

ERGOCHIRO

High - Summer '23

ZEUS+ΔIONE

HELLAS



Carrying on the subtle-romantic aura that outlines the High Summer season, this ZEUS+DIONE collection is all about the art of craft. In a post-industrial era where the handmade is trivialized, Marios Schwab makes a tangible manifestation of Immanuel Kant's dictum that "the hand is the window into the mind", stimulated by the almost cult-like, yet modish and bold magazines of the '70s that came to revolutionize the spirit of fashion. 'Εκείν/Her' and 'ERGOCHIRO', the Greek counterparts of the German "Burda Style" - monthly practical guides to the self-taught craftsmanship, intended to nourish the creativity of women in the comfort of their homes, through savvy ideas, patterns and templates.

Artisanal techniques which have been learned through decades of tribal knowledge and passed down within families and communities, are reintroduced. Exploring the vast and rich heritage of the Pomace community in Northern Greece, archival silk tablecloths entirely hand-embroidered by local women, have been deep-dyed, sewed and reassembled into sumptuous dresses and blouses, redefined and reinvented yet reflecting all the signs of age. Signature design details that can be found in the brand's fashion archives have been aptly translated into effortless styles that call to mind the 1920's & 1930's decades. Embodying cross-stitching, azure and tenuous flat stitch embroideries of cloves and paisleys into tailored day-wear designs, this collection is an ode to homemade craftsmanship. Bias-cut slip-dresses set up sleek feminine shapes in floor-skimming lengths. Pleated, shirred and crinkled panels elevate simple lines into shapely and flexible forms. The handkerchief silhouettes of Crocus dress and blouse, have been elongated with sweeping tone-on-tone fringe. Artfully gathered bodices fall to billowy lightweight skirts with soft folds, while captivating halter necks and skin-baring cutouts magnify the tender feel of the collection.

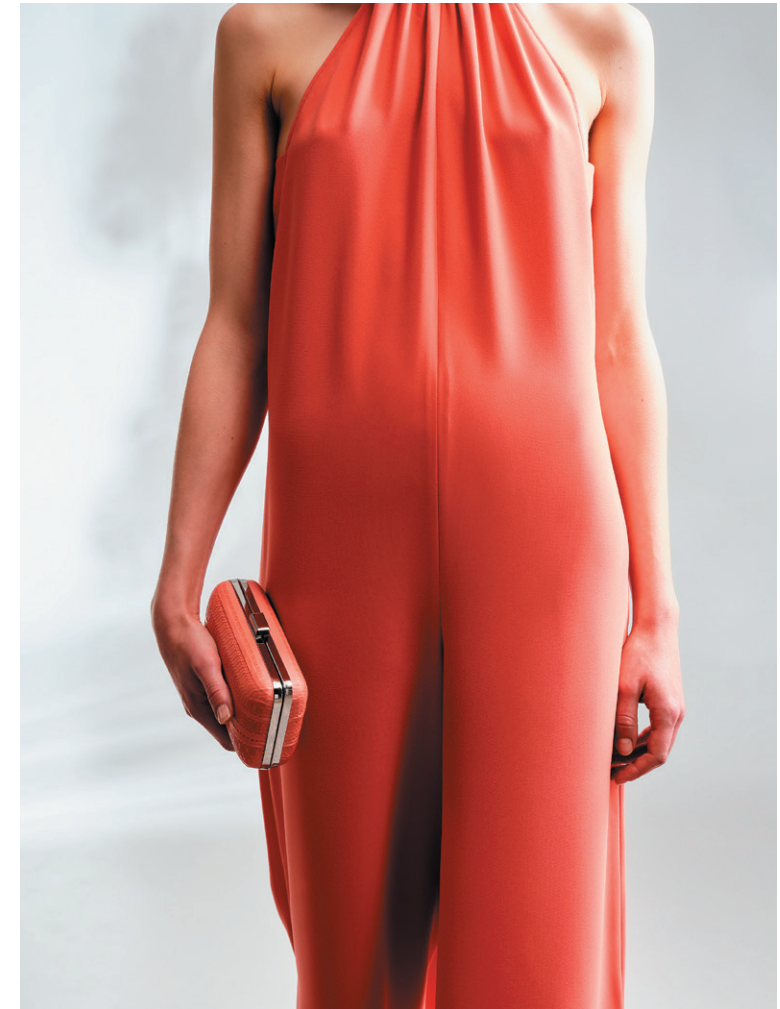
Mirroring the spectacular reefs off the Mediterranean coast, the palette blends exhilarating and soothing coral and pale-coral shades, shimmering silver-grey tones, beige and ivory summer neutrals, light blues and versatile black hues. The signature 'Spathoto' silk has been woven in coral red and silver base with monochromatic stripes of raw-silk that beautifully catch the light. Baroque pearls have been used as decorative buttons, whilst synthetic corals and silver sculptural hardware in the shape of shells, adorn cord rope belts, chokers, necklaces and earrings. The characteristic Aristi bag with the embossed ornamental patterns, comes in new colour shades of lime and coral, and is accented with leather tassels.









































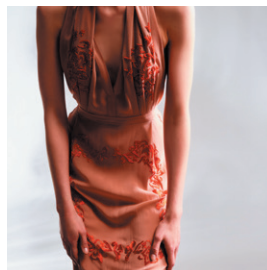








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Prika dress, CLDR0735/475, coral.

Carina blazer, CLBZ0060/007, beige. **Nike** top, CLTP0309/003, ivory. **Troy** trousers, CLTR0334/003, ivory.

4



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Ajour dress, CLDR0716/269, off-white. **Fermeli** dress, CLDR0717/001, black.

Aiolos caftan, CLCA0229/007, beige. **Aiolos** blouse, CLBLO414/007, beige. **Atreas** trousers, CLTR0325/007, beige.

30



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7



Roussa shirt, CLSR0175/475, coral. **Atreas** trousers, CLTR0325/007, beige. **Neda** top, CLTP0311/003, ivory. **Iris** skirt, CLSK221/476 light coral

Prika dress, CLDR0735/475, coral. **Ilida** blouse, CLBLO415/475, coral. **Neso** trousers, CLTR0326/476, light coral.

8



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Dione blouse, CLBLO413/433, sky-blue, ivory. **Dionysus** shorts CLSH0101/473, silver grey.

Astrea caftan, CLCA0231/473, silver grey. **Atreas** trousers, CLTR0325/007, beige. **Astrea** caftan, CLCA0225/435, ivory, navy blue

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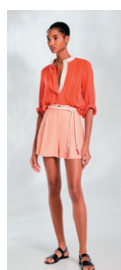
Argo jumpsuit, CLJU0029/475, coral. **Hermes** dress, CLDR0731/475, coral.

Hera dress, CLDR0730/477, coral red. **Hera** blouse, CLBLO409/477, coral red. **Dionysus** shorts CLHS0101/476, light coral.

16



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36



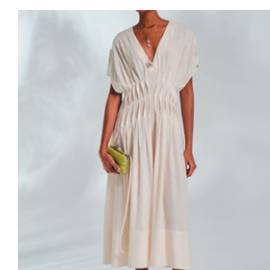
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Ida caftan, CLCA0224/475, coral. **Thalassini** bag, ACBA0560/057, turquoise. **Ilida** blouse, CLBLO416/003, ivory. **Dionysus** shorts CLSH0101/473, silver grey.

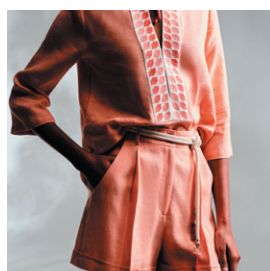
Renia dress, CLDR0724/003, ivory. **Myrti** clutch, ACCL0008/478, lime.

40



41

18



Aeolia blouse, CLBLO412/476, light coral. **Dionysus** shorts CLHS0101/476, light coral.

Pomaki dress, CLDR0728/003, ivory. **Pomaki** dress, CLDR0734/473, silver grey.

20



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43



Delia dress, CLDR0740/001, black. **Thalia** shirt, CLSR0174/001, black. **Lyre** skirt, CLSK0222/001, black.

Tethys dress, CLDR0718/003, ivory. **Themis** jumpsuit, CLJU0030/001, black.

44



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23



25



Chloe dress, CLDR0725/003, ivory. **Hera** blouse, CLBLO408/473, silver grey. **Dionysus** shorts CLSH0101/473, silver grey.

Cyrene top, CLTP0310/473, silver grey. **Alcestes** trousers, CLTR0332/473. **Myrti** clutch, ACCL0018/473. **Hermes** Dress, CLDR0731/023, silver.

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47



Cyrene dress, CLDR0739/003, ivory. **Cyrene** top, CLTP0315/003, ivory. **Acastus** trousers, CLTR0335/003, ivory.

Marian dress, CLDR0715/476, light coral. **Aria** dress, CLDR0714/023, silver. **Aria** dress, CLDR0714/476, light coral.

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Creative Direction: Marios Schwab

Photographer: Yiorgos Kaplanidis

Hair: Jose Quijano

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