADDER'

BFC LONDON FASHION WEEK – DISCOVERYLAB

18 FEBRUARY, 2022 – 10:00 GMT

'THE LADDER' is the Autumn/Winter 2022 collection of Austrian born and London based designer CHRISTOPH RITTER STUDIO.

For designer Christoph Ritter, Autumn/Winter 2022 is an exploration of futurism, intercultural allyship and virtual self-idealisation. Ritter designs for eco-conscious club kids and redefines power dressing. The motivation of his creations is sustainability, radical innovation with climactic glamour. Using digital abstraction, pieces are created to elevate and empower the wearer to reach their full potential of self-expression.

The collection is presented as a fashion film, opening the BFC London Fashion Week DiscoveryLAB. Directed by Ben Cole and Art Directed by Magda Kaczmarek, it showcases the vast spectrum of London's club culture. Shot in Ritter's design studio, reinvented as a club, it features artists, models and real-life club kids. It is a brutally honest representation of Ritter's experience of the city's nightlife scene.

At the core of the collection are printed Lycra staples including shapewear, catsuits and bodycon dresses made of textiles, which are derived from recycled plastic bottles and fishing nets 'harvested' from the oceans. The pieces are designed to provide vibrant sex appeal, high performance and comfort. The eclectic prints are compositions of colours and textures found in nature, cultural landmarks and digital fantasies.

Alongside the IRL collection, key pieces will be launched as fashion NFTs. In partnership with the digital creator platform 'Rally', CHRISTOPH RITTER STUDIO is introducing its sustainable clubwear into the METAVERSE. Highlights such as balaclavas and gowns will be made available as fully 3D rendered digital garments entering a new era of fashion and WEB3.

-ENDS-

**LONDON  
FASHION  
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18-22 FEBRUARY 2022

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CHRISTOPH RITTER STUDIO

## ABOUT CHRISTOPH RITTER STUDIO

CHRISTOPH RITTER STUDIO is a London based 'HAUTE CLUBTURE' label with the mission to push club wear into age of eco-futurism and the METAVERSE. Having studied at the Royal Academy of Fine Arts, Antwerp, Polimoda in Florence and Central Saint Martins in London, his collections are a hybrid of nature and technology, using digital design as way to bring forward new solutions to the ecological challenges of fashion.

As a long-time vegan and climate activist, Ritter sees fashion as a tool to not only minimise pollution but to actively clean up the planet. Christoph Ritter Studio only uses fashion forward materials including textiles made of recycled ocean plastic, Tencel, as well as data and pixels.

Having worked for several specialist ateliers that create Haute Couture and runway pieces for the likes of Chanel, Dior and Salvatore Ferragamo, Ritter's approach to fashion is based on reinterpreting traditional techniques in order to innovate forward thinking statement pieces as well as fashion NFTs.

CHRISTOPH RITTER STUDIO

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