

COLLECTION TEXT SELVA HUYGENS PRESENTS CRUSH

CRUSH is inspired by resilience and transformation.
It is about inner strength in the face of life's challenges —
the drive to keep going and creating, even when it feels impossible.

From destruction comes hope.
From what is broken comes new life.
From chaos comes beauty.

CRUSH is born from the aftermath of collapse —
car accidents, environmental destruction,
overproduction, greenwashing, wars, and social unrest.
We witness systems fail
and refuse to accept destruction as the end.

In CRUSH, every piece tells a story of survival and reinvention.
Industrial waste, thrown-away garments, and car parts —
capitalist symbols of speed, power, and status —
are dismantled and transformed.
Car seats and handbags become sculptural dresses.
Car batteries are reborn as sleek fabrics.
Street-found materials turn into striking fashion.
This is radical upcycling.

CRUSH explores destruction and rebirth.
Resistance. Survival.
It questions what we call waste
and what we call precious.
Set in turbulent times, it celebrates strength and freedom,
showing how creativity can rise from chaos.

CRUSH is a statement of defiance.
It shows that beauty can exist after destruction.
That systems built on excess will inevitably collapse.
And while those systems crash,
transformation and collective resilience endure.

This collection is for people of all walks of life.
For rule-breakers and dreamers.
For creators, doers, and fighters.
For those who wear their history,
their scars, and their strength openly.

CRUSH is deeply rooted in Berlin —
its raw aesthetics, brutalist architecture, urban reality.
In a culture of reuse and sharing,
of leaving objects on the street
for someone to find new meaning in them.
At the same time, its message is universal.
CRUSH speaks to any place facing instability and transformation.

We rise.
We create.
We transform.
This is CRUSH.