

SPRING/SUMMER 2020



VIKTOR®ROLF



**CALIDA**





# *We want a better World*

The avant-garde luxury brand Viktor&Rolf join forces with the Swiss Premium Label CALIDA to present a unique, innovative and vibrant collection in two stories – all exclusively crafted out of 100% biodegradable materials only. The two bring their high fashion creativity and innovation expertise together to create a truly green story – the first of its kind.

The 100 % compostable collection embraces a unique Cradle to Cradle Certified™ approach to design, which follows nature's model of circulating resources in a healthy, efficient way. Taking steps forward to highlight the importance of the collaboration's message: "We want a better world."

This statement was inspired by Viktor&Rolf's haute couture collection 'Fashion Statements', and has evolved from "I want a better world" to the more inclusive "We want a better world" slogan.

Selected key pieces from the collection feature this strong message raising awareness about our planet and nature to communicate the idea of a symbiosis between sustainability & haute couture and to symbolize togetherness.

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AUTUMN / WINTER 2020



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