

# POLIMODA

## Polimoda Duets with Iris van Herpen

**On the occasion of Pitti Immagine Uomo 99 on Pitti Connect, Polimoda presents a conversation on January 14th at 2pm with the Dutch designer who has redefined the relationship between craftsmanship, couture and technology.**

*Florence, January 11<sup>th</sup>, 2021* – Some know her as the architect of couture, the scientist of ready-to-wear and the author of smart fashion. Her creations were chosen by the likes of Björk, Lady Gaga and Tilda Swinton. Her career is full of collaborations with creatives from other disciplines, bringing to life the most artistic side of fashion. Iris van Herpen is the protagonist of the newest episode of Polimoda Duets, created by Polimoda on the occasion of Pitti Immagine Uomo 99 on Pitti Connect. This exclusive video interview will premiere on Thursday, January 14th at 2pm on the Pitti iConnect platform and then be shared on both Pitti and Polimoda's social media channels.

In conversation with StyleZeitgeist magazine editor and creative director Eugene Rabkin, Iris van Herpen explores her creative process, the inspiration behind her work, sustainability in Haute Couture, 3D printing and her unique collaborations with the world of dance, architecture and science in the latest Polimoda Duets. From the pandemic's impact on the world of fashion to her unique relationships with science and technology and how it all comes together to influence her work, fashion is not just a product, but a real language for van Herpen.

*"I push the perception of the world we are in right now. Everything we create is here and now. Nothing is impossible and nothing lives in the future. There's so much more possible than we imagine sometimes,"* reveals Iris van Herpen.

After studying Fashion Design and interning at Alexander McQueen, Iris van Herpen launched her label in 2007 and gained the fashion world's attention during Amsterdam Fashion Week in 2010, internationally showcasing the first 3D-printed dress: a masterpiece inspired by the shape of crystallized water that also made TIME Magazine's list of the 50 Best of Inventions in 2011. With an avant-garde use of technology and transforming the tradition of Haute Couture into something new and equally evocative, Iris' creations are worn by an eclectic and intellectual clientele and deeply appreciated by art curators, artists and collectors, as well as the world of theater and dance. Her experiments on material and body, the search for new materials and her unconventional structures lead her to interface with technology and science, merging new solutions into traditional craftsmanship with innovative techniques.

The video is part of the Polimoda Duets series that has already featured Marina Abramović, Marco Bizzarri, Linda Loppa, Margherita Maccapani Missoni, John Rankin, Lidewij Edelkoort, Mobolaji Dawodu, Rick Owens, Tim Blanks, Beatrice Venezi and Vanessa Friedman. With these Duets, Polimoda connects the world of art, fashion and contemporary culture, combining its tradition of learning from key figures in the sector with exclusive video interviews. In each episode, an icon of our time is interviewed by a different interlocutor such as great journalists, influencers or researchers in the field of fashion, discussing the central themes of modern society.

*"If training is the link between our cultural world and professional reality, then our task as educators is to accompany young people in the discovery and knowledge of these two universes, and that merging will be a foundation on which to build their identity and professional growth,"* explains Polimoda Director Danilo Venturi. *"At Polimoda, we chose to do so by giving voice to great contemporary figures, offering our students, but also a wider audience, the opportunity to meet them, listen to them and treasure their words."*

### Watch Polimoda Duets with Iris van Herpen:

<https://uomo.pittimmagine.com/en/news/Polimoda-Duets-con-Iris-van-Herpen>

Images: <http://bit.ly/Polimoda-Duets>

#### Polimoda Press Office

Tessa Pisani – [press@polimoda.com](mailto:press@polimoda.com)  
Tel. +39 055 2750675 – Mob. +39 335 6079408

[www.polimoda.com](http://www.polimoda.com)