



HELMUT LANG  
FINEST RECYCLED GOODS  
FOR WOMEN AND MEN  
S/S 2019 - NEW YORK, N.Y.  
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## Helmut Lang S/S 2019: A Return to Form with Recycled Goods

As a brand, Helmut Lang has a fruitful and intriguing past that largely contributes to its current identity and representation. Founded by Helmut Lang in the height of the minimalist fashion age (specifically, 1986), Lang used his eponymous brand to focus largely on tactfully crafted silhouettes and minimalist designs. For fans of the brand, there is a key difference in collections released between 1986 and 2005, and collections that have been released since. This is because after Lang's brand was acquired by Prada in '04, Lang decided to leave the brand in '05. Fans appreciate the innovative, avant-garde designs and silhouettes along with the carefully curated fabrics that Lang incorporated in what are now referred to as 'Helmut Lang Archives'.

The collections originally released after Lang left were seen by many as well-designed and attention garnering, but not as a logical progression from where Lang had left off. The new creative directors that took over after Lang left the brand in 2014, and were replaced by former editor of Dazed & Confused magazine, Isabelle Burley, in early 2017.

Helmut Lang's S/S19 Collection finally manages to capture elements of the deconstructed, creatively ambitious essence of Lang's original founder's collections. Filled mainly with primary colours and neutral tones, the majority of the silhouettes, fits, and overall designs of pieces are reminiscent of designs from the latter half of Lang's 86-05 collections. The main difference is the reflected in the attention to detail. Lang was much more concerned with carefully crafting form-fitting silhouettes with diverse fabrics, creating minimalism with the feeling of maximalism. The SS19 collection, on the other hand, feels less minimal and more simplistic.



The S/S19 collection is large and filled with a variety of pieces: coats/jackets, hoodies/jumpers, dresses, tees, joggers/pants, dress shirts, scarves, and cowboy boots. Most tees and hoodies are monochrome and plain or have text, small logos, or short phrases such as 'In Lang We Trust'. The limited amount of dress shirts in the collection are sleek and straight-forward in their design – being solely white with point collars and 'Helmut Lang' inscribed across their backs. Pants and joggers are either slim fit or straight leg, and are made from various fabrics (leather, denim, wool, and cotton), usually having no added details. This lack of detail allows certain trousers to stand out solely because of their bright colours (orange, khaki, red). Dresses have innovative and chic designs, where sleeves, hems, and silhouettes are not identical between any two

dresses. The cowboy boots – being the only shoes in the collection – are flamboyant and traditional, and are hand-painted, adding to the uniqueness of each pair.

The collection truly shows its boldest and most captivating efforts with its jumpers, coats, jackets, and scarves. Jumpers are made from a range of fabrics with a myriad of form-fitting or oversized shapes, allowing for different types of experimentation with accentuating details (e.g., side straps on a cotton yarn crewneck or extended sleeves with additional details). Coats and jackets have abnormal silhouettes, matched with abstract and oddly placed logos, unusual fabrics, and a carefully fabricated sense of uniformity and symmetry. The sole scarf included in the collection mimics a ‘logo coat’ – having a large ‘Helmut Lang’ logo adorned on both ends of the scarf *and* on both sides, with one side being all white and the other being all black.

One of the main aims of this collection was for Helmut Lang to collaborate with Parley (environmental organisation addressing threats to the oceans) aiming to make eco-friendly and conscious outerwear. With the fashion industry contributing the 2nd largest amount of pollution to the planet, right after the oil industry, this environmentally conscious collection comes at a perfect time. The outerwear is made from ‘ocean plastic’ – up-cycled waste retrieved from the ocean – helping bring awareness to the near-insurmountable damage that’s been done to the ocean with waste, to Parley, and offering buyers a multitude of ways to contribute to reversing this damage. Only four pieces were made from the ocean plastic – two coach jackets and two hooded raincoats (one of each being white and one of each being black) – but hopefully this signifies a change in Helmut Lang’s clothing production moving forward.

With this collection, Helmut Lang seems to be establishing the beginning stages of a successful rebrand. Between the deviation from collection styles between 2005 and 2014, the attempt to return to and update the style of the HL archives, and the environmentally conscious brand message – Helmut Lang has created a cohesive, inventive, compelling collection with a positive and meaningful goal and a revitalised brand identity for future collections.

