

EUDON CHOI

Spring Summer 2026
Faraway

LONDON, SEPTEMBER 2025

For Spring Summer 2026, EUDON explores the Pueblo Revival – a distinctive architectural style that arose in New Mexico during the early 20th century. One of its most iconic examples was the adobe home of Georgia O’Keeffe, a place that embodied her philosophy of simplicity, self-containment, and harmony with nature.

In this desert landscape, art, architecture, and the natural world intertwined to forge an atmosphere of serenity. Both austere and welcoming, the Pueblo Revival aesthetic embodies a slower rhythm of life, one where the meaning of ‘home’ can be reimagined as quiet, honest, and inseparably connected to the land. Celebrated for its tranquillity and sense of refuge, it resonates with Eudon as a reminder of the restorative power of minimalism and the lasting beauty of living simply.

As Choi explains: “O’Keeffe created a world that was deeply personal yet profoundly connected to nature. Her home was not a showpiece but a sanctuary: calm, resilient, and grounding. For this collection, I wanted to capture the spirit of pared-back beauty, finding completeness in restraint and designing clothes that invite stillness, comfort, and renewal.

Key pieces reflect this rational, reinterpreting wardrobe staples with a balance of structure and softness. Crisp cotton is paired with liquid satin, while oversized utility gilets and soft tailoring sit alongside flowing silhouettes in sheer organza. A bias-cut draped cami dress offers quiet sensuality, while sculptural pairings remain disciplined in their simplicity.

The SS26 palette echoes the desert hues of New Mexico - sandstone, tan, ecru, and dark rye - layered with French navy, steel grey, and seashell. Textural contrasts emphasise the narrative of honesty and tactility: crinkled satin, gauzy sheers, and natural weaves evoke the region’s interiors of terrazzo, lime plaster, jute, and linen. Accents of checkered mint and glacier blue suggest the shifting light of O’Keeffe’s world, where colour moved fluidly between luminosity and contemplation.

Effortless and composed, Spring Summer 2026 is rooted in authenticity and equanimity. It is a collection that honours the poetry of honest materials and architectural clarity, where beauty resides not in excess, but in stillness, harmony, and the quiet strength of the natural world.

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