

## odd molly spring/summer 2011 collection

The theme for spring 2011 is "peace maker". The main influence for this collection is a mix of a state of mind, feelings/moods and personalities.

Our pin-up girl Daisy is still with us. In her mind she is all the lovely things you can wear under your clothes – under slipdresses, under slipskirts, under sliptanktops etc. This means that she is on the inside – qualitywise – full of laces, silky qualities, sheer qualities, mesh lace qualities etc.

Feeling wise she is this season a mix of a bohemian, a worldtraveller and a beautiful parisian chic.

–Bohemian is in this collection translated into a slightly messy mix of colours and somehow mismatched influences from different decades and that includes of course patchworks, handcraft, and crochet.

–World traveller means folkart influences from all over the world, worldwide ethnical influences.

–Beautiful parisian chic interperates into "Beautiful and loves Paris...loves Paris more than being chic" which brought our minds to all red colour shades, because the colour of love is red.

### Main silhouettes of the season are;

- Late 50's which means a long and narrow and more bodyshaped silhouette,
- Early 60's with a slightly straighter and shorter silhouette. But having Birgitte Bardot in our minds (the most lovely of them all in the 60's) we have given this silhouette some (bodyshapes) curves and made it more flirty. In a magazine Birgitte Bardot was a woman for her decade "modern, liberated and a bit provocateur", dressed in a "slightly messy-dressy" way, a description we loved.

So the things and details we love this season are; patchwork, gold and silver, roses and flowers, "messy-dressy", "flirty" details such as frills, silks, mixing is important! Mix patterns, mix colours, mix different lenghts (layering), mix different qualities (different constructions) etc, or also dress with fewer pieces for a clean look. Crochet, vintage, scribbling, "dark denims", smock, fringes and tassels, woven jacquards and dobbies, allover prints, different knit techniques (jacquards, braids, pointelles), placed embroideries, often made by hand when production allows us. The garments are washed and has a slightly wrinkled finish and nice looking insides. All of this is of course mixed with our odd molly "sunday morning feeling"

This seasons' colorcard is extensive! There are vintage shades available in all different colours. We mix the "vintage colours" with brighter colours for embroideries. All red & pink shades feel lovely this season, and are lovely mixed together. Powdery colours, gold and silver and grey melanges are another endearing colour group. Blues and military colours are also important.

During the designing process, we invest a lot of time in our prints and embroideries and we believe this is one thing that makes odd molly unique and special. Details are carefully chosen and all garments are well executed.

"darling denims" – both the inspiration and "working name" of this seasons denims.

It is lovely decorated with goldthread embroideries, printed scribbled texts and daisys, flowers and butterfly embroideries and molly dollars. We have two different "5-pocket" silhouettes; carrot (loose fitted and leg width narrow) and contour (stretch, ankle lenght and leg width narrow). The shapes have thouroughly been worked with, and again of course concentrating on the "butt" shape. For pants we are continously working with the one and only silhouette shelike silhouette, which is still lovely.

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