

Jasmin Santanen



photos:© Riitta Sourander

“Cult of Temptation” Fall-winter 2012-13

«*True reality is only in dreams...*»
Baudelaire

The “Cult of Temptation” Collection extends from the summer “Lightness of Being” capsule presentation, enhancing the vital connection with nature inspired by the Finnish National Romanticism movement. As summer naturally transitions into winter, its lightness and warmth are gradually replaced by more profound, darker aspects teasing our vivid imagination. Jasmin Santanen’s work is developed to reflect this normal progression, proposing a deeper reflection through a journey within yourself. Playing with the codes of “symbolism,” a key that opens the door to further interpretation of emotion, Jasmin Santanen aims to offer visual delight and hint at sensuous pleasure through her Fall/Winter 2012 collection.

The inspiration for the collection was found in the symbolist art period that led artists into a new kind of self-centeredness, mysticism and spirituality promoting poetic, poignant and intuitive questions. The themes of “Cult of Temptation” mirror a more imaginary yet dominant vision of the connection between humanity and nature based on the theory of monistic oneness.

Honoring the father of Symbolism, Charles Baudelaire, and his “Fleurs du Mal poetry,” Jasmin Santanen has exploited the delicate and seductive aura of a flower, bringing out a variety of emotions starting with temptation and leading through vulnerability often into insecurity and melancholy evoked by the falling leaves. Santanen was encouraged to explore the beauty of seduction for its mind lifting qualities enabling us to transcend all mental limits and reach a new liberated, heightened state of being above the physical world. Nature’s overwhelming powers are captured in the design and color story of the prints; forceful thunder’s black and white, antiquated bronzes, dark blue and purple velvety nights influence the wintery color scheme and patterns as a reminder of a world in transit and life’s cycle of death, leading eventually again into rebirth.

Jasmin Santanen

Full-length almost austere shapes comprised of heavy velvets, rustic wool crepes and bold wintery laces enable a woman to claim her earthly power and stand her ground while promoting physical contact with terrestrial energies. Imposing goddess-like drapes and graceful silhouettes are reminiscent of the mystic and supernatural evoking the divine within.



Inspirations//Jasmin Santanen

The essence of spirituality is incarnated through the flowing, heavenly, light and ethereal silk crepe and transparent chiffon looks. The cult of beauty in search for a new aesthetic and freedom without constricting garments is being revisited through nonconformist and generous volumes emphasizing comfort and wellbeing.

The contradiction created through the delicacy of the lightness of seduction paired with the depth and emotional intensity of the poetic standstill of the winter months results in unprecedented alchemy.



Short Film 'the Cult of Temptation'
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We are honored to have been given the opportunity to present this collection in the Kiasma Museum of Contemporary Art during the yearly Gala and auction event in Helsinki demonstrating our attachment to design as an art de vivre.

Intensively emotional, this collection reveals all the magic and profoundness of a journey within escorted by old counts and legends emphasizing our connection with nature. The looks were intensified through the enchanting and bold style of Kalevala jewellery, who already strongly contributed to the mystic aura of our short film. The goddess-like silhouettes reached their magnificence in the expert hands of Lancôme and L'Oréal Professionnel team, respectively for Make-up and Hair styling.

Kalevala Jewelry is recognized for expertise on handicraft and high technology while preserving and advancing Finland's national cultural heritage.

Kalevala Jewelry is a passionate, modern design company that believes in the strong symbolism and in the power of the tales behind speaking to us on an emotional level.

The designs are rooted in the Finnish culture, simultaneously revealing new stories and reviving forgotten tales providing an inspirational combination of design and vision at the heart of every item of jewelry.



photo:© Hanna Voutilainen



Make-up Artists: Eeva Hautamäki, Ilkka Ruotsalainen



L'Oréal Professionnel becomes in 2012 the Official Partner of the Semaine des Créateurs de Mode de Paris (Paris Fashion Week). This partnership embodies our shared values and vision.



Hair Stylists: Jaana Paavilainen, Jani Lännenmäki / L'Oréal Professionnel / Hiustaivas