

Jelenew launches its co-branding collection with Stéphane Rolland the youngest creative director at Balenciaga

American avant-garde cycling brand Jelenew x Stéphane Rolland haute couture collection will be launched, which will lead the sporty haute couture style again.



Cannes, Alpes-Maritimes Jun 26, 2022 ([Issuewire.com](https://www.issuewire.com)) - Recently, female cycling brand [Jelenew](https://www.jelenew.com) launched its first joint collection with French haute couture brand Stéphane Rolland. Stéphane Rolland is a well-known French fashion designer, and also, he is a full member of the Chambre Syndicale de la Haute Couture. *Stéphane Rolland shows Jelenew cycling pants in the interview.* By his adolescence, his fascination for architecture and modern art will shape his style, a style that will come to be his worldwide recognized signature. At the age of 24, Stéphane launched his own Ready-to-Wear line and signed with the Maison Pierre Balmain an exclusive license of luxury uniforms. It is an immediate success, and 170 companies around the world will trust Stéphane Rolland with their image.

He defines his Master as Cristobal Balenciaga, Oscar Niemeyer, and Constantin Brancusi and will be guided by their common thread: the way they play with balance and space. And Jelenew's creative director is also a genius. Di Liu graduated from Esmod and LPLEM in Paris, France, and studied advanced garment customization and luxury management. In 2016, he joined the core design team of Chanel Haute Couture and had made significant achievements in 3D tailoring, fabric reconstruction, and fashion trend analysis. In 2019, Di Liu joined the French fashion and culture magazine "ART ET MODE"

as the editor-in-chief. He is good at applying art forms in design, bringing the advanced interpretation of functionalism to aesthetics.

The cycling pants are based on the "world's first professional cycling pants that can go out to the street" developed by Jelenew. It combines the concept of Stéphane Rolland's architectural three-dimensional structure, breaking the barriers of technology, sports, and aesthetics. Jelenew x Stéphane Rolland collection, including three sets of cycling-pants dress new look with a sense of avant-garde. The series is based on the cycling pants created by Jelenew and Stéphane Rolland and applies the art of couture to the field of sportswear. Combining the new structure, new technology, and classic art brings new vitality to professional cycling pants. It subverts the previous impression of "masculine women's cycling clothing" and opens a new world of "haute couture aesthetic women's cycling clothing."

Jelenew x Stéphane Rolland cycling pants-dress new look for amfAR charity dinner auction. The collection draws inspiration from the golden age of the 17th century in Spain to create a cycling dress look with a sense of the times. Each is a fusion of cycling pants and dresses. Based on its professional cycling pants, Jelenew takes the "Goddess of Victory" in the Louvre as its muse and draws inspiration from the Spanish 17th-century noble knight pants to create haute couture cycling pants with a sense of pioneering in the female era. Mr. Stéphane Rolland reinterprets contemporary East and West artworks with costumes from the perspective of a master artist, such as paintings of Goya and Velasquez, the summer palace of the last Chinese Empress, and Chinese fans, showing a different but classic dress design.

In this cooperation series, the two sides always pay attention to structuralism and tailoring. With the iconic structure of both sides supplemented by 3D couture, Jelenew's simple silhouette blends the rich details of couture, exaggerated elements, and dramatic lines combined with luxurious embroidery to create an impeccable and unique look, giving professional cycling pants the attributes of Haute Couture. What's even more surprising is that these professional cycling leggings also adopt the undisclosed new silicone broderie technology. An artist created this craft. It is made of 18K gold carved into gold leaves and absorbed into the silicone to make a gold mosaic, and then fixed on a proportion by proportion and pattern by the pattern on the leggings. The 18K gold three-dimensional embroidery created by this technique shows the beauty of layers and magically maintains elasticity, and the tentacles are soft and comfortable. But its production process is an undisclosed skill, and even Stéphane Rolland has no right to know the secret.

Kat Graham in Jelenew x Stéphane Rolland cycling pants-dress new look at the red carpet of the 75th Cannes Film Festival. On the red carpet at the closing ceremony of the Cannes Film Festival, American actress Kat Graham wore a Jelenew x Stéphane Rolland cycling pants-dress new look, stunning the four. This look was rated as the top 5 best looks on the red carpet of this film festival by Australia Bazaar. It reproduces the return of the classic sporty haute couture and is bound to break the fashion world. The combination of Jelenew and Stéphane Rolland is not so much a collaboration as a spiritual exchange where the two talented designers are "confidants" and classic trends rejuvenated. We expect them to continue to work together to create more surprises.

jelenew

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