

PATRICK CUPID

# Diurnal

Spring / Summer 2024 Collection

SEPTEMBER 10TH - 20TH

The Good Six  
135 W. 20th Street, 6th Floor  
New York, New York 10011

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The Spring Summer 2024 collection looks forward by glancing back to the 1960s, an era of powerful social evolution in fashion. A new sense of personal style was burgeoning as people rose to challenge the status quo and make their voices heard. The standard mode of dress was no longer suitable for the trajectory of the autonomous thinker. It is a time that reminds us to open the doors of possibility ourselves and step into the light of day.

Designer Patrick Cupid delivers a playful take on the transition of style sensibilities when the wasp waist silhouette gave way to the modernity of youth culture. The print inspired by the works of Franck De Les Mercedes anchors the full circle silhouettes in crisp cotton and breezy minimalist cuts of brightly colored matte silk that flow with the body's motion and reflect the concept of things that occur during the day. Patrick takes cues from the personal style of actresses Diahann Carroll and Mary Tyler Moore, two pivotal feminist figures of the decade.













































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