The V&R collaboration is a long-term strategy allowing V&R to explore and expose their creative process and the challenges faced in crafting Haute Couture, with the aim of leaving the restricting rules of the fashion industry behind. V&R is about doubling down on the brand’s values and their positioning as fashion artists.

The essence of V&R is uncompromised creativity, critical reflection on society and fashion and literal conceptualization. Therefore, instead of facing the pressure to fulfill the fashion industry’s rules and schedules, V&R will now be taking as much time as they need for creating truly impactful collections.

One of the reasons behind this strategy is the frustration that V&R’s atelier doesn’t have enough time to produce true Haute Couture and is instead sacrificing craftsmanship for expediency. V&R will now expose this industry-wide problem of the relentless demand for new collections and shows.

The result of this effort is multifaceted, with V&R sharing backstage secrets and commentary via different communication mediums. The first collection and campaign following this strategy is ‘Staging the Stage’, making visible to all what was once a hidden secret.