

Jasmin Santanen
Paris

«Lightness of Being»

Spring-Summer 2012



'Lightness of Being'

Jasmin Santanen explores her roots by celebrating the Finnish National Romanticism movement infusing the inherent connection with nature and life force capturing beauty as the purest and simplest form of positive and constructive energy. As if inhabited by over natural powers, a feeling of liberation results from being in harmony with oneself and the outside world.

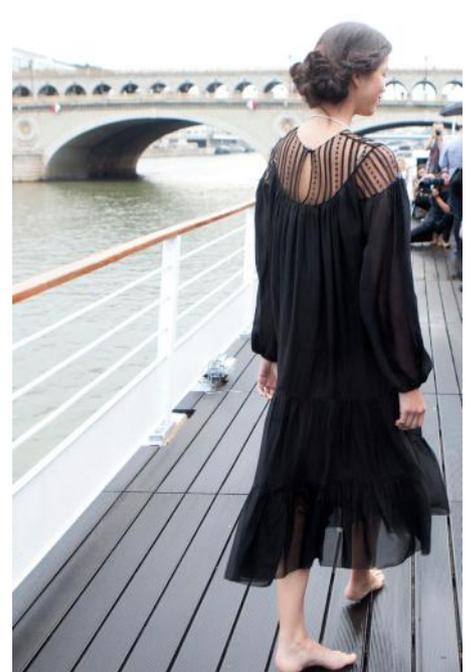
Inspired by the late 19th century dress of the Aesthetic Movement, devoted to nature and controversial art, Jasmin Santanen's summer capsule collection "Lightness of Being" stresses comfort and freedom of self expression while spreading the honest joy of living. Like it's leading women who gained a masculine confidence and shed the restrictive, figure-hugging Victorian fashion, the collection aims to capture the spirit and passion of the era through its unconventional volumes exaggerating the movement of the body.



... "visual delight" Collection cruise
www.Youtube.com/JasminSantanen

Jasmin Santanen

Flowing nymph-like silhouettes showcase the graceful lightness and hint of discreet sensuality by combining transparent and diaphanous ethereal chiffon and lace fabrics. In addition to its romantic side, the collection evokes a powerful masculine energy through pleat detailed tuxedo or big bow collared blouses paired in contrasting form-fitting or oversized cropped pants.



Jasmin Santanen



Jasmin Santanen

"Lightness of Being" Summer 2012

©Kristian Kaarna / Jasmin Santanen Summer 2012

Jasmin Santanen partnered with Finnish photographer Kristian Kaarna, an artist who captures nature's complexity in thought-provoking perspectives, on the collection visual presentation, and Finnish jewelry company, Lapponia, with precious yet 'bold' pieces for the show. This collaboration fused their passions and captured the power of design by joining fashion, photography and nature, underlining Finland's brand identity.



©Sarah T. Skinner



©Kristian Kaarna / Jasmin Santanen Summer 2012

info@ kristiankaarna.com
www.kristiankaarna.com

www.jasminsantanen.com

info@lapponia.com
www.lapponia.com

