

# POP ART

IN AN INDUSTRY THAT CAN OFTEN TAKE ITSELF TOO SERIOUSLY, IT IS REFRESHING TO SEE DESIGNERS PAY HOMAGE TO THE BRIGHT, BOLD AND COLOURFUL ARTISTIC MOVEMENT OF POP ART.

PIONEERED by artists like Andy Warhol, Jasper Johns, Richard Hamilton and Billy Apple, pop art is a celebration of colour and pop culture in a way that challenged traditional fine art practices and created an everlasting effect in both art and design.

Adam Selman, lover of all things camp, stayed true to brand this season in an offering of 60's inspired bubblegum-pop designs that experimented with elements of schoolgirl uniforms, oversize fuzzy sweaters and check prints. The matching two piece jacket and dress

similar in colour to Resene Ipanema was the culmination of Selman's gutter punk and pop art influences which set the tone for his entire offering.

Balmain took a minimal approach to its design aesthetic, mixing subtle box pleat textiles in a pallet of purple, green and yellow. The collection was a throwback to the 70's, encapsulating the end of the pop art movement as it transitioned to more simplistic colour choices, making way for colour blocking and geometric shapes. The purple, similar to Resene Perfume, of the flared pleated pants has distinct elements of disco, further



**Resene Bright Lights**  
KTZ



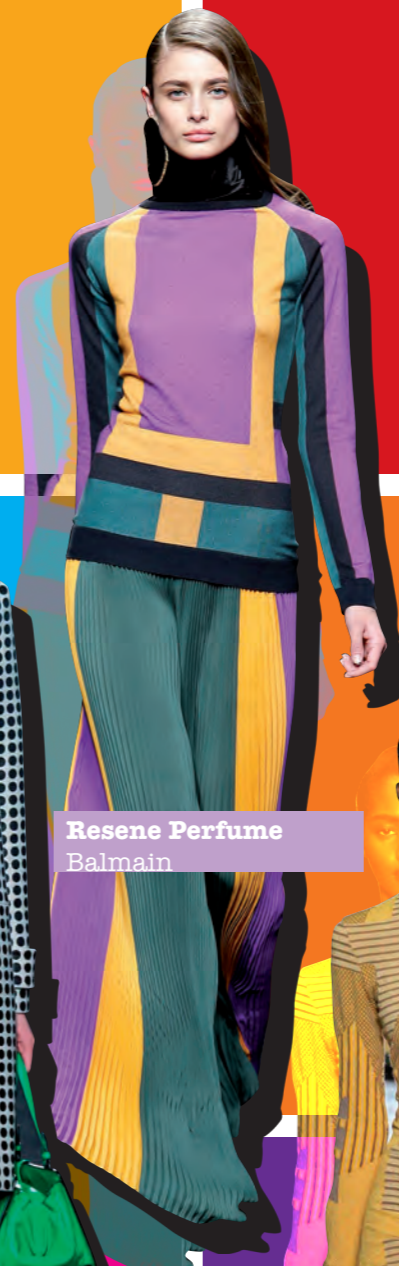
**Resene Pursuit**  
Jonathan Saunders



**Resene Tweet**  
Jeremy Scott



**Resene Home Run**  
Bottega Venetta



**Resene Perfume**  
Balmain



**Resene Saffron**  
Acne Studios



**Resene Gypsy Queen**  
Au Jour Le Jour



**Resene Ipanema**  
Adam Selman

demonstrating the 70's influences of the collection.

No stranger to vibrant colours, Jeremy Scott pushed his latest collection further through the incorporation of cartoon illustrations and ultra-bright hues. The collection was a fun showcase of vivid patterns on sporty garments that were executed on a clean silhouette as to draw attention to the textile rather than the shape. The matching crop top and pant, similar in colour to Resene Tweet, was playfully enhanced with the cartoon animal print that spread throughout the range.

The first time showcasing at New York Fashion Week, London based brand KTZ utilised the big apple energy to produce a collection designed to feel refreshingly new. Much like previous collections, the range mixed elements of kink, culture and abstract pattern design, this time with specific focus on elements of Americana design and tribal motifs. These same motifs can be seen in the multi-coloured fur jacket that almost resembles the work of pop art legend Roy Lichtenstein, only with a distinct Aztec twist. The bright yellows, similar to Resene Bright Lights, are contrasted against black

and dark blue to give strong definition to the multiple shapes that make up this geometric abstract pattern.

Much like fashion influences art, art does the same for fashion, and the constant reinterpretation of similar ideas lead to great pieces that translate from era to era as each industry borrows and creates from one another. The result is an ever-changing environment where there is only one truth, that is art is universal, multi-faceted and constantly changing. 🎨

Colours available from  
**RESENE COLORSHOPS**  
www.resene.co.nz  
**0800 737 363**