

RAÚL MENA

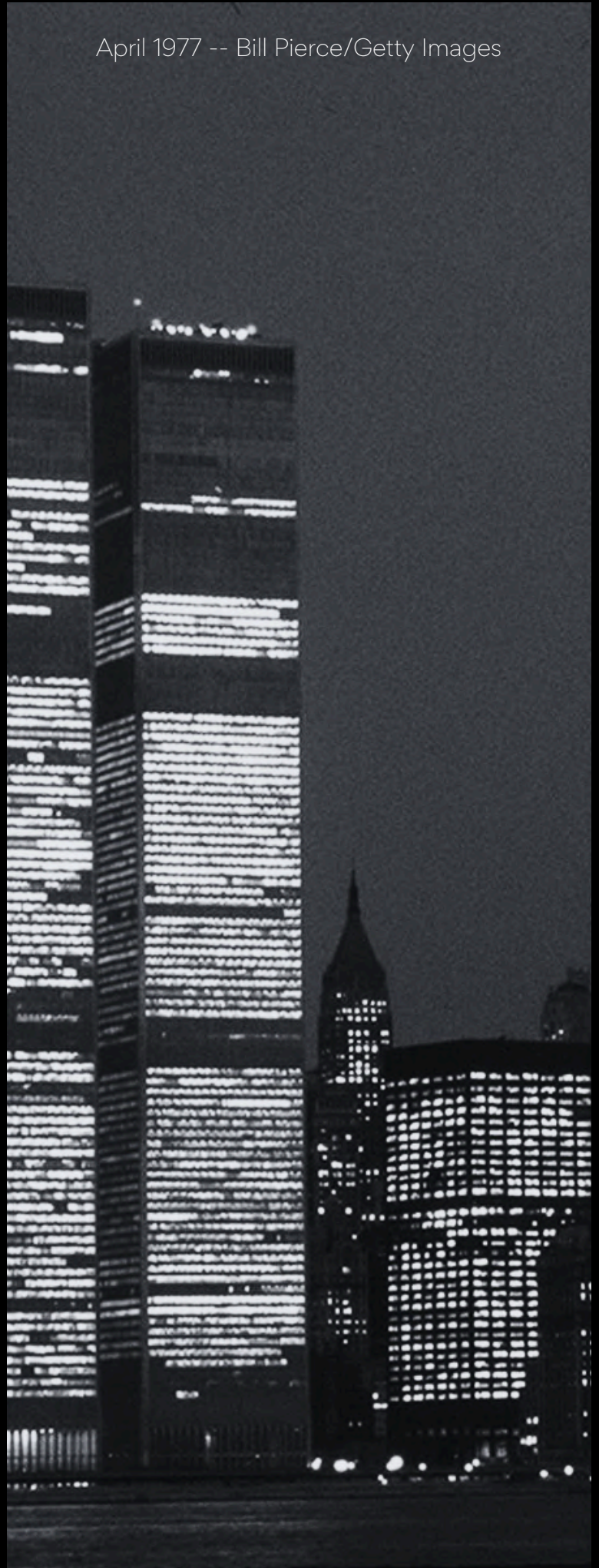
Artwork Overview / L'oeuvre
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April 1977 -- Bill Pierce/Getty Images

THE ARTIST

Raúl Mena's inspiration artistically, personally and emotionally is New York City at different points of deconstruction. The fault of this, is the strong emotional imprint that they culturally left on the artist, which was ratified in situ for the way-of-living of New Yorkers and its wild authenticity.

Continuous artistic references to different past decades are oftentimes used by the artist at, sometimes ultra-sonic levels, in order to encode his messages and seek a sterilization of the ordinary to avoid the cyclical and create a pure artwork, intended almost for an ideal audience.



THE BRAND

Raúl Mena's most personal and ambitious project to date is Xristus.

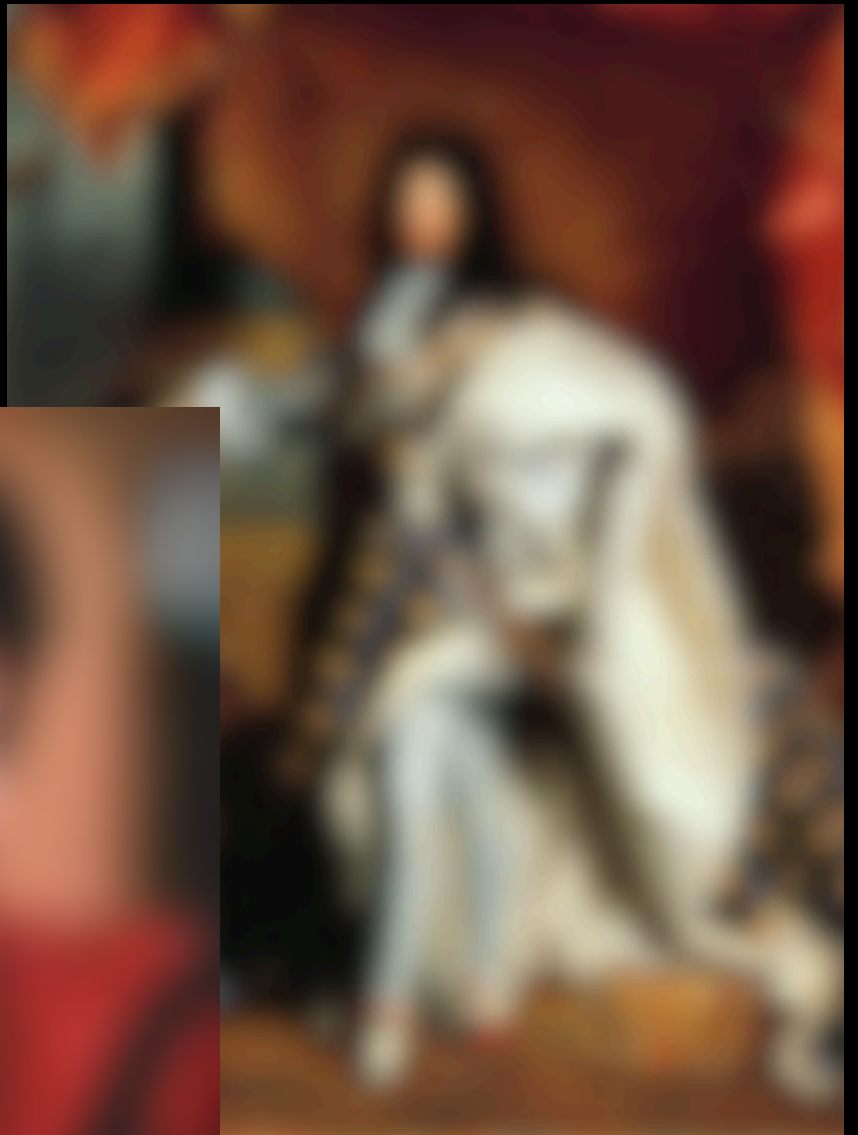


Xristus is a creation space inspired by artistic movements with an urban character.

Xristus was born in February 2017 with their own parfum creation. After several years of effort, the first capsule collection for the Spring Summer 2020 season is presented on July 12, 2019.

THE COLLECTIONS: ICON

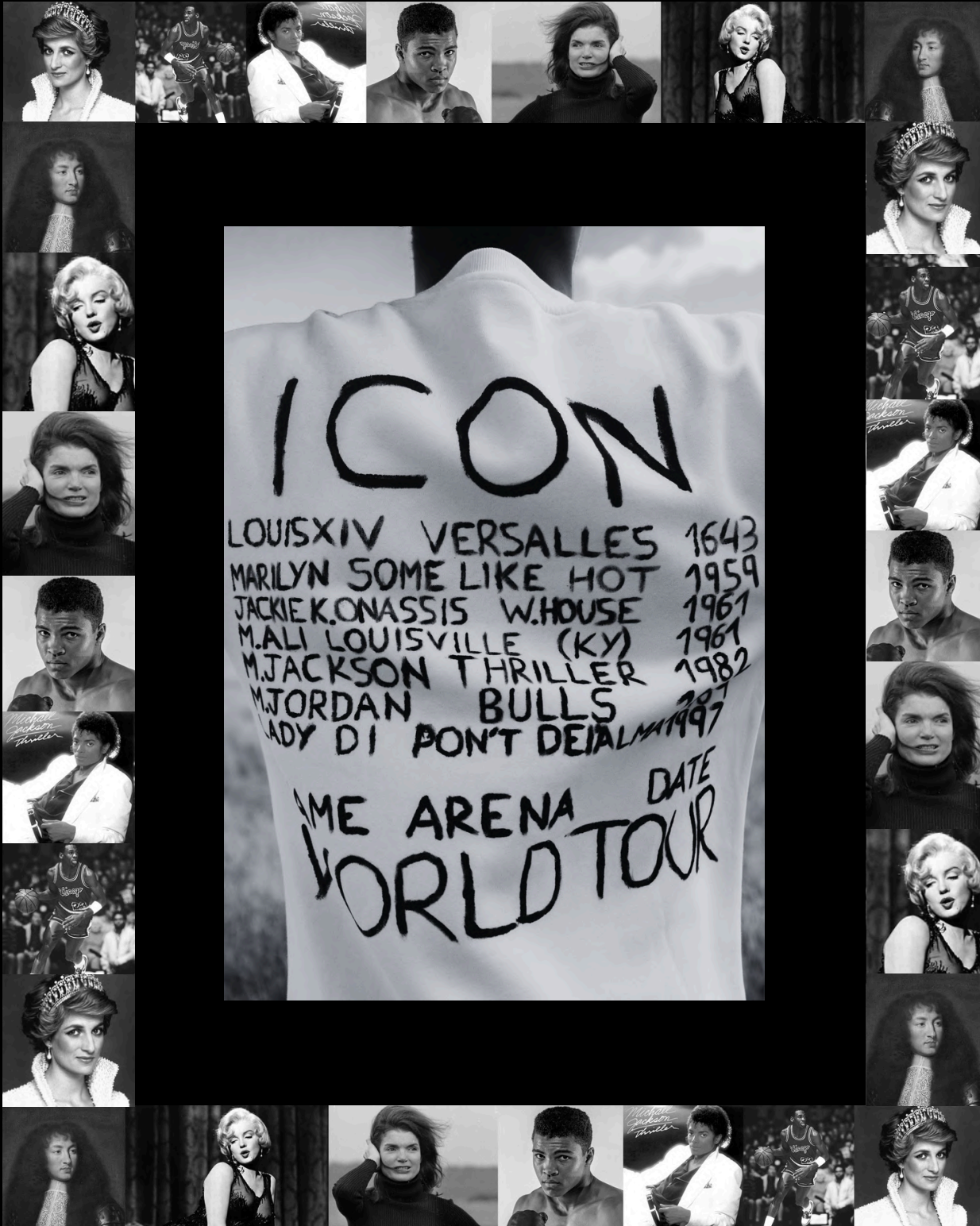
It is possible to invite Rubens, Madonna and Jackson, Louis XIV of France and Jay Z to the party, after all they are from the same generation. Party? Happens with little discretion orbiting through The Bronx, South L.A and...

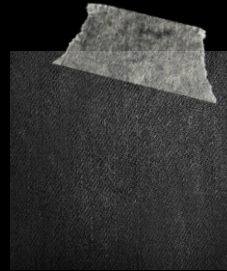


01.

This monochrome sweatshirt is made from dirty white brushed cotton jersey. It features the “L’ETAT C’EST MOÎ - XRISTUS BOY” lettering handpainted in black on the front, with a suddenly ink stain effect, as well as the "dates of the ICON Tour" print on the back. This artistic everyday piece is completed with a label in tonal gold Xristus logo.







02.

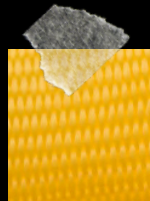
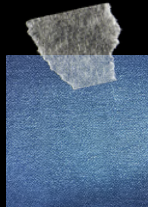
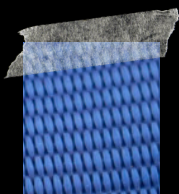
Vest with unstitched shoulders made of the highest quality washed denim fabric reinforced with bronze-colored denim thread and polished stainless steel rivets. Back design made by hand with paint formulated exclusively for this fabric.



03.

Tight-fitting jeans in stonewashed denim with asymmetrical legs and gross ribbon in cerulean blue that provides unique design and dynamism.





04.

Regular-fit basic t-shirts made of combed cotton with heat-transferred images and varnished with textile resin for a rubberized finish and worn effect.



LAUNDRY SERVICE

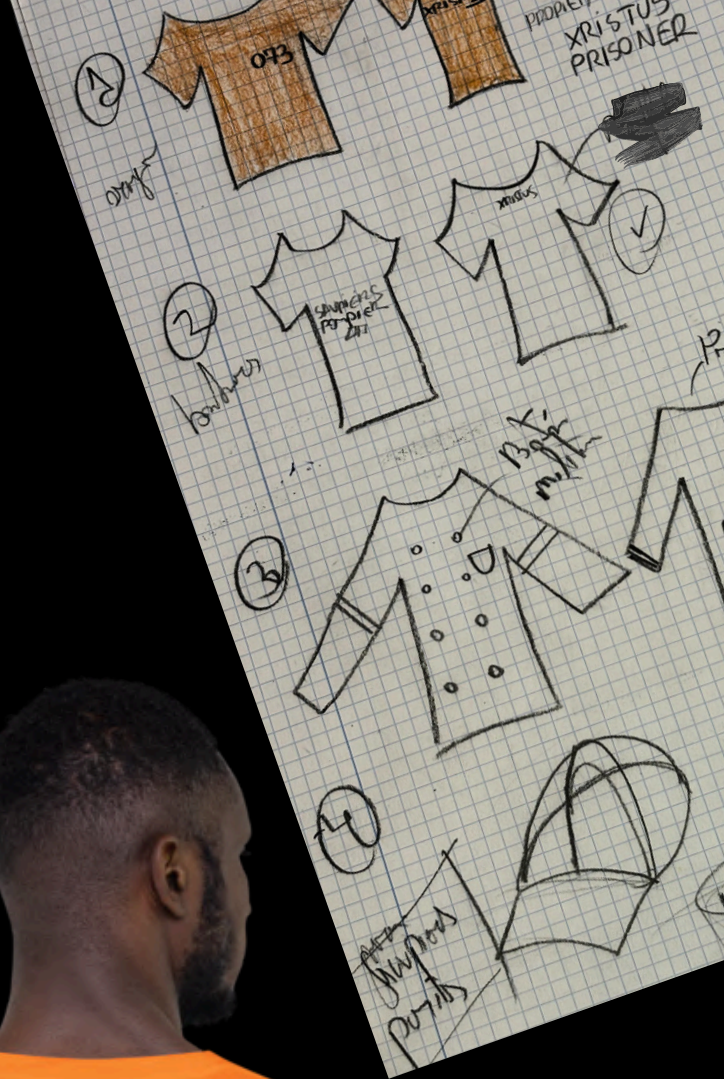
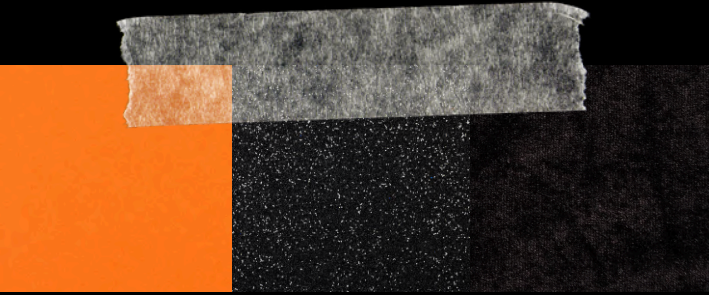
Always with us. From home to work. And from work to home. Invisible and necessary in everyday life. Laundry Service is an ode to the utilitarian clothing that the toughest professions require, that which every Sunday, the quintessential laundry day, is lazily groomed to begin the duty again.



01.

The new Laundry Service collection brings you the most striking utility clothing of all time, like this "Prisoner" t-shirt.

190 gram of 100% cotton short-sleeved T-shirt subjected to pre-washing and combing processes in 24 threads with reinforced seams and printed with Glitter and Velvet effect letters



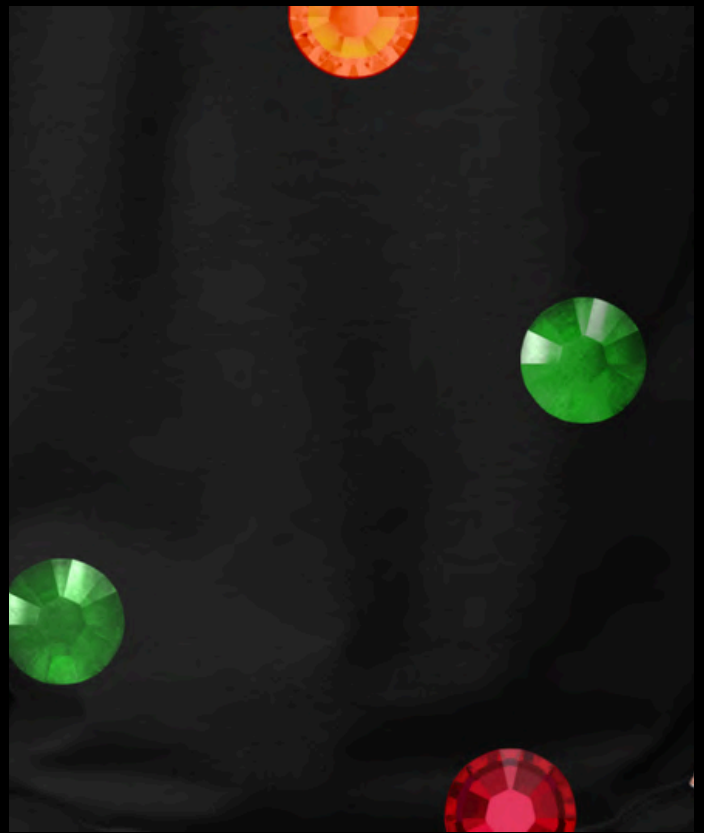


02.

The Aircraft sweatshirt is one of the star pieces of the collection, inspired by aviation, it has a Glossy ribbon appliqué and inlays with authentic Swarovski® stones that simulate a landing strip.

Black long-sleeved sweatshirt printed with three-dimensional glossy ribbon appliqués and back with embedded Swarovski® stones. Slightly oversized cut in light cotton, with dropped shoulders and elastic trims on the finishes. Brushed cotton interior.

70% Cotton | 30% Elastane | Appliques in 100% Nylon | Includes rhinestones.





03.

The Pompiers embroidered cap is a tribute to the Paris firefighters and their heroic work, Xristus transforms utilitarian garments into the new street style, in the new Laundry Service collection

Gray baseball cap with worn effect and embroidery on the front and back. Adjustable velcro on the back. Low-profile, six-panel, six-eyelet unstructured cap.

100% preshrunk cotton



04.

Printed short-sleeved T-shirt weighing 190 grams, subjected to pre-washing and combing processes in 24 threads with reinforced seams.





05.

The Kristus chef shirt is one of the star items of the collection.

Short-sleeved shirt made of twill, with gold double-breasted buttons with naval motifs and a strip collar. Includes a patch pocket on the chest. Gold trimming appliqués on sleeves and embroidered motif on the back

THE RUNWAY

At the Vilarinyo space in Madrid, Kristus planned to present its Laundry Service collection to 70 guests. The invitation was inspired by certified letters sent by courier companies in line with the utilitarian vision of the collection.



*Due Covid-19 lockdown show was cancelled and made it online

THE FRAGRANCE

The purest olfactory immersion into the heart of the Amazon, accompanied by a vibrant burst of fresh mint that exalts the senses. Attenuated by the subtlety of Tonka Bean and a sinuous trace of Peruvian lime hidden among the moderate trail of Kristus.



THE 2017 CAMPAIGN

Shot in Madrid with the make-up artist and visual creator Mar Tinoco. This campaign is based on the aromatic sensuality of leather, sinuous curves and objects of desire that are hidden behind the night.

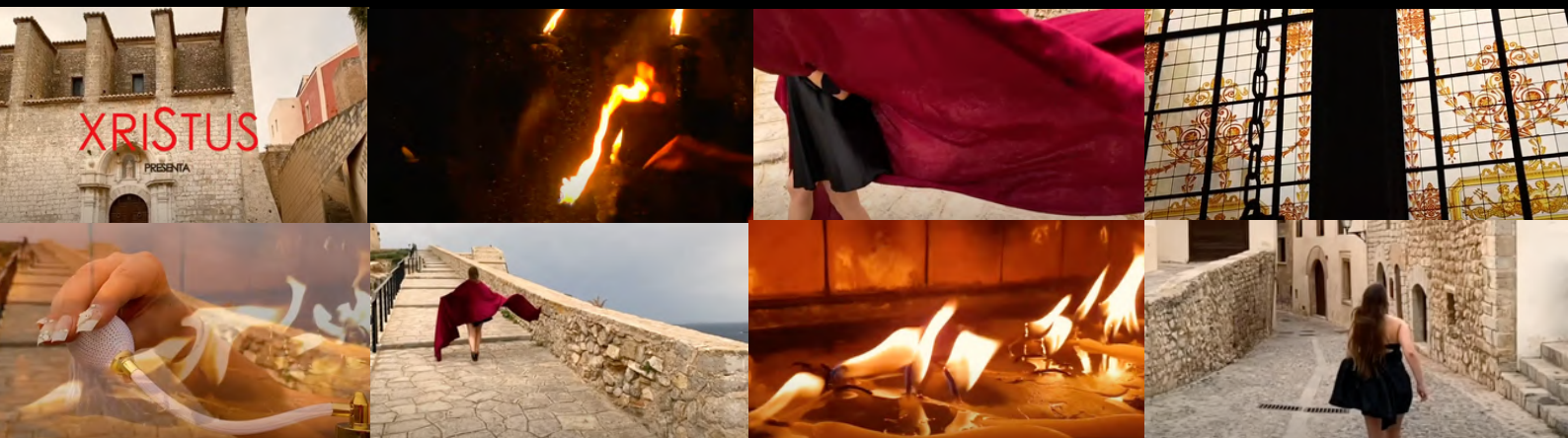


THE 2019 CAMPAIGN

In the New York night, art rises. The essence of the city that never sleeps from above, captured in every breeze by Xristus. An erotic dance of lights takes you on a unique sensory journey. Feel the vibrant energy, and let yourself be carried away by the night air of this iconic metropolis. Filmed with helicopter shots entirely in New York City

THE 2021 CAMPAIGN

The 2020 campaign shot in Ibiza emerges through an invisible poem of fragrance, between velvet and candles. An encounter between the divine and the earthly, where the senses are enveloped in an ethereal dance of aromas. A sensory journey towards the sublime, where Kristus becomes art and the atmosphere becomes whispers of timeless beauty.





THE 2023 CAMPAIGN

In the labyrinth of neon lights and digital shadows, the fragrance becomes a code of eternity. Among the traces of Artificial Intelligence, human love is sought. Xristus deploys a symphony of aromas that transcends time and space. In this metropolis of the future, essence merges with technology, creating a sensory universe where the past meets tomorrow in an unforgettable encounter. This campaign was created entirely digitally.







THE VISUALS

As an addition to his fashion brand. Raúl Mena explores his creativity in all fields of Visual Arts with complete projects and future visual installations in the process of creation all of those integrated under Xristus project to raise the voice for social change and diversity.

28 ANALÓGICO

28 Analógico is an analog photography project that collects 28 photographs throughout the city of Madrid. Each photograph has a joint and individual meaning since the title given to each of them is in itself another work of art.







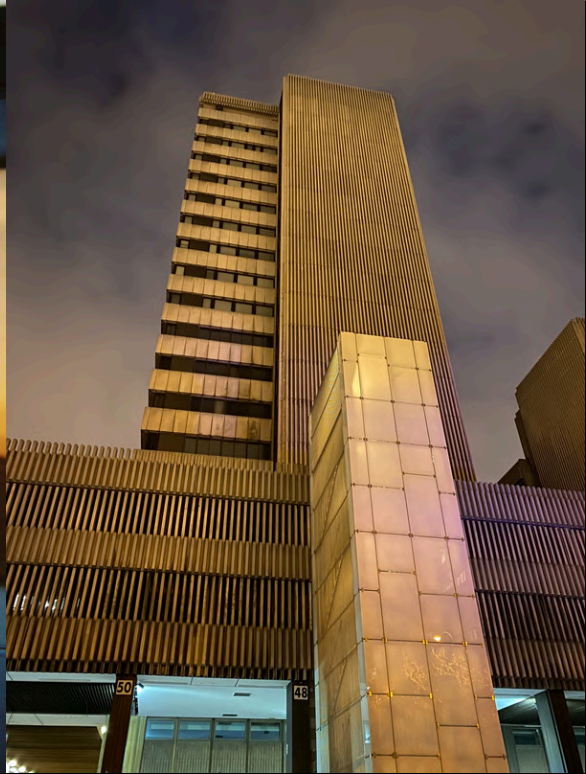


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THE FUTURE

Below are a series of works on which Raúl Mena is working and that have not yet been shown to the general public. These works are part of the visual installation "My funeral: All the things who kill me. All the things who keep me alive." In this collection of plastic and visual creations the artist addresses the theme of death, after the recent death of his father due to a sudden illness. My funeral is a combination of criticism and pleasure juxtaposing antagonistic emotions in the works to reflect.




NAMELESS 01

Installation printed on satin wood with a glossy effect that shows some of the author's most intimate references in a polychromatic tour. (Now only red - Artwork in development).

NAMELESS 02

Sketches for visual installation or fashion design.



DATE ME

give me hopes
and

BROKEMY

HEART

MONEY HEART

Acrylic on 100% cotton canvas and metal inlays on a real dollar.



XRISTUS ON THE COURT

Acrylic on 100% cotton canvas, metal ring on metal support in gold color and carved cross





BAKING CITIES

Wooden slat with polyethylene and stainless steel blades

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