

Borne to be Wilde

Designer Lior Reitblatt on his conceptual, asymmetrical & experimental clothing line

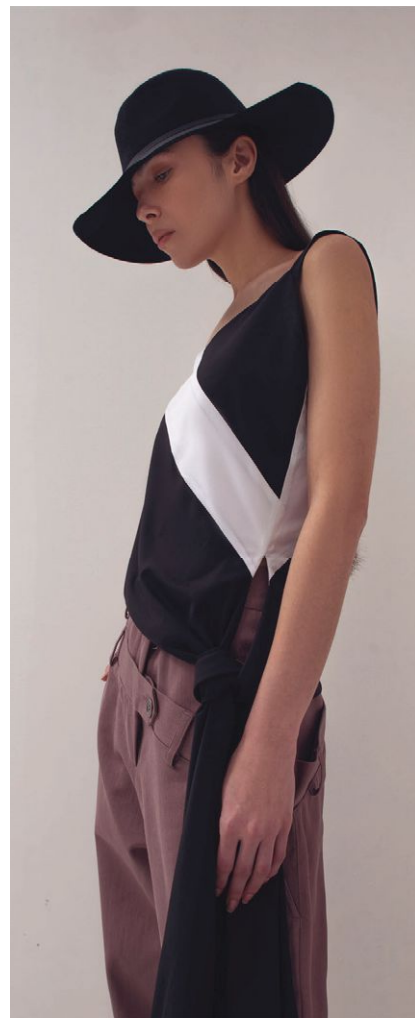


Photography courtesy of Wilde Vertigga

Lior Reitblatt was managing Super-Pharm — a leading drugstore in Israel that he was the CEO of for nearly 20 years — when he had a vision: a design idea of retail space. A space that would evoke the sensation of vertigo. But only after his retirement did this dream (or an acrophobic’s nightmare) come to fruition.

“During my 28 years as a pioneer in the global luxury cosmetic industry, I gained a deep understanding of the importance of creating an emotional experience for the customer,” Reitblatt said. “Today as a designer, I am on a mission to create a line between form and function, beauty and lifestyle. While translating this sentiment into fashion, Wilde Vertigga was born.”

Aiming to push boundaries and challenge orthodox design methods, Reitblatt hopes to take customers into the world of Wilde Vertigga, where it’s possible to experience an unconventional way of thinking about clothes and an unparalleled path to self-expression.



Break down the meaning of the name for me.

I’m fascinated by the experience of imbalance: the way your body reacts to it and the way the mind follows. I wanted to express this experience through clothes. The vision behind the philosophy is connected to the literary works of Oscar Wilde and his life as a conformist rebel, bridging the gap between individualism and convention. The “Vertigga” word is inspired by the feeling of vertigo — imbalance and asymmetry.

Why was gender-free clothing an important aspect for you?

Wilde Vertigga was born through a need to create a conceptual fashion line for men and women with an experimental approach towards making asymmetric shapes into harmony. The diagonal line present in every piece encourages us to see fashion from a new angle and find perfection in imperfection. When we release ourselves from gender perception, we can put our focus on the importance of lines, form, space, light and materials. Wilde Vertigga’s ethos is to translate these elements into harmoniously elegant and thought-provoking garments.

Who’s your ideal demographic?

Wilde Vertigga believes style comes from being an individual and celebrating your personal identity — not conforming to trends or what society deems appropriate. Wilde Vertigga admires figures throughout history whose rebellious, revolutionary works were powered by their strong sense of identity. Icons like Oscar Wilde, Buddha, Pablo Picasso and Georgia O’Keeffe, who paved the way for the future. Our customer is seeking a unique style in quality materials; experimental and self-confident, thought-out yet spontaneous. A conformist rebel who challenges convention.

Where do you source your materials?

I travel a lot to find the right textile suppliers in Italy and Japan. Our kinds of cotton and denim come from Tokyo, while the silks and wool are made in north Italy. We believe in bringing value to small, family-owned factories to keep the quality together with supporting the value of artisanship and textiles.

Most exciting experience on this journey so far?

The responses I receive from people in the street, once they observe the unique, oblique lines. Crossing the streets of New York is becoming a new experience of discussion with friendly faces who take the time to express their appreciation or just “thumbs up.” Who knew New Yorkers are so communicative?

Window or aisle seat?

Always aisle seat, to walk the airplane more freely without annoying my neighbor.

Two things you never leave the house without?

Glasses and tissue paper.

Favorite Oscar Wilde quote?

“One should either be a work of art or wear a work of art.”

Biggest guilty pleasure?

Chocolate ice cream.

Last text you sent?

I sent a sketch of a shoe design that I drew on my phone’s screen to the design team as the start of a session.

Hardest habit to quit?

Drinking wine during lunch. And checking my emails every 15 minutes.

Celebrity crush?

Dalai Lama.

A trend you can’t wait to die out?

Trends, in general, are not something I look at. As Oscar Wilde said, “Fashion is a form of ugliness so intolerable that we have to alter it every six months.” But, to be honest, I’m still waiting for the final disappearance of Crocs.

