

First.

The jewellery supremacy

Photo exhibition by Claus Wickrath

Pop chic

Organised by the Vicenza Fair

Gallery G-C

Pop allusions for chic. Bob haircuts (the style relaunched by Vidal Sassoon at the start of the sixties) and energetic colours - Claus Wickrath's camera captures this current for Vioro Magazine, the first stirring of future fashion that begins next spring and marks a return to pop (in the wake of "Factory Girl", the film on Edie Sedgwick, muse for Andy Warhol and pop culture icon).

Popular and chic to come together almost by chance, the improbable fusion of two models at the opposite ends of taste: but even those icons of impeccable bon ton, pearls, are today much more chic when worn in a very gourmand shade of chocolate instead of their usual milky white. But chic, with its indefinable and rarefied snobbery that "knows how to choose", is a style category that cannot be crumpled or dumbed down: quite the contrary, in fact: it is chic that selects, transforms and renders sublime. It breaks down any ideological or religious symbolism (and pop culture is full of the latter) and assimilates it in original mixes in an eccentric language with ironic, amused, carefree elegance. A very pop attitude, really.