

ANN DEMEULEMEESTER

## IT'S A CLICHE: "WHEN MUSIC MET FASHION".

It sticks in the throat because of lazy designers who've adhered themselves to rock or mod or pop or goth, or whatever happens to be the aural latest. Some designer marketing departments, who will not be featuring on this page, have aped and associated themselves with "youth" culture before now in a transparent attempt to sell more product. "Next season, we're doing a guitar." That's fine, get on with it, but there'll be none of that here. I want to bring in Ann D and talk about her and her belief system. One of the original Antwerp Six, this woman had, and still has, a single vision. And since autumn/winter 1987, she's dressed us in black and highlights of purple and sometimes flowers and leather boots and felt floppy hats and now jewellery.

Spring was different, like silver embellishment on white cotton and white cotton layered on white cotton, tunics and jackets and dresses and orange outfits. Patti Smith (Ann's friend and kind of muse/mascot/fan) would wear it in her own Patti Smith way. This is my point about music as a marketing ploy: Ann is the original; it was her emotional connection to music that led her, in part, to the clothes we see today, but it's not zeitgeist-y, it's a genuine appreciation for the link that I think is otherwise a cliché.

Ann dresses the same people, season in season out, and they wear her clothes because they take you somewhere else. They are emotional and they're not smart – but they are smart, as in clever. Ann knows the customer and they know Ann. They trust Ann.

[www.amdemeulemeester.be](http://www.amdemeulemeester.be)

Photographer WILLY VANDERPERRE

