

Manifesto Says:

Is the Art x Fashion collaboration worth it?

Text/
MADELEINE MAK and
GENNADY ORESHKIN

Four voices from the two creative worlds weigh in.

FASHION INDUSTRY



VICTORIA TANG-OWEN

Founder and creative director,
Victoria Tang Studio

Rather than pure commercial gain, an Art x Fashion collaboration is worth it if it can foster appreciation and understanding between two worlds. It holds financial and cultural value when it authentically merges the DNA of a brand and an artist. A memorable example is the series of jewellery and buttons created by Elsa Schiaparelli and Salvador Dalí. Schiaparelli didn't replicate a painting - she thoughtfully integrated his codes to craft timeless pieces. I was also inspired by the Dior Men's Pre-Fall 2021 collaboration with New York artist Kenny Scharf. Ahead of the show in Beijing, I led the integration of Scharf's artworks with traditional Chinese embroidery techniques. With 30 local artisans and Dior's dedication to craftsmanship, we created innovative pieces steeped in heritage. Ultimately, a successful Art x Fashion collaboration withstands the test of time and evokes the same feelings no matter how many times it is experienced. Brands should ground these collaborations with meaningful storytelling and a genuine respect for artists.

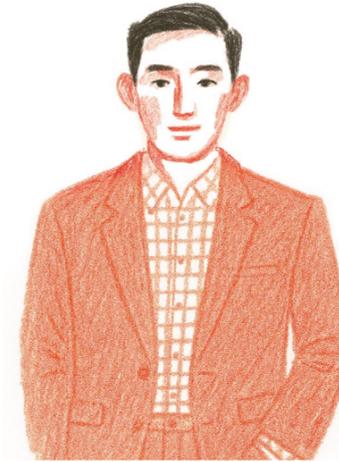


RYAN YIP

Content creator @ryanyipfashion
and fashion critic

These collaborations are worth it as art can benefit from hyper-commerciality whereas fashion can become less frivolous. By tapping into the philosophies and expertise of each field, we get to see things in a new context and it's fun. Apart from the significant amount of money that can be generated, there is cultural value - anyone who says otherwise is just blind to it. Even hype carries value in its own right. The downside is that most of these collaborations come across as mindless cash grabs. While not a formal collaboration, an art-fashion crossover that exhilarates me is Jun Takahashi at Undercover. He is an oil painter who translates his paintings and love for Surrealist art into his collections. While I do dream of a 'Nirvana' of collaborations, I think that art will always be in the spotlight and ultimately overshadow the fashion. Fashion, for most people, is just a daily essential and will remain just another 'medium' for art to exist in.

ART INDUSTRY



EVAN CHOW

Art Collector
and New Museum Trustee

Most Art x Fashion collaborations fail because they prioritise visibility over substance. What tends to work are relationships grounded in long-term thinking, where art is structurally embedded. I own a Pierre Jeanneret x BERLUTI *Committee Armchair* and I think it's the perfect example of collaborations that hold value in many forms. The collaboration refers to the Italian brand's interpretation of Pierre Jeanneret's classic and original designs from the 1950s. What's interesting is how quickly it transcends being a "collaboration" and becomes a timeless artisanal object. What tends to stay with me are moments when a fashion mind expands into a broader world of objects and space. Rick Owens' recent exhibition in Paris comes to mind here. Not a collaboration in the conventional sense, but it reminded me how porous the boundaries already are when the work has its own internal logic.



INNA RODCHENKO HIGHFIELD

Art Collector
and Philanthropist

Art x Fashion collaborations are worth it because they sit at the crossroads of creativity, cultural storytelling and commerce. The "worth" comes from the cultural capital they create and the doors they open for audiences who may not enter a gallery but will wear a garment that carries artistic meaning. Loewe's work with Suna Fujita recently captured my attention. It felt intimate and poetic - the kind of partnership where the fashion house doesn't just use an image but genuinely enters the artist's world. On the other end of the spectrum, I liked Michael Lau's work with Nike and Puma. His influence on the toy, street and fashion ecosystem in Hong Kong is undeniable, and there is a playfulness to his collaborations that still feels fresh. They remind us that art and fashion can be joyful, accessible and rooted in local creative energy.