

COLLECTION 2 BY PERFECT NUMBER

PERFECT NUMBER, the Los Angeles brand and creative collective seeking to capture the fluid nature of femininity by subverting traditional gender roles, will launch its second collection.

Collection 2 defines beauty as evolution — as the power of independence and the process of self-actualization. Inspired by Rudi Gernreich's neutral attitude towards gender expression through dress, with references to Japanese Kintsugi and California counterculture, Collection 2 celebrates the beauty of imperfection and the individuality of the wearer. Warm caramel and soft khaki earth tones provide a canvas for blocks of icy blue and violet, Los Angeles pastels, and optic winter whites — vivid pops of contrast and graphic glitches highlight artisanal fabrications and singular details. Dynamic paint splats disrupt clean lines; cropped knits spill over at the sleeves; bodycon styles with raw hems flow into patches of shiny black foil; technical nylon shimmers with muted marble tie-dyes. Experimentation and a sense of the unexpected runs throughout the collection, warping classic silhouettes and turning traditional elements into new modes of expression.

Rather than tapping models who fit a mold, PERFECT NUMBER selected three individuals whose personal philosophies and perspectives best represent the future of femininity to be the face of the collection. Captured by photographer Jai Odell, the images are a visual testament to the individual nature of beauty, fea-

turing queer singer and multi-disciplinary artist Annahstasia, transgender activist and model Casil McArthur, and choreographer, actress, and single-mother advocate Mela Murder with her daughter, Manifest.

Collection 2 upends the concept of unisex wear. No more women simply wearing men's clothing — these are individuals creating new forms of self-expression through clothing, manifesting innate femininity to form part of an inclusive whole. The future of femininity is non-literal; it is unbounded exploration and the process of self-becoming. "Ultimately, it is about having the confidence to not only accept our differences, but to embrace and value them as our defining qualities," says Nicola Morgan, head designer of PERFECT NUMBER.

PERFECT NUMBER launched in April 2019 and presents 4–6 collections each year. All garments are produced in limited capsules in Los Angeles, with styles honoring conscious, considered design. The brand has been worn by Halsey, Kelsey Lu, 070 Shake, Carly Rae Jepsen, Jillian Mercado, Barbie Ferreira, and Melina Matsoukas, and featured by publications including O32c, Dazed, HYPEBAE, METAL, NOWFASHION, VOGUE Italia, and WWD.

CONTACT US

CHARITY HOGUE
MARKETING MANAGER
CHARITY@PERFECTNUMBER.CO

HELLO@PERFECTNUMBER.CO
@PRFCTNMBR
PERFECTNUMBER.CO