



The Dressing Room  
Autumn/Winter 2016/2017

Michael Sontags' latest presentation is built around of the ritual of getting dressed. We witness an intimate moment of transformation that, at a whim, defines the daily appearance of the wearer. Getting dressed turns into a ceremony, a play on images and feelings, outfitting the person with distinctive power. Openness characterises Michael Sontags designs. The wearer is given space to autonomously fill the clothes with an individual note.

Putting clothes on, choosing jewelery and perfume, becomes an act of self-empowerment where the woman defines her image and the impression she wants to make on her environment. Michael Sontag gives us tools to play with while we are inventing our own ideas of beauty.