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La Mode



The Art Of Modern Minimalism



Letter From The Editor

Welcome to the world of La Mode where fashion goes into a whole different dimension. Modern Minimalistic and Technology are this issue's themes. I've always had a fondness for art and fashion and at a young age, I always question myself: Why does a black or white outfit considered as too plain and boring? In this issue, I tackle the importance of minimalism not only in clothing but also in lifestyle. Inspired by futuristic technologies that can revolutionize the fashion industry, there are endless ways that brands can innovate. Deep dive into the aesthetically artistic photoshoots and see that less is sometimes more. Hope you enjoy this season's content and get a glimpse of what's to come in the future.

- LaMode



THE QUEEN OF LESS



Jil Sander, also known as the "Queen of less", is a German fashion designer, noted for her luxurious clothings and influence on minimalist fashion. She originally designed clothing for mature women, hence the presence of neutral colors and patterns in her designs.

Sander's vision was to establish a collection of garments that would not overshadow the consumers which gives them a sense of strength and purity. She once said "I think there is always a need for pure design. With pure design, you don't need much decoration." Sander launched her first collection under her name in 1973. During that time, she received harsh comments by fashion critics about her style. However, it was not long until she gained popularity for such innovative ideas. Her company grew rapidly and she started to launch an accessory line and fragrance collection.

Sander built her brand to become one of the most influential and exclusive within the fashion industry. The brand logo clearly illustrates the theme of the brand which is minimalist. The color palette found in her designs is neutral as it repeats the idea of modernity and simplicity. Jil Sander's marketing strategies and advertisements highlights a strong balance between positive and negative space to underline the purity of her products. In the recent years, the trend that is called "clean living" played a role of linking the idea of minimalism and wellness to fashion and this trend influenced people to turn to purchase from an unembellished, high end fashion brand such as Jil Sander.