



Courtesy of KidSuper

Style

KidSuper Auctions Wearable Art During Paris Fashion Week

For its Spring 2023 collection, KidSuper pushes the limits of its runway show as a cinematic performance



BY ZOE REX

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KidSuper's founder and designer, Colm Dillane, debuted and auctioned his masterfully creative Spring 2023 menswear collection at Paris Fashion Week on June 24. The series was inspired by twenty-three of Colm Dillane's own oil paintings which were shown beside the 23 looks in the collection. The pieces were auctioned off by Christie's Lydia Fenet during his show.

Runway shows are typically these structured and heavily organized catwalks. However, KidSuper has pushed the limit with his show and represents the pieces in a visual and performative way. Colm Dillane remarked later that when he was preparing for his first in-person Paris show, he had attended a few others and was astonished mostly by the gap between the show's crowd and the show's subject. Dillane mentioned, "And I was like, how do I get people to interact and participate, and make it an experience. And I had always wanted to do an art show as a fashion show. And thinking about participation in an art show, that's where the auction idea came from." The auction was created as a unique way to excite the fashion showcase.



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Even for Colm Dillane's standards, the combination of the artwork and the clothing creates a stunning, vibrant, and exceptional collection. Menswear makes up the majority of the collection, with some interesting womenswear appearing on occasion. Colm Dillane stated, "Sometimes the all-over print calls for a dress – and there are only so many men's suits I can do."

There were exceptional guests at the fashion event like J Balvin, Tyga, and Russ. The highlight of the night was when Russ made a winning bid of \$210,000 for a woman's portrait that was featured on the show invitation.

The lovely pink and purple jacket that featured a blown-up image of the painting was somewhat obscured by the bidding war for the piece. In case the auction wasn't already enough of a distraction, Dillane hired inexperienced models to walk on the runway. The most applause came from "Saturday Night Live" alumni Kenan Thompson, who was decked out in a workwear-inspired printed jacket, jeans, and hat.



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In addition to being one of the 10 finalists for the 2022 CDFA/Vogue Fashion Fund and having won the Karl Lagerfeld Prize at the LVMH Prize last year, the trendy event solidified Colm Dillane's status as an industry talent to watch. The sale generated a total of \$529,000, of which a portion would be given to foundations that promote emerging artists.

The idea of garments featuring original artwork serving as wearable replicas of those works was one of the many intriguing concepts this event brought up. And in spirit of the successful event, Dillane says "I have an after-party and now I'm really rich, so you should probably come."



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