RUN ALICE

Autumn Winter collection

Héloïse Bouteille

knitwear fashion designer

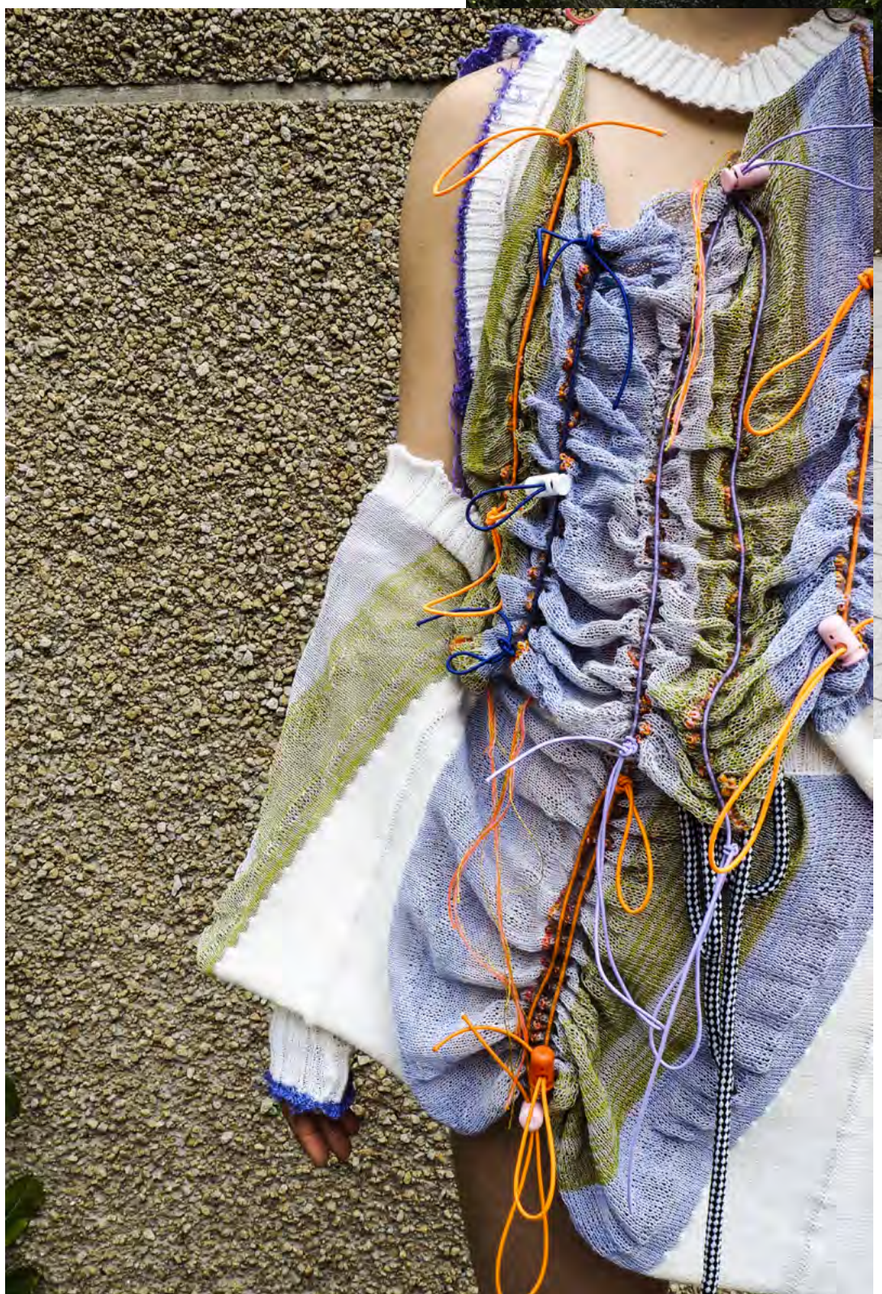
A collaboration with

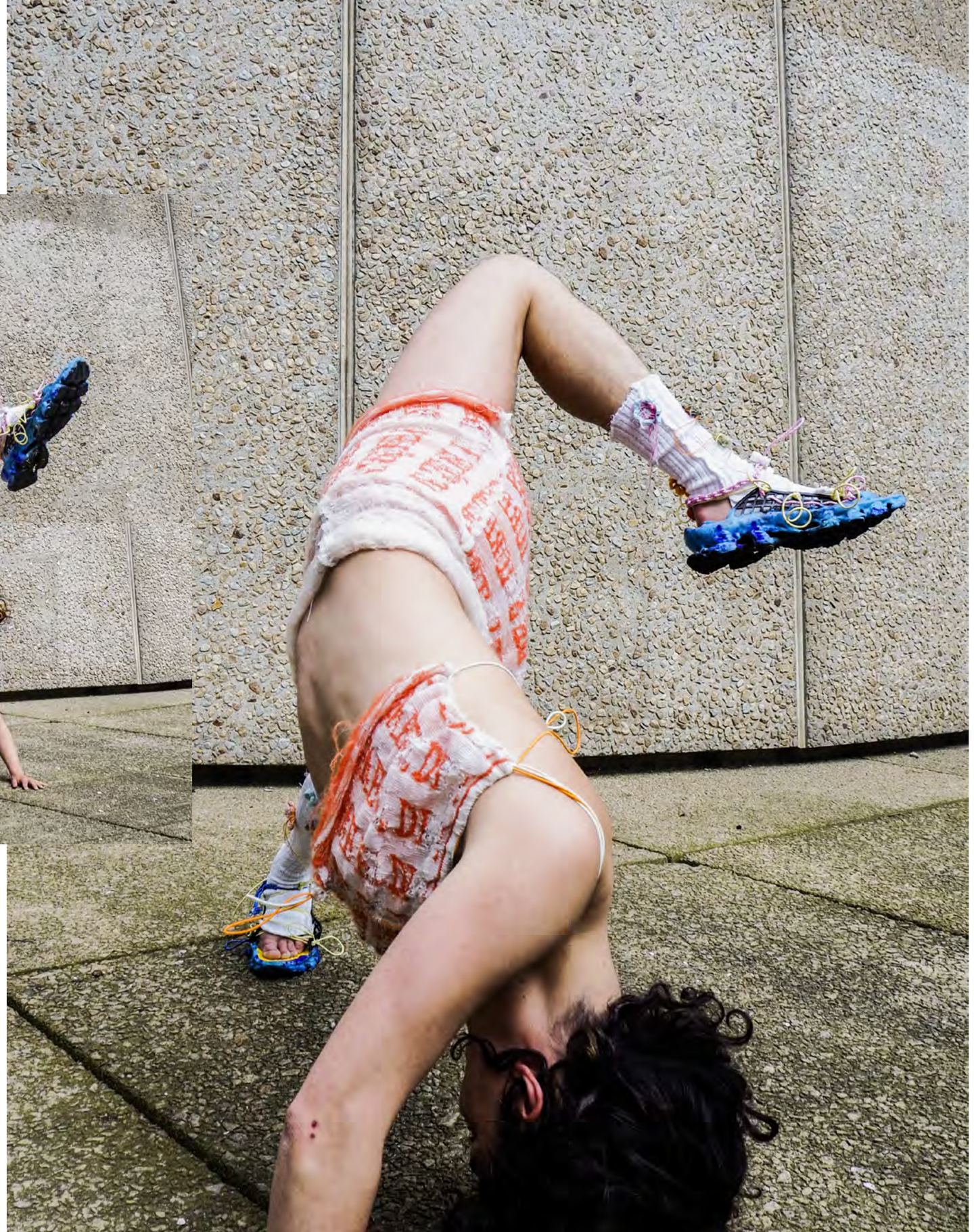
Swan Gautier dancer, performer

Marine Leleu photographer

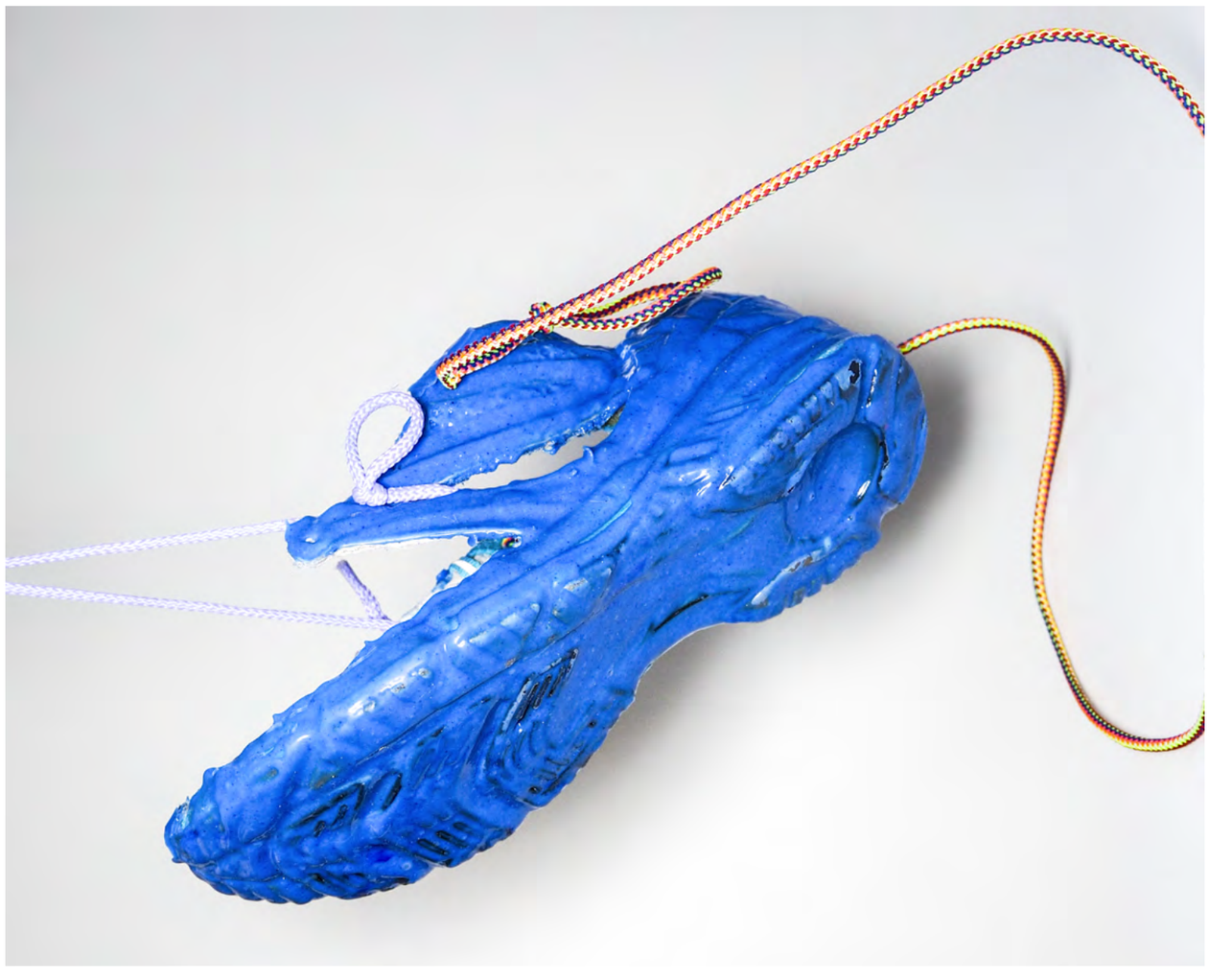
RUN ALICE is build on the tale « Through the looking glass and what Alice found there », written by Lewis Carroll and published in 1871.
The tale based on a real chest game tells the initiatory journey of a young girl, Alice. She arrive in the mirror world as a pawn and finally get out as a queen.
She is moving forward by meeting one by one strange
creatures and living beings, real linguists, shaking her certainties.

In that world, she has to run always faster to stay put. As we have to run faster and faster to keep our place in society, as we run to keep our place. With RUN ALICE sport become an apparat, a decoration no longer confortable and no longer efficient, it's only a sign. Then I take sport codes at a first degree, crowned by the « Shoehat2 », a wink to Elsa Schiaparelli and Salvador Dali for them surrealistic Shoehat (1937). Plus, garden and flowers everywhere present in the tale arise softly the whole collection. To me, flowers and gardens represents the inself space and in « though the looking glass » Alice literally explored her own garden.





Hat«Shoehat2»



SHOES,
made out of recycled materials.

BAGS,

at the side of my collection RUN ALICE, I designed bags, made out of recycled knitted pullovers and cardigans collected during a partnership with le Relais: center collecting textile over the Parisian region. Pockets and lining made with secondhand sport t-shirts.

I thank very much Swan and Marine for their collaboration and their rich advises and investisement in my project.
I thank also Hélène Muller and Léa Leblanc for their help and support.

Héloïse Bouteille
@heloise_bouteille

Marine Leleu
https://marine-leleu.com/

Swan Gautier
http://swanswan.tumblr.com/

Léa Leblanc
@trognonlesaumon