

Arts of Fashion 2007 / November 1-2-3 at Miami International University of Art & Design M I A M I



Sandra Backlund exhibition / carteBlanche Sat. Nov. 3 - 7pm - Alfred I duPont Building



Fashion designer with an exam from Beckmans School of Design in Stockholm. Founded her own label directly after graduation in 2004 and have been working full time with her collections since then. Her design has been covered in magazines like i-D, Italian Vogue, Big, Surface, Nylon and on Style.com. It has been showed at exhibitions in Asia, Australia and Europe. 2007 she collaborated with Louis Vuitton on some special knit wear for their Fall/Winter 2007 collection. In 2005 she was the winner of the future Design Days Award and in 2007 Festival International de Mode et de Photographie in Hyeres, France.

"The handicraft process and the handmade feeling is very significant. I do experiment a lot with different materials and techniques but I think I have found the ultimate way to express myself through my heavy wool collage knitting. It is a freedom to be able to make your own fabric while you are working. I am interested in almost every traditional handicraft technique. For me it is the absolute challenge. All the levels of skills you have to pass before you can think about starting to improvise. It is the real thing and everything that the modern fashion industry is not.

I always work with the human body as a starting point. I am really fascinated by all the ways you can highlight, distort and transform the natural silhouette of the body with clothes and accessories. I build my designs from a lot of small pieces which attach to each other in different ways to discover the shape that I want. In that sense I guess you can say that I approach fashion more like a sculptor than a tailor. In my opinion clothes is the most democratic form of art. Something everyone do relate to, consciously or unconsciously."

c o n t a c t s

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M I A M I

Work - Exhibition and Fashion Show
Sandra Backlund, 32 years old, Swedish

"Festival International de Mode et de Photographie", Hyeres, France - 2007
Collaboration with Louis Vuitton on special knit wear for their Fall Winter 2007 collection, Paris France - 2006
Designer and stylist for the fashion show "Fashion Aquarium" at department store NK, Stockholm Sweden - 2006
"Fashion Show", The Museum of Modern Art, Stockholm, Sweden - 2006
"Blurring the Boundaries: Fashion Design Innovation in Contemporary Knitting", Sydney, Australia - 2006
"Fashion Aquarium", Department store NK, Stockholm, Sweden - 2006
"Safilo Fashion Days", Gothenburg, Sweden - 2006

Collections

Ink Blot Test - 2007
Dont Walk - 2006
Diamond Cut Diamond - 2006
Perfect Hurts - 2005
Blank Page - 2005
Body, Skin and Hair - 2004

Sandra Backlund *in* Surface Magazine



photo / Peter Farago, Cameralink