Raf Simons launches his own online retail platform: History Of My World

By Godfrey Deeny - 16 December 2020

Raf Simons has launched his own online retail platform named History Of My World, in a pathbreaking development by the iconoclastic designer.

Simons debuted History Of My World this Wednesday, creating an entity separate from his own eponymous fashion house and brand.

“Distinct from the Raf Simons brand, this new multidisciplinary platform will offer a curation of pieces selected by Raf Simons which will reflect the designer’s point of view, aesthetic and philosophy. These items span home, literature and clothing, and will include unique pieces, limited edition items and special collaborations,” Simons explained in a release.

For the present, the site offers only three product categories: blankets, candles and books. The limited range includes 45 unique Teenage Dream raw-edge wool blankets with printed pins and patches from the Raf Simons house label, priced at between €1,650 and €2,200. Three of these unique pieces had already sold out.
While a set of candles, done in the shape of apothecary bottles, costs €450. Alongside these wax works are three publications created by Raf Simons: Raf Simons Isolated Heroes (1999), Woe Onto Those Who Spit on the Fear Generation The Wind Will Blow it Back... (2002) and Raf Simons Redux (2005). Isolated Heroes, shot by David Sims, has a sticker price of €950.

“In a further expression of intimacy, each of these books can be signed and dedicated by Raf Simons himself,” stressed the release.

Simons has a long record of innovation, from staging his early youth rebellion shows inside giant works of architecture in Paris to hiring avant garde artists like Sterling Ruby to build site-specific installations for his shows for Calvin Klein. All the way to his current evening job, jointly creating collections with Miuccia Prada for her family-owned powerhouse brand in Milan.

The Belgian-born designer chose his platform’s name, History Of My World, after the title first used for Simons’ 10th anniversary collection in 2005.

“The website proposes a unique and direct echo of Raf Simons, a personal and intimate window into a thought process, onto a world,” Simons added of his innovative foray into e-tailing.