

TAMARA COHAS  
ECKHAUS LATTA



SPRING - SUMMER 2021

# ECKHAUS LATTA

HQ'S IN L.A. & N.Y.C.

MIKE

ZOE

## ECKHAUS LATTA

"BI-COSTAL":  
FALLS NEITHER INTO ONLY EAST-/WEST-COAST STYLE

BRAND CO-FOUNDED IN 2011, REMAINS CO-DESIGNED BY MIKE ECKHAUS + ZOE LATTA

INTERVIEW WITH THE REAL REAL  
"We were never trying to break any mold, rather question the established structure and make what we wanted to make. If it felt like it had been done or overdone, we lost interest."  
"We never use direct inspiration for our collections."

OF AUTHENTICITY INSTEAD OF SQUEEZING TO FIT THE DESIGN STANDARD  
- INTUITIVE MOVING AWAY FROM THE "NEED" WHERE CONCEPTS AND THEMES SOMETIMES COULD FEEL CONTRIVED  
- "ORGANIC" COMBOS

"JUST CLOTHING, IN A SENSE"

- MIKE ECKHAUS, ON SPRING 2017 R-T-W

"MAKING THINGS (THEY) WANT TO WEAR"  
- AUTHENTICITY TO SELF, LESS FORMALLY-CONSTRUCTED IDEAS OF WHAT A "CONCEPT" IS, OR IF A TRADITIONAL CONCEPT IS NEEDED AT ALL



MARK ROTHKO,  
"UNTITLED," 1954

ABSTRACT EXPRESSIONISM  
**COLOR FIELD**

AMERICAN MID-20TH CENTURY PAINTING MOVEMENT,  
USING LARGE PLANES OF COLOR

**INTUITIVE**  
→ NON-OBJECTIVE  
• TRANSCENDENTAL, TRANQUIL  
COLOR RADIATING, VIBRATING  
→ COLOR AND VISUAL PERCEPTION

- MARK ROTHKO
- HELEN FRANKENTHALER
- RONNIE LANDFIELD

ORGANIC  
QUALITY TO  
THEIR PAINTINGS



FRANKENTHALER, UNCONVENTIONAL TECHNIQUE, 1969

SOAK-STAIN

TECHNIQUE OF THINNING OIL PAINT WITH  
TURPENTINE, AND POURING IT ON FLAT  
CANVAS

# HELEN FRANKENTHALER

1928-2011

- FEMALE PAINTER IN A PREDOMINANTLY MALE FIELD
- ABSTRACT EXPRESSIONISM
- ↳ COLOR FIELD STYLE WITHIN THE MOVEMENT

"ORANGE BREAKING THROUGH"  
1961

LYRICAL

# EVOCATIVE

FRANKENTHALER IN  
HER NYC  
STUDIO, 1960





-  OLIVE DRAB
-  DIJON MUSTARD
-  AMPLIFIED PEACH
-  ONYX
-  PALE MINT
-  FLAT STEEL BLUE
-  DULL ROSE





CROCHET MINI DRESS  
(SAME COLORWAY AS COLOR SAMPLE - PALETTE)

SHEER/OPEN-KNIT DRESS ON TOP, SEAMS GOING DIAGONALLY ACROSS THE BODY

- HAND-PRINTED OR PAINTED ON TOP OF THE KNIT



CROCHET MOTIF AS A TOP WITH STRAPS THAT TIE IN THE BACK (SHOULDER STRAPS + SIDE STRAPS)

SUBTLE CONTRAST TOPSTITCHING

- HIGH WAIST CARGO-STYLE SKIRT (IN SOMETHING LIKE A COTTON TWILL??)

WITH EXAGGERATED POCKETS

\* MORE UTILITARIAN STYLE \*

- LAYERED AT BOTTOM FOR 3 SEPARATE LAYERS OF HEMS WITH SUBTLE CONTRAST TOPSTITCHING



JERSEY ROLL SEPARATED NECKLINE

KNIT JUMPSUIT - NOT FORM-FITTING

CAN BE WORN BY ALL GENDERS

- NO WAIST SEAM

INSTEAD: CENTER FRONT & BACK & SIDE SEAMS

SAME IDEA AS NECKLINE, BUT MADE INTO STIRRUPS THAT GO OVER THE FEET

COTTON 1X1 RIB KNIT

FINE-WALE COTTON  
CORDUROY

SILK-COTTON BLEND  
JERSEY

COTTON TWILL

MODAL-POLY DOUBLE KNIT

WIDE WALE  
COTTON CORDUROY

SYNTHETIC-BLEND 2X2 RIB KNIT

COTTON JERSEY



COTTON  
AND MERINO  
BLEND  
JERSEY

-VERY SOFT,  
VERY SMOOTH

HAND-KNIT BULKY MERINO YARN.  
THEN WET FELTED IN  
WASHING MACHINE

PATCHWORK APPLIQUE WITH HAND-DYED  
COTTON FABRICS AND  
DECORATIVE STITCHING







