

CHEREVICHKIOTVICHKI

FOR

*Yohji Yamamoto*

June, 2018

*'Cherevichkiotvichki, the name is meant to create a separation from my personal self, and also what my work represents, which is a ceremonial approach to making things—meticulous, detailed, time-consuming.'*

- Victoria Andrejeva

This attention to making and creating is what sets Cherevichkiotvichki apart from the "fast fashion" shoe making and is one of the main reasons why the collaboration with Yohji Yamamoto continues on in strength with the SS19 Homme collection.

This season Victoria Andrejeva presented two shoe styles. The first style is a one-piece linen sandal with a strap that is screwed onto the heel with a rustic nail. The second style - an asymmetric boot with laces. The laces are then secured by wrapping them around the ankle. Both fastenings on these styles are secured rather aggressively with the use of vernacular materials - an indication of urgency, strength and a sharp abruptness. These fastenings paired with the rather fresh and tender material is a key staple at Cherevichkiotvichki. A fine art approach to natural materials and classic Italian shoe making methods.

The collaboration pieces will be exclusively available in the Yohji Yamamoto stores and selected boutiques worldwide in early 2019.



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