

MICHAEL SONTAG



The designer Michael Sontag sees his work as an entity. Therefore he prefers not to define his fashion as a collection, but rather as his general "work". Sontag sees his production process as fluent. The transitions from season to season build upon each other. His presentations are snap-shots without a static character, instead of being reckoned as an attempt respectively an offer. With this approach the designer wants to blur the common fashion borders and create a generality detached from fashion parameters such as seasons, trends and consumer ages. This approach is evident in the clarity of his designs. Designs which have never been drawn came to life on mannequins through Sontag's drapery work. This free concept is materialized in his garments.