burning desire

BILL Blass once said, "When in doubt, wear red", and it has never been truer than in this latest season. Runways have been set ablaze across the globe with red burning it's way onto everyone's radar.

Lust, love, desire and passion, red takes a stand and scorches audiences in a decadent display of luscious tone. Intense almost all the time the runways are like wildfire, everyone playing with such a dangerous colour choice, all cooking with the same chilli and trying not to get burnt.

Dolce & Gabbana opens with a shear, above the knee dress that is sensual and seductive. Like an explosion of rose petals on the body, the dress is dangerously sexy in the style of Resene Smashing, which is potent and rich, appropriate to the style and grandeur of the Gabbana brand.

Roberto Cavalli showcases the heat red has to offer in this gorgeous fur coat with a hot red stripe running through that is matched by Resene Whiz Bang. The coat is luxurious and warm, with a tribal element that has connotations towards a wildling open fire pit.

Gucci goes dark in a PVC Suit the colour of Resene Courage. The two-piece skirt and jacket is sultry and dangerous, like a killer in the night, assassinating the competition of high fashion and dominating the runway by torching all opponents.

Running in the same PVC race is Versace in a glossy red trench similar to that of Resene Pursuit. The trench, although hard in texture, offers a more flirty tone of red that is playful and soft, showcasing a different side of the colour that is inviting and fun.

In traditional Burberry style the trench is ever present this season. They did however, pick a colour that is fitting of its Resene name. Resene Madam M is a kind of red that screams old money. It's a deep classic red that is high class and extremely expensive. Paired with an excellent quality finish, the trench is all of the above and more.

Givenchy incorporates the colour of Resene Coco into a mixed print shirt that screams out at the crowd and bites back. The shirt is sassy and holds a lot of fiery attitude, perfect for the adventurous customer that is looking to make a statement.

Salsa is hot, and so is this Marc Jacobs three piece almost pyjama suit. Matched to Resene Code Red, the suit has a new twist that lights a fire underneath menswear style. It tells the audience to experience new aspects of men's clothing and play around with the different possibilities.

Burn everything and see what is born from the ashes. As fashion fire's up, new creations are born and it will be interesting to see how far things can be pushed. Embrace the flames and live in the moment. ap