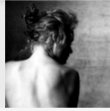


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Kanye West, Solange, and More Helmut Lang Collectors Star in the Label's New Project

It's no secret that Kanye West is a Helmut Lang fan. At the time he launched Yeezy in 2015, he told [Style.com](#), "I had a heartfelt discussion with all of these fucking Helmut Lang images that I stared at for so many years." Simple enough. Today, Helmut Lang celebrates that fandom with a new project by Exactitudes that shows the brand's multigenerational fans, including West, Solange Knowles, and *Vogue*'s own Yohana Lebasi.

In images shot by Exactitudes founders Ari Versus and Ellie Uytenbroek, the cult of Helmut Lang is portrayed as diverse and yet banded together by its obsession with the brand, with each person wearing a mix of archive, re-edition, and new Helmut Lang pieces designed by [Shayne Oliver](#). West sports his own archive pieces, while Solange mixes Lang's re-edition styles (a Tom of England tee) and new shorts designed by Oliver.

The Exactitudes project was launched by Versus and Uytenbroek, both artists, in 1994. Versus and Uytenbroek group together people with similar aesthetics and obsessions, generally perceived as underground or countercultural, and photograph them in neat portraits that are displayed in a three-by-four grid. The duo has traveled the world to document the skinheads, stoners, and skate punks of every culture; the project with Helmut Lang marks the first time the pair has ever collaborated with a brand. The message seems clear: No matter what your taste, age, or location, you're not alone.

