



PHANTOM

TATA CHRISTIANE - COLLECTION SS16



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ABOUT TATA CHRISTIANE

TATA CHRISTIANE IS A FASHION LABEL FOUNDED IN 2007 BY TATA AND HANRIGABRIEL.

THE BRAND PROPOSES COLLECTIONS WITH SERIAL AND UNIQUE PIECES AND STANDS WITH ITS COSTUME DESIGN STUDIO FOR VARIOUS COOPERATIONS IN ART PERFORMANCES, THEATER, CINEMA, PHOTOGRAPHY AND MUSIC.

TATA CHRISTIANE IS A VISION OF THE STREET COSTUME, IT PROPOSES AN ABSURD AND DISTURBING VISION OF BEAUTY, WITH DECLINE, MALADJUSTMENT, EXTRAVAGANCE AND IMMODERATION. IT PLAYS WITH THE BORDERS OF ELEGANCE AND BAD TASTE, DIGGING UP OUR OLD MEMORIES, RECYCLING THE WASTE OF OUR CIVILISATION, AND BECOMING A MONOMANIA, A MACHINATION AND A MONSTROUS AND SUBLIME PIECE.

TATA CHRISTIANE COULD HAVE BEEN A PUNK, IF SHE WAS NOT ALSO AN AMBIGUOUS QUEEN, A ONE EYED FLAUTIST, A GYPSY WOMAN AND A STREET CHILD. TATA CHRISTIANE IS FOR BOYS AND GIRLS, WOMEN AND TRANSVESTIES, MEN AND OLD PEOPLE, KINGS AND MADMEN.

THE BRAND DEVELOPPS TWO TRENDS / COLLECTIONS A YEAR, PRODUCING LIMITED SERIAL CLOTHES AND UNIQUES PIECES. USING HAND MADE AND INDUSTRIAL PRODUCTION, THE DESIGN AND THE CUTS, THE MATERIALS AND THE FABRICS ,FOLLOW FROM THE ADAPTATION OF POETIC MUSEUM/COSTUMES/STREEWEAR...PIECES, INTO A CONTEMPORARY STREET COSTUME.

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ABOUT PHANTOM

PHANTOM IS INSPIRED BY **PHANTOM OF THE PARADISE**, A 1974 AMERICAN MUSICAL HORROR FILM WRITTEN AND DIRECTED BY **BRIAN DE PALMA**. IN THE FILM, A DISFIGURED COMPOSER WRITES HIS MUSIC FOR A WOMAN HE LOVES SO THAT SHE WILL PERFORM HIS MUSIC. HOWEVER, A RECORD PRODUCER BETRAYS HIM AND STEALS HIS MUSIC TO OPEN HIS ROCK PALACE, THE PARADISE. BETRAYED, THE COMPOSER DONS A NEW APPEARANCE AND EXACTS REVENGE ON THE PRODUCER.

PHANTOM IS ALSO INSPIRED BY THE POEM OF **THOMAS HARDY**, THE PHANTOM HORSEWOMAN, 1840-1928:

I. QUEER ARE THE WAYS OF A MAN I KNOW; / HE COMES AND STANDS / IN A CAREWORN CRAZE, / AND LOOKS AT THE SANDS / AND THE SEAWARD HAZE / WITH MOVELESS HANDS / AND FACE AND GAZE, / THEN TURNS TO GO... / AND WHAT DOES HE SEE WHEN HE GAZES SO?

II. THEY SAY HE SEES AS AN INSTANT THING / MORE CLEAR THAN TO-DAY, / A SWEET SOFT SCENE / THAT ONCE WAS IN PLAY / BY THAT BRINY GREEN; / YES, NOTES ALWAY / WARM, REAL, AND KEEN, / WHAT HIS BACK YEARS BRING— / A PHANTOM OF HIS OWN FIGURING.

III. OF THIS VISION OF HIS THEY MIGHT SAY MORE; / NOT ONLY THERE / DOES HE SEE THIS SIGHT, / BUT EVERYWHERE / IN HIS BRAIN-DAY, NIGHT, / AS IF ON THE AIR / IT WERE DRAWN ROSE BRIGHT— / YEA, FAR FROM THAT SHORE / DOES HE CARRY THIS VISION OF HERETOFORE:

IV. A GHOST-GIRL-RIDER. AND THOUGH, TOIL-TRIED, / HE WITHERS DAILY, / TIME TOUCHES HER NOT, / BUT SHE STILL RIDES GAILY / IN HIS RAPT THOUGHT / ON THAT SHAGGED AND SHALY / ATLANTIC SPOT, / AND AS WHEN FIRST EYED / DRAWS REIN AND SINGS TO THE SWING OF THE TIDE.

PHANTOM OF YOUR FANTASIE WHICH CRY WHEN EVERYTHING SLOW DOWN TO UNIFORMITY AND CONFORMISM.

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