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SPRING 2019 READY-TO-WEAR

Barbara Tfank



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ALL SEASONS



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The panoramic wall hanging in the background of Maison Gerard during Barbara Tfank's Spring 2019 presentation was one of the oldest examples of wallpaper in existence. Depicting a day of hunting in the French countryside, its pastoral beauty spoke to a time when the world was simpler and the pleasures different. "It's the first flat-screen TV," quipped Benoist Drut, the gallery's owner.

As always, the art served to complement Tfank's perspective, which is rooted in old-school glamour and luxury beyond the notion of labels. After an exhibition-filled summer—she nodded to both the Getty's "Icons of Style" photography show and LACMA's retrospective, "3D:Double Vision"—Tfank felt ready to address the impact the works of image-makers like Richard Avedon and Bert Stern have had on her. "I love photography, especially coming from film," she said postshow. "After seeing those beautiful pictures, I thought, this is what resonates with me; I'm going to do it, and hopefully it will sell."

The classicism of those images made for a collection with a timeless feel. There will always be a need for great dresses like the white and gold gingham number with puffed sleeves Tfank opened with, or the black grosgrain frock with dainty bows along the straps. With a fit-and-flare silhouette, both pieces are likely to flatter a variety of body types, but their appeal went beyond wearability. Tfank has an elegant touch, and looks like her golden girasole brocade gown and pale pink dress adorned with "eyelash organza" are essentially seasonless and won't fall out of fashion at the speed of light. A slow-burn alternative to the overt trendiness that currently plagues eveningwear, Tfank's collection was something to remember.