

ASHI SS26 THE BEGINNINGS COUTURE COLLECTION

A CONTEMPORARY VISION OF COUTURE, ASHI STUDIO IS A HOUSE THAT EMBRACES THE INFINITE FLUIDITY AND INSTINCT OF ITS CRAFT TO EXPRESS THE VISCERAL AND SHAPELESS—CHALLENGING THE CANONS OF TRADITIONAL FABRIC DEVELOPMENT TO REFINE WHAT CANNOT OTHERWISE BE SPOKEN.

THERE IS A MOMENT BEFORE DAWN WHEN THE BOUNDARY BETWEEN TWO BODIES BEGINS TO DISSOLVE. WHEN LONGING BECOMES SO ABSOLUTE IT CAN NO LONGER DISTINGUISH BETWEEN UNION AND ANNIHILATION, BETWEEN DEVOTION AND DESTRUCTION. THIS IS WHERE ASHI STUDIO'S SPRING-SUMMER 2026 COUTURE COLLECTION BEGINS. A WOMAN KEEPS A LOCKET OF HAIR AGAINST HER SKIN. SHE EMBROIDERS LETTERS IN A LANGUAGE THAT DOESN'T EXIST, ADDRESSED TO SOMEONE WHO MAY NO LONGER BE THERE—OR MAY NEVER HAVE LEFT. SHE WRAPS HERSELF IN GARMENTS THAT BLUR THE LINE BETWEEN PRESERVATION AND DECAY, BETWEEN WHAT HAUNTS AND WHAT IS HAUNTED. THE QUESTION ISN'T WHETHER SHE'S POSSESSED. IT'S WHETHER POSSESSION AND DESIRE WERE EVER SEPARATE THINGS.

VICTORIAN MOURNING RITUALS BECOME THE HOUSE'S VOCABULARY: HAIR BRAIDED INTO A CORSETED GOWN, TRAILING DOWN THE BACK LIKE A SPINE. KEYS AND DEATH MOTHS WORKED INTO FABRICATION. 18TH CENTURY CORSETRY TECHNIQUES, BURNED AND DISTRESSED UNTIL THEY SPEAK A CONTEMPORARY LANGUAGE. TROMPE L'OEIL PAINTING TRANSFORMS DRAPED FABRIC INTO ILLUSION—SATIN LAID OVER SKELETAL FORMS, BODIES CAUGHT MID-TRANSFORMATION. THIS IS COUTURE AS PROPHECY. EACH GARMENT HOLDS LAYERED INTENTION: LATEX MERGING WITH PAINTED SURFACES, SEQUINS CHARRED UNDER DELIBERATE FLAME, SCRIPT EMBROIDERED IN INVENTED ALPHABETS. THE PALETTE IS DUST AND RUST, BEIGE CONSUMED TO ITS ESSENCE—THE COLOURS OF RELICS, OF WHAT REFUSES TO FADE.

ASHI DOESN'T ASK YOU TO CHOOSE BETWEEN LONGING AND ABANDONMENT. IT KNOWS THEY ARRIVE TOGETHER, INTERTWINED. IT UNDERSTANDS THAT THE MOST GOTHIC TRUTH IS ALSO THE MOST INTIMATE: THAT TO TRULY DEVOUR SOMEONE IS TO BE DEVoured IN RETURN, UNTIL TWO COLLAPSE INTO ONE. THIS IS NOT A COY EXPRESSION OF PASSION. THIS IS THE SHARP EDGE OF YEARNING. THIS IS WHAT LIVES IN THE SHADOWS, FINALLY GIVEN FORM.