

BIKKEMBERGS

BIKKEMBERGS – SPRING/SUMMER 2021 MAIN COLLECTION

The new Bikkembergs summer collection looks towards the sea, the oceans and environments surrounded by water.

The desire to approach a more unusual world, a fresh alternative to our urban landscapes: these elements developed to create a more contemporary and stimulating expression of the Bikkembergs world.

The lifestyle aesthetic – typical for the brand - becomes an authentic blend of fluid shapes, that underline the anatomical form without ever revealing explicitly, and bold sportswear for the athletic adventurer.

The ripples and reflections cast on the seabed, morphing and blurring, create a neo-camouflage logo pattern, seen on a number of items throughout the collection. While the shapes and textures of the marine life, such as the Manta Ray and aquatic plants, have inspired the graphic elements of the collection.

The colours are inspired from this idealised atmosphere, ranging from intense ocean blues mixed with warm coral tones, sharkskin grey, kelp green and white light, with contrasting textures to echo the idea of water and the sand.

“Even before the recent pandemic I was feeling the urge to imagine a world of unfamiliar luminous optimism, an alternative to our frenetic urban jungles, a fluid place with no physical boundaries”
Lee Wood- Creative Director