



GOLDEN RATIO

A communal interest in geometric shapes, symbols, and numbers first inspired French designers Oskar Sidian, Mr. Ersatz, and Isaac Vanes to begin their line Sidian, Ersatz & Vanes. This mathematical influence may not be immediately obvious in their collection of slim-cut button-ups, but according to Sidian, it's visible in the brand's signature colorblocking and use of stripes. "One of our initial ideas was to reduce visual identity to its purest form; we were looking at how to make something recognizable with just a few colors," he says. Featuring washed denim and flannel, the fall '11 collection is decidedly traditional, with a calculated twist. "We were thinking about things that are familiar in the realm of menswear and how they could be reworked—creating prints from impossible objects, and checks with non-rotational symmetry," Sidian explains. "It was quite simple, really." LIZA DARWIN sidianersatzvanes.com