



**JULIANNA BASS**

SPRING / SUMMER 2017

**pink cloud syndrome:** irrational grandiosity in a time of despair. A cultivated total detachment from reality. *'A breath of fresh air between cigarettes. An extra life (when you're already on your ninth).'* Emotions once anesthetized suddenly awakened. Feelings are particularly intense. Delusion reduces truth to rubble.

For Spring / Summer 2017, Julianna Bass designed the perfect post-apocalyptic cocktail: a dreamscape of honeyed calamity, oblivious opulence and drunk femininity—shaken, not stirred.

Continuing the seasonal theme of incorporating Berlin artistry, Bass incorporated the work of photographer Blaž Kutin. Slovenia-born Kutin chronicles industrial Berlin with hyper-close, post-digital patterns—rusty doors and garbage containers, crumbling walls and cracked tiles, even old tires—rendered without digital enhancement and epic in scale.

Bass orchestrates illusionary flaunts of skin and kaleidoscopic prints, dampened gowns draped in crepe and silk, and carefree swathes of distressed sateen. Froths of chiffon and lace luxuriate in shades of mint, blush and bone. Her enthusiastic reprise of piped mutton sleeves and wind-catching wide-leg pants pair with Neolithic lace and hi-tech scuba knits. Spun-sugar dresses clamor against structured windowpane organza, and neither is worse for wear.

This is no ordinary exercise in fatal optimism, not a roller coaster whim nor flurry of nostalgia. The past is neutral and everything is equal in the pink cloud. Say what you like, but our girl does not fake enjoying life. Fashion, as with life, is inherently a game of push-and-pull: habits versus intentions, super highs and modest lows, darkness and light.



01 WINONA DRESS



02 EMERIE BLOUSE / FRANCIS SKIRT



03 ROLANDA DRESS



04 JASMINE BLOUSE / NAOMI TROUSER



05 JULIA BLOUSE / IMOGENE TROUSER



06 KELLY BLOUSE / PATSY TROUSER



07 ALICE DRESS



08 MATHILDA BLOUSE / MORGEN SHORTS





09 ERIN BLAZER / MORGEN SHORTS



10 STELLA DUSTER



11 FREDERIKA DRESS



12 CHARLIE DRESS





13 KARINA DRESS



14 ALANNA DRESS



15 KATE DRESS





16 VERONICA DRESS



17 TIFFANY DRESS





19 LOUISE DRESS



20 SOPHIA DRESS



Photographer: Ryan Michael Kelly  
Art Direction: Bobby Kelly  
Stylist: Stella Greenspan  
Hair: Amy Farid  
Make Up: Christopher Ardoff  
Model: Cierra Skye

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