

La Metamorphose – feminine delicateness, sensitivity and elegance – an interview with Ewa Gawkowska

La Metamorphose brand has been created by two sisters: Ewa Gawkowska and Małgorzata Szczęsna. Their latest collection, Mystere, will be presented on 9 September during the Brand for Brand show in Gdynia. Today we invite you to the world of La Metamorphose where the art of design is combined with creative imagination and the magic of style. Our guide is Ewa Gawkowska.

What is the philosophy of the La Metamorphose brand?

We always look at a woman's inner side and her delicateness. We want to be present in every moment of her life and be a part of all the most important events. We want to be close to her heart, her soul, her sensitivity and delicateness and to bring all her beauty outside. We want to show how wonderful women are not only thanks to their looks but mainly to what they have to offer internally – delicateness and sensitivity. We often don't remember about this on daily basis. We find fulfilment in our private and professional life, we occupy high positions, we manage big companies, but sometimes we forget that our forte is delicateness and femininity. They make us strong. We should brag about them because this is what makes us stand out against men and this is why men love us.

Every woman goes through different stages in her life. They completely change her as a person – we marry, we change our last name, we become mothers, we have a career and then we have grandchildren. When you create your collections do you think about these different stages, new roles and experiences?

We do. We want women to go through all these stages with us. Therefore, we work with people from different age groups and we try to make fashion for everyone. We create our outfits for women who love elegance and chic, who want to show their beauty and who attach a lot of importance to professionalism and perfection in every detail. Looking after even the smallest elements of our designs we bring accessories from Paris and we contract fabrics in Italian factories where we can choose the pattern, structure and thickness of the fabric and match it with every personality.

We create clothes that are to reflect a woman's character and complete it in every situation. This means that a dress for someone who is going to a wedding party or an important meeting will be different than a dress for someone who is full of energy and wants to show it in a cocktail party. Our conversations with a client are always face to face because we first try to know the soul of a given person to match the outfits that are ready as a part of the collection to this person's character and make them a part of this person, her second skin. We know that only when we feel good about ourselves and our body we can develop, grow in our femininity and go through a metamorphosis every day.

Besides, our clothes can be pieced together in many different ways. For example, we have a dress with a scarf that can be changed – it is a woman who decides which one she will choose and if she wants to wear yellow or blue. It also applies to our summer Papillon collection, which has been designed in such a way that one dress can be arranged in 5 or 6 different ways for a woman to constantly change and make her own outfit. One day a woman puts on the dress and makes it look romantic. On other day she can wear the same dress and look completely different. This is how we are – full of energy and changes.

A woman goes through a metamorphosis all day long – she is different when she wakes up in the morning, different when she has coffee and goes to work with new ideas. She becomes completely different in the afternoon when her body and emotions change again. Finally, she is completely different in the evening. It is this constant feminine metamorphosis that we want to show, emphasise and bring out. We want accompany women 24 hours a day.

Does this mean that your inspiration is simply... a woman?

Yes. A woman – always different and changing. A woman who is a great metamorphosis and secret to be discovered.

We also look at previous epochs and we become inspired by the past and how beautiful and elegant women used to be then. Unfortunately, somewhere on the way they lost some chic and took on male features. But this is not a good way to go... It's true that we, women, have to fulfil our professional dreams because the world belongs to us! But our main asset and our beauty is ourselves and sometimes delicacy can “knock out” much better than anything else. This is our great advantage and thanks to such an attitude and emotions we are here and how, we create and we conquer the world.

Why have you kept your designs closed in the drawer for so long?

It just happened... I think we had to go through certain stages in life to mature and grow up to this decision. To make it with full consciousness and have a background to make it happen. Before we had run other businesses also connected with women's metamorphosis but there was a moment when we finally wanted to show to the world what we were hiding for years, what we grew up with and what was close to us – our grandmother was an adept of tailoring. I think we came to the point when we couldn't wait any longer.

We got an education, we became mothers and businesswomen, we went through all the stages that allowed us to discover metamorphosis in ourselves. Now we can show and promote in with full consciousness. We can talk about it because it is all a part of ourselves and our personal experience. We believe that only the truth and authenticity can make you create something valuable and beautiful. And if you do it together with your sister – the power is doubled! (*laughter*)

How is it to work with your sister? Who has the final word on how the collection will look like?

Working with my sister is great! I think it's the best gift and the strongest power possible. We are totally unlike and we have completely different personalities but this is an important benefit. Besides, there is an age difference between us, which allows us to look at things from the perspective of two generations. In this way we complement each other in our work. I draw and Małgosia decides how to pin something up, which fabrics, shapes and forms of a dress to choose. I have a vision for a collection and Małgosia is more creative, braver to create crazy things. She always likes to add "fire" to my designs. This is fantastic and very motivating for both of us!

It often happens that I create a dress and Małgosia shows me her version of that dress – completely different and opposing. In the end two versions are made – different but very coherent at the same time. Our characters differ but we have similar opinions about certain things. The energy though... is completely opposite. Like fire and water. And this is a great thing in business!

What is the key to your collections?

We create two collections a year – spring/summer and autumn/winter – but we also meet our clients' needs. Our Atelier in Mokotowska Street in Warsaw is visited by women who often say what they need. Then we create new outfits for them or modify the existing ones. As I have already mentioned, we try to create fashion in such a way that the metamorphosis and our brand accompanies a woman everywhere – at work, in the evenings, during various important events, but also on holidays when she wants to feel beautiful. We try to match these different elements. We already have an evening and business line. Now there was the time for a light holiday collection – not so much to follow seasonality but style – chic, elegance, perfection and everything else that makes a woman feel beautiful. As Coco Chanel once said "fashion goes, style remains". We also try to remember not to make a dress overshadow a woman. It should only complement her, highlight her beauty and help discover it.

I know you also make theatre costumes?

This is the second part of our business, more artistic. Art was always important for us – fashion and art go together perfectly and they help us grow. Working in a designer-client relation is completely different than working with art people. Fashion in a theatre is something beautiful and we are always happy to be a part of such projects. Especially that working with the Italians is great! We have made costumes for two theatre plays that were presented at the festival in Viterbo. We also have a permanent cooperation with a university in Italy and we have another theatre festival ahead of us.

Why have you decided to take part in the Brand for Brand show?

Because I believe that there's power in a group and that if everyone of us creates something beautiful, something different but coherent and the same time, something that builds up Polish business as a whole, there is great power in that and we should show it. We cannot hide because we have many wonderful and talented designers and there are great personalities among them who win over foreign markets. There's power in a group and it's good to motivate one another to do something together. Every meeting of professionals like that gives something more. Something untouchable that drifts above everyday matters and gives everyone a kick to act and open to new things. Mutual inspiration that can result in creating something one have never thought about before.

On 9 September in Gdynia we will show a few outfits from our new Mystere collection.

Thank you for the interview and see you in Gdynia!

Interviewed by Anna Karahan /Link to Poland