

## On|Off Presents... Taskin Goec – Transition

For its Twentieth year in the business, and following its celebration of **Jack Irving**, **On|Off Presents... Taskin Goec**. A celebrated designer who cut his fashion teeth at the age of just fifteen; styling, pattern making, prototyping and designing within pivotal Berlin design rooms. Becoming a pattern cutter all before embarking on his study of fashion design at **Weissensee Art Academy Berlin**, and undertaking a role at **Paloma, Chanel, Métiers d'Arts, Paris**, side by side.

**Goecs** work ethic has catapulted his notoriety as a master of mixed reality fashion, a hybrid designer with an equally shared workflow across the digital and physical. Qualities **On|Offs** Founder, **Lee Lapthorne** spotted the instant he met and fell in love with his work.

In a world where we live simultaneously in digital and physical space it is impossible to separate the two, they are heavily influenced by each other. For **Goec**, this is a time of transition: The metaverse is a space where you choose surroundings, you connect to your tribes. In physical reality, we do not always get to live in our favourite neighbourhood or exclusively move in safe spaces. **Taskin Goecs** view is not focused on technological innovation, but the democratic aspect of fashion in the metaverse. A safe space to wear whatever you want, creating a physical iteration of your dream wardrobe.

**Goecs** aesthetic is rooted in tradition: cutting shapes out of a two-dimensional surface and then assembling these pieces to create volume. A deep love and understanding for the way fabrics have been woven for centuries gone by. In the end, **Taskin Goec** creates pieces that are meant to alter the way you feel in your body, how you see and carry yourself. This is something very immediate and sensual, which does not necessarily relate to exclusivity or collectors value.

**Goec** says “I usually don’t think of clothes first when I design, but of a whole universe. In my workflow, I create spaces and then I think of the people who inhabit those spaces, what they like and fear, and lastly, what they’d wear.”

**Lee Lapthorne** says “In this climate it is not always effortless to discover raw talent, which truly captures a moment in time.. **Taskin Goec** IS this moment.”

On|Off showcases a 90 second digital film presentation, in collaboration with The Digital Fashion Group to highlight selected On|Off designer archives which have been morphed using GAN/AI technology. **Goec** has taken this information and created new work in anticipation of February’s 2023 mixed reality showcase.

LFW SCHEDULE : 20<sup>TH</sup> SEPTEMBER, 2.45PM HIGH-RES IMAGES AVAILABLE HERE.

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