

**Designs drawn from the unconscious mind:  
New York Fashion house presents 'Evolver'  
the SS22 collection inspired by Rococo  
music, futurist writings and the Surrealists.**

# VIDEMUS OMNIA

**New York, NY, 2021** - Designer **Yun Qu** returns with her **Videmus Omnia** Spring Summer 2022 collection '**Evolver**'. The new collection explores delicate emotions, dramatic silhouettes and original visions of the future. Partly inspired by the Surrealist's interest in the subconscious, imagination and perception, the collection uses complex prints, pagoda frills and layering to engage and excite the eye.

Fashion Institute of Technology graduate Yun Qu designs original ready-to-wear inspired by the five senses. In this case, the complex emotions stirred by elegant Rococo classical music formed the basis for the new collection. Shifting away from Baroque music heavy with ornamentation, Rococo music was a return to elegance with more modest flourishes. The shift from Baroque to Rococo in art, music and fashion is a subtle line where excess softly translates into elegance. Likewise, the Videmus Omnia Evolver collection embraces this uncertain shift and captures an elusive elegant and timeless morphology in the process.

As part of her research, Yun immersed herself in the music of 18th-century French Rococo composer Francois Couperin and the 19th-century writings of Swiss futurist Paul Amadeus Dienach. The resulting aesthetic was carefully coaxed from Yun's unconscious mind just as the Surrealists had manifested visions for their art in the early 20th century. Invoking visions of the past and the future, the resulting collection demonstrates a fantastical fusion of Rococo's refined decoration tempered elegantly with a crystalline vision of a future Earth. With nods to time travel, spirituality and astrology the collection combines rich original prints with inky blacks, utilitarian hardware, ruffles all brought to life in the finest silks and cotton.

The 'Evolver' SS22 collection, like previous Videmus Omnia collections, embraces the slow fashion ideology with incredible workmanship and craftsmanship. With this collection, Yun Qu continues to embrace and champion cutting edge design and avant-garde techniques to create classic and timeless heirloom apparel.

## ENDS

**Editors Notes:** Yun Qu graduated in 2016 from the Fashion Institute of Technology and started her artisanal avant-garde brand Videmus Omnia. The brand has been producing couture collections for the last four years before taking a brief break to develop the first ready to wear collections, which are currently in their second successful season.

