

VALLEY GROVE

# MATRIX IS A BITCH

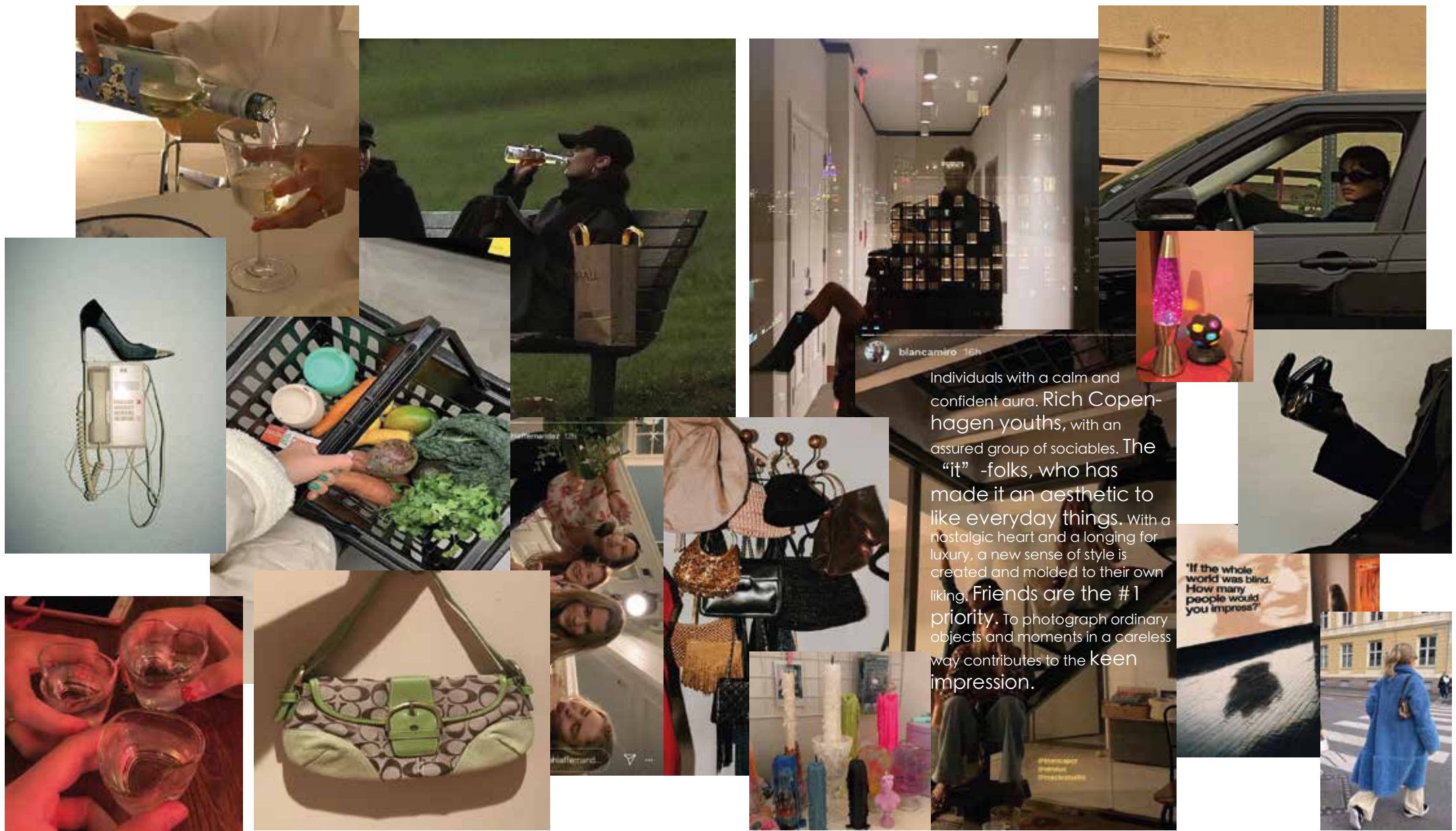


AW/22

VALLEY GROVE



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Individuals with a calm and confident aura. Rich Copenhagen youths, with an assured group of sociables. The "it" -folks, who has made it an aesthetic to like everyday things. With a nostalgic heart and a longing for luxury, a new sense of style is created and molded to their own liking. Friends are the #1 priority. To photograph ordinary objects and moments in a careless way contributes to the keen impression.

"If the whole world was blind. How many people would you impress?"

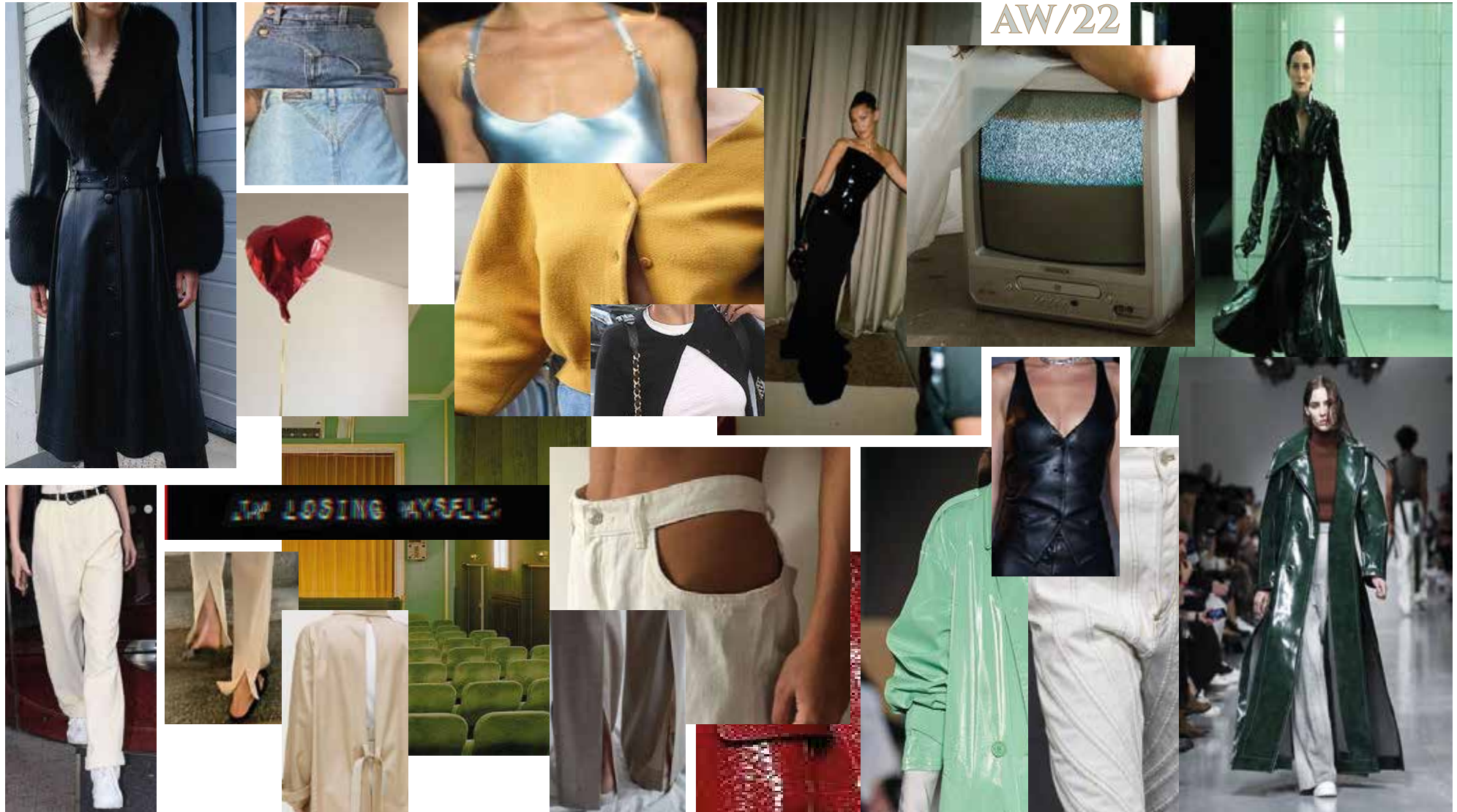
# MATRIX IS A BITCH



I'M LOSING MYSELF

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# MATRIX IS A BITCH



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The sweet Valley meets the dark depths of the Grove in a conjured combination.

Valley & Grove consists of a concoction of classy staple pieces and some more unique goods, available in a middle to high price range.

The brand goes for a slight 70' s vibe but focuses on the prominent 90' s image. Long structural coats, narrow-fitted shoulder and upper torso party, funky cut outs and recognizable silhouettes.

Valley & Grove wants to provide garments that will be loved and worn for decades. Never to go out of style and yet always make a statement.

## MATRIX IS A BITCH

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Not only Karma, but the Matrix is a Bitch, the Matrix being life. The word “bitch” is not only associated with a negative sound, but it can also be synonymous with “The Shit” ( “The one to count on” ).

We grow up in a world where trends come and go in span of twenty-year periods. Individuals in their twenties, look back at their childhood, and decides to dress the way they were not given the opportunity; for they were too young. This concept is based on the 1999 movie and theory of The Matrix = Reality being a computer programmed simulation.

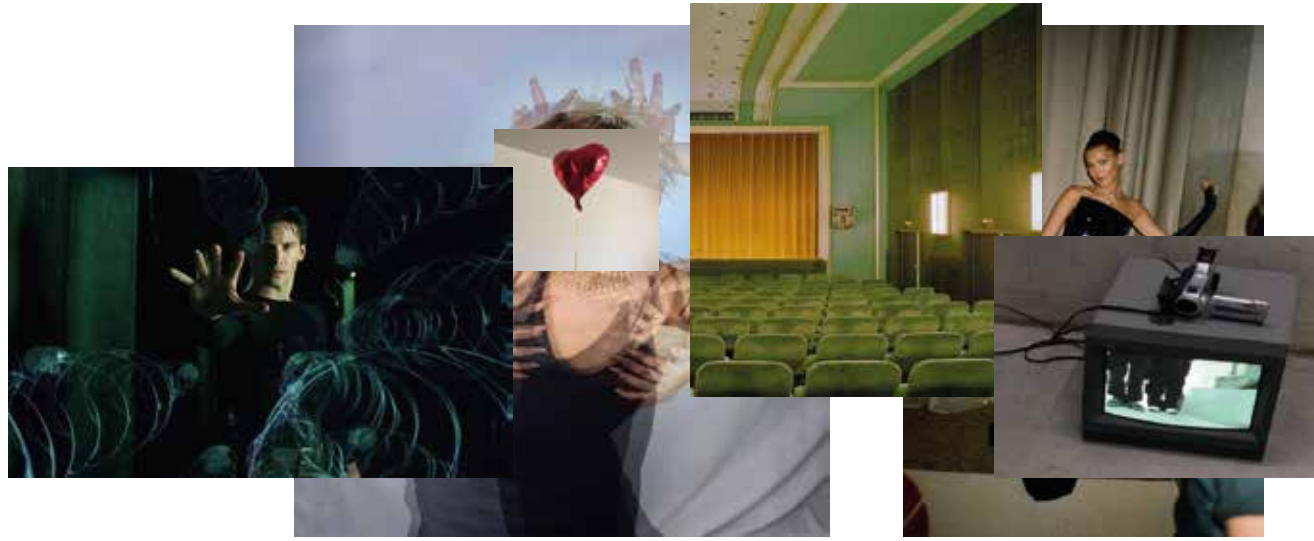
A glitch in the Matrix, a system error, (Déjà vu) is portrayed in the garments in form of cut outs and offset assembled parts. Stylistically, the concept goes hand in hand with the fashion during the turn of the millennium.

The conception of the Lady in Red; self-invented beauty ideal. We constantly search for an escape in this cruel world, and we are more than happy to create it ourselves.

A brief glimpse of relief in form of beauty. The red shade works as a symbol of beauty and hope in the midst of a static reality.

Today, we are incessantly connected to the network and social media. Now with Covid-19, more than ever. Everyone is alone, but we find comfort in the fact that we are together in this solitude.

This collection consists of unique staple items, who will keep on being in style. If nothing else, at least in rounds of twenty.



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# MATRIX IS A BITCH

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58% NYLON  
15% PU



100% Polyurethane



33% Cotton  
16% Polyamide  
1% Elastane



100% Cotton



77% Cotton  
23% Hemp



100% Polyester

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