

# PRESS RELEASE

OLIVER HEECK  
JUNE 2026

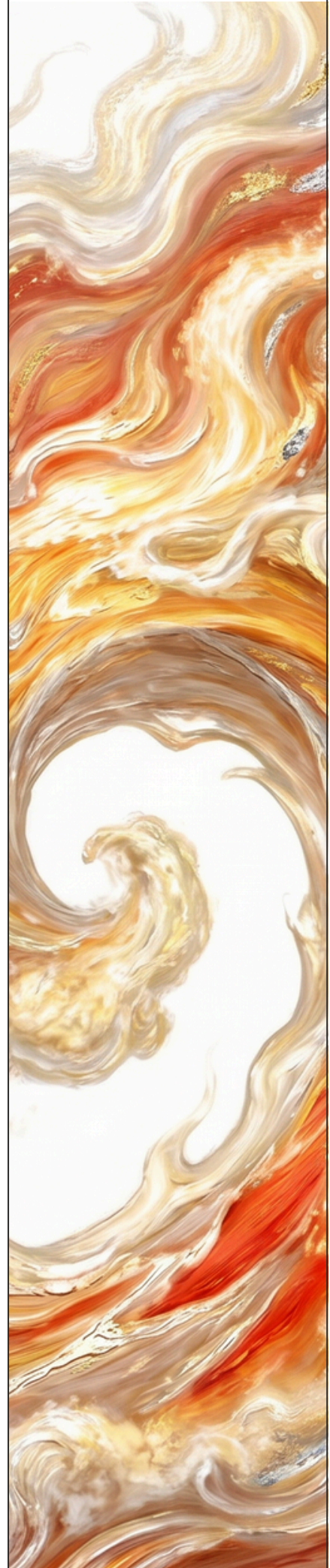
Éruption de l'allure is a collection that explores the facets of nature through beauty, seduction, and power. The collection's very femme fatale approach combines the elements of natural forces with the alluring, captivating presence of a woman who embodies them in a godlike way. While nature, usually depicted as something soft and passive, this collection imagines it as something magnetic, powerful and potentially fatal.

Each model becomes an elemental goddess representing her strengths and lures.

Water, Fire, Ice, Wind and Earth are formed in enticing and alluring ways, interpreted into mesh, chiffon, pearls, beads, feathers, and anomalous materials such as silicones and pigments. All materials were strategically placed to create seductive yet elegant and powerful garments, with intentional details in each look that catch the eye and further draw one into the spell of each elemental world.

The wide variety of manual sculpture created through embroidery, hand-sewing, sculpting, and moulding reflects the glamour and craftsmanship of Golden Age costume design. Inspired by the spectacle of old Hollywood, cabaret, showgirls, and theatrical performance.

Through his intimate connection to show business and his background in circus artistry,





Oliver approached the collection through a lens of spectacle and performance. While many of his peers focused on contemporary fashion references, he looked toward theatrical presentation, historical craftsmanship, and the glamour of Golden Age costume design. This perspective transformed the collection into a storytelling show, where each garment becomes a stage presence, embodying the drama, seduction, and power of its elemental world.

The collection is built on the belief that fashion design can absorb the narrative of costume design. Learning how the theatricality of showgirls, cabaret, and the Golden Age of Hollywood's costume design can lay a foundation for contemporary fashion without losing their essence of grandness.

That grandness comes through hand craftsmanship such as beading, embroidery, and sculptural special effects work. These references are combined with current day technologies, technical construction, and refined material choices, while relying on his learned clothing technicality to make each look characterful and emotionally charged.

The collection entices the viewer to see beauty as not fully innocent, but commanding, dangerous, and unforgettable.