

Written by Interview by Corbin Chamberlin

Wednesday, 19 May 2010 10:42 - Last Updated Wednesday, 12 May 2010 11:04

I have been watching Yotam Solomon grow as a designer for years, and his latest spring/summer collection has really impressed me. With the thought of warmer weather, designers tend to lean up their clothes which results in less elegant spring/summer collections. Solomon does no such thing; with perfectly placed pleats and airy panels of sheer fabric, the collection is ravishing. The dresses shown demand a body that is on the fit side. I love how Yotam mixed fabrics like embossed python leather and a black sheer—two very different types of material—and still made them look effortless and sleek. The colors in the collection are not your typical spring palette of sunshine yellow and peony pink. Yotam has chosen to take a modern route of dominantly black, silver and red. The collection's overall personality is very decisive: The “take-no-prisoners fashionista.” This woman is chic and swimming in confidence. Yotam's evening wear includes goddess-esqe draped column gowns in two-toned whites and creams that are embellished with glass beads that resemble shards of ice. The young, humble designer is so talented and his future is looking red hot.



What inspired your spring/summer collection?

I recently presented my Fall 2010 collection which was inspired by Native Americans, while Spring 2010 was inspired by light and its effects. I enjoy taking inspiration from nature and tying cultural aspects to the actual designs.

When designing for a woman, what do you consider most?

There are many objectives that are taken into consideration but most important are the overall shapes and effects I create on the female form. The body and the way it is balanced with the outfit is key.

When did you move to the United States?

I moved to the USA when I was 15 years of age—literally landed and the next morning was already enrolled in Beverly Hills High School.

Did you work for any designers before starting your own collection?

My first job was a pattern-maker for a men's label, which really guided and taught me about the production side of fashion.

What can we expect from your fall collection?

Next on the list is Spring 2011 which will be influenced by metals and another unique objectives. Most people are not aware that we do many custom orders for our clients as we offer ready-to-wear and foot wear designs.

Tell me about your Sprint commercial with Victoria Beckham. What was she like to work with?

Working with Victoria Beckham and LG was a truly wonderful experience. Victoria is an amazing individual and a true icon. It's all about technology and fashion since we live in the future and LG is definitely ahead of the game offering fashionable mobile phones.