

ALECTRA ROTHSCHILD

MASCULINA

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DEBUT RUNWAY SHOW AW24 "THE REBIRTH CARRY"

CPHFW NEWTALENT

On Monday, 29th of January 2024, Alectra Rothschild/MASCULINA debuted her Autumn/Winter 2024 runway show, 'The Rebirth Carry,' during Copenhagen Fashion Week. The show is presented and produced by inter.agcy.

What happens after death? "My runway debut seeks to answer this with a collection that celebrates being reborn in which you only bring what has served you in your previous life and adds what has been missing. This is a narrative of transformation that many trans people experience once the active transition has been started", Alectra said.

As life starts with water, Alectra explored styles related to this element, such as raincoats and swimwear. The collection materials feature diamanté elements, rain-inspired fringes, glossy latex and PVC. The designs embrace a Grecian beachy aesthetic, characterized by draped looks reminiscent of the captivating allure of water.

"I died and woke up at a beach in Ibiza."

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Alectra Rothschild / MASCULINA is a label built on the notions of high glamour, performativity, and craftsmanship.

Alectra is a trained tailor before starting to study fashion. She studied at Beckmans College of Design, received her MA in fashion under Fabio Piras at Central Saint Martins, and studied sustainability and fashion at The Royal Danish Academy.

At this time, Alectra trained with the likes of Iris Van Herpen and Anne Sofie Madsen; Alectra got her first job in the fashion industry at Mugler under the creative direction of Casey Cadwallader and has since done freelance work for Alexander McQueen and a collab with Birkenstock.

Since graduating, i-D mentioned Alectra Rothschild as "best of CPHFW SS23 FW23." she has been chosen for the Dazed100 List 2022 by Dazed and was selected as the first CPHFW NEW TALENT: One to Watch for FW23 and the latest Alectra had a performance for CPHFW SS24 presented by Viscose Journal. Masculina has enjoyed dressing stars like Arca, MØ, Zara Larsson, and Michèle Lamy.

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Presented and produced by inter.agcy

RUNWAY SHOW DETAILS

ART DIRECTION

Inspired by a pink weed farm, Art Director Kristian Kirk, *inter.agcy*, teamed up with light designer Philip Sacht, creating a hot pink light installation that sets the stage for a minimalist yet performative atmosphere that embodies the essence of “too much, it’s too little”.

The show’s production explores themes of wetness, promising an immersive runway experience: “I will leave my entire pussy on the runway”.

The dynamic interplay of spotlights traces the models’ walk down the catwalk, enhancing the element of self-expression. This creates a moment for individuals to shine against the pink color scheme.

CHOREOGRAPHY/MOVEMENT

In collaboration with artist Thea Carla Schött, the movement showcases the individual attitudes of the talents. With expressions such as “Pussy glamour,” “Goddess in garments,” “High femme pedestal,” and “Miami birth Amazon,” the show promises a celebration of life and each other. The show will feature a special appearance by Thea Carla Schött herself.

MUSIC

DJ G2G was the figure in the centre of space, composing the show’s soundtrack and seamlessly joining the parade of models walking down the runway. Following the narrative of being in the womb to then be reborn on a beach to celebrate life in all its glory. “We sampled various trans icons like Trace Lysette and Octavia Saint Laurent aswell”, they said.

CASTING/STYLING

Casting Director Emma Matell and Stylist Billy Lobs emphasizes, “The casting is an extension of the clothes, and the clothes are an extension of the casting.”

MAKEUP

Breathing life into the envisioned aesthetic, makeup artist Cianne Denize describes the make-up look as “90s glam with a touch of subversion and macabre.”

COLLABORATION

The brand collaborated with artist Bella Sky High on prints and jewellery with Emilie Alstrup.

A HUGE THANKS

Expressing deep gratitude, Alectra Rothschild extends heartfelt thanks to friends who all showed up and helped make the collection! Conni Parks, Kenneth Cockwhore, Malou Bumbum, Sophie Linnemann Anne Katrine Raahede, Anna Gunvor, Anemone Overgaard, Kian, Camilla Lind og Thea Carla Schött.

The Lab, Monpure, ONLY Rental, Jørnes Productions