

Vivienne Westwood Creates Theatrical Costumes for amfAR Gala in Salzburg

Published on 30 Aug 2025 | By IFI Correspondent



Vivienne Westwood Designs for amfAR Gala in Salzburg

The **amfAR Gala** made its Austrian debut in **Salzburg** on Sunday, August 24, bringing together nearly **400 global figures** from art, culture, politics, and business at the historic **Salzburg Residence**. In a special collaboration, **Vivienne Westwood**, under creative director **Andreas Kronthaler**, designed the evening's costumes, blending the **Salzburg Festival's operatic archives** with the house's **rebellious couture spirit**.

The gala performance was based on **Hugo von Hofmannsthal's "Jedermann"**, a play central to the Salzburg Festival. Kronthaler reworked costumes once worn by opera singers and actors — deconstructing, combining, and re-sewing them with contemporary Westwood pieces — to create what he called **"a new story in the unmistakable style of the house."**

"Salzburg has a special meaning for Vivienne and me, and Vivienne Westwood is honoured to be part of the amfAR Gala, taking place here in Austria for the first time. The costumes will be auctioned to raise funds for the important research and the ongoing fight against the global AIDS epidemic. Theatre is vital," said Kronthaler.

? Symbolism in Costume Design

The **18 costumes** reflected the core themes of "Jedermann": **life and death, power and humility, possession and loss**.

- **Buhlschaft**, traditionally a singular role, appeared in **three transformations** symbolising past, present, and future — each marked by a striking **red dress**. From a chiffon-corset blend with beaded motifs, to an elegant sequined gown, to a dramatic silk taffeta "Bird of Paradise" design, the trilogy charted her evolution.
- **Death** was reimagined in a commanding **black corset dress** with beaded shoulders, fringed sleeves, and a sweeping taffeta train.

- Other looks combined **Elizabethan silhouettes** with **Westwood's signature corsetry**, layered feathers, oversized crystal embellishments, and embroidered florals.
-

? Fashion for a Cause

Following the performance, the costumes were **auctioned alongside other items**, raising **over €500,000** in support of amfAR's ongoing fight against the global AIDS epidemic.

With its fusion of **historic costume archives** and **avant-garde Westwood DNA**, the gala proved that fashion can both **celebrate theatrical heritage** and **drive meaningful change**.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.