

## Blue Nude Announces Spring/Summer Collection: Forá

*Earthy Hedonism on the Island of Hydra*

Aegean-inspired designs developed in collaboration with artist Laurence Watchorn, featuring breakthrough plant-based stretch fabrics.



London, UNITED KINGDOM – **BLUE NUDE**, the *Made in London* colour-forward and earth-positive fashion brand, announces its Spring/Summer collection: Forá. Drawing inspiration from the Mediterranean island of Hydra, Forá invites wearers into a world of earthly pleasures, sunlight and fluid movement.

If you were asked to draw 'fun', what would it look like? Exploring a deeper response to the seemingly simple question, Creative Director Katarina Protsack's answer comes not through words, but through sensations and feelings. The Greek island of Hydra became a place where time, Forá in Greek, is an afterthought. Time slows and blurs.

Fun instead becomes freedom, with a touch of bliss.

### Artistic Collaboration: Laurence Watchorn

Each season, Blue Nude partners with an emerging artist to further enrich its creative and collaborative world. For Forá, Blue Nude collaborates with London-based painter Laurence Watchorn, whose expressive artworks are featured throughout the collection.

"Laurence's work investigates how sound, rhythm, and time can visually permeate a canvas," says Protsack. "His brushwork captures the fleeting sensorial joy of summer, where water, shadows, and sunlight contour and dreamlike states manifest."

During five months of visits to Watchorn's Chelsea-based studio, motifs were extracted from his large-scale canvases to pair with the collection's pieces, creating a visual language for hedonism shaped by environmental codes of light, water, and Mediterranean ease.

### Artistic and Cultural Inspirations

Long associated with artists and writers, Hydra provided fertile creative ground during Protsack's recent visit. From the white and orange lined buildings to the turquoise blue waters outside the *DESTE Foundation for Contemporary Art*, the island's sensorial atmosphere shaped Forá's take on hedonism. Rooted in the Greek word for pleasure, it's one of presence and light.

A meditation on freedom, movement, and softness, Forá dives towards this unique, creative atmosphere where the physical meets an ancient stillness. Fun becomes embodied: glistening skin, a moment of calm with a glass of something chilled in a stone-filled courtyard. All before dancing the night away.

Protsack explores what it means to be free and joyful in one's body through tactile surfaces and sensory moments. With eyes closed, visions shift focus to wet fabric, sun dapples, lightly perfumed skin. A radiance of joyful refreshment emerges alongside motifs of starfish and vibrant sun-drenched colour.

## Colour and Textural Palette

Forá introduces four key silhouettes:

**Idra Maxi Dress** - A flowing white dress with lime-toned bodice, echoing citrus light. An abstract motif at the hip is derived from Watchorn's original artwork.

**Hedone Wrap Halter Top** - In teal, this fluid top evokes waterline curves and the pleasure of movement. Crafted from plant-based stretch fabric made from corn and lyocell.

**Helios Hand Painted T Shirt** - A hand-painted limited-run wearable canvas featuring original artwork by Laurence Watchorn.

**Isalos Silk Button Up** - Printed silk from a reconstructed composite of Watchorn's paintings. Mediterranean-toned, designed to be worn directly against skin or open over bare shoulders.

## Material Highlights

This season introduces a new sustainable material: a plant-based stretch fabric derived from corn and lyocell, avoiding plastic-based elastane. After years of excluding virgin stretch fibres, Blue Nude found a breakthrough, resulting in the wrap halter top's signature soft feel and structure.

"We were delighted to come across this innovation," says Protsack. "It allows us to craft easy, summer-ready pieces while maintaining our dedication to the environment."

Website: [bluenude.com](https://bluenude.com)

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## ABOUT BLUE NUDE

Founded by Katarina Protsack, Blue Nude is an emerging colour-forward designer championing *Made in London* craftsmanship and environmental responsibility. Each season, the brand collaborates with a different visual artist to explore global intersections of culture, nature, and design.

## ABOUT KATARINA PROTSACK

Raised in the Canadian Rocky Mountains and now based in London, Katarina Protsack draws on her diverse background in art, design, and sustainability to create fashion that reflects her deep appreciation for the natural world.

## ABOUT LAURENCE WATCHORN

Laurence Watchorn is a South London-based artist and DJ who holds a BA in Fine Art from the Slade School of Fine Art. He is the co-founder of OOZ, an arts and music collective. Recent exhibitions include a two-person show at Sim Smith, "Echoic Visions" solo show at the Bomb Factory Art Foundation, his solo show "Cypher Vision", and "As Above, So Below" in Sydney, Australia.