

Media information, June 2005

Pin-up in Gothic Chic!

Gothic Princesses and Romantic Punks revolt against conventional fashion attitudes: prominent object of deconstruction is the everlasting icon "Pin-up". This fashion icon is no longer an innocent temptress like Marilyn Monroe acted as. In the last decades the Pin-up motive was enriched with some new aspects. The new manifestations of the Pin-up show a rebellious self-confident woman who adds fashionable elements and attitudes from Gothic and Punk to the innocent seductress. The new Pin-up is not simply an object of desire but a subject who uses the magic of a brand new fashion mix of lingerie and the hottest styles to get what she wants - with success.

Susanne Zaspel represents this generation of designers. Her creations of the "new Pin-up" have been chosen by an international jury of experts from 700 submitted drafts. Susanne Zaspel is one of the 7 Selected Designers of the Triumph International Fashion Award 2005.

"I don't understand the Pin-up as a bearish object. For me it's a symbol of refined sex appeal, sometimes it appears to be naïve, but without being stupid or empty, sometimes there is a breath of glamour and opulently around the Pin-up." Susanne Zaspel

The "7 Selected Designers" of the Triumph International Fashion Award are presented in fashionoffice.org/triumph for the public voting till 20 July 2005:

- Barbara Joana (Portugal)
- Fiorenza (UK/Italy)
- Karisma Costumes (Germany)
- Lim Bee Lean (Malaysia/Singapore)
- Magdalena Seifried (Austria)
- Rafael Gomes (Brazil/Germany)
- Susanne Zaspel (Germany)

Everyone who votes has the chance to win a piece of the new Triumph International collections (for women and men)!

More information about the Triumph International Fashion Award 2005: www.fashionoffice.org/triumph

Photos and text about the collections of Triumph International: www.triumph.com/press

Photos and text about the 7 Selected Designers: www.fashionoffice.org/triumph/press

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Susanne Zaspel, now leading in the voting of the Triumph International Fashion Award, has designed the Gothic Pin-up.

The Pin-up with the title "*Jellyfish in Heaven*" reminds of a baroque porcelain figure: it fragiley and lovely is wrapped in fine tulle which catches the eye for a breathtaking glance at the pleasure promising gleam of luxurious lingerie.

Susanne Zaspel, born 1976 in Chemnitz, Germany, has studied at the University for Art and Design at Burg Giebichenstein/Halle. Her master thesis had the title "The Animal in Me". She works for her own label "HUNTING HIGH" as an independent fashion designer and illustrator in New York, Paris and Amsterdam.

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