

# AUSTR IAI FA SIA ON *GUIDE*



*SPRING / SUMMER 2011  
PRÊT À PORTER FEMME PARIS*

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# MASTHEAD

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**SPRING / SUMMER 2011 - 130 WOMENS INTERNATIONAL CONTEMPORARY COLLECTIONS**

**OCTOBER 1ST/4TH 2010 / 10AM-7PM**

**ESPACE EVOLUTION, 5 RUE ST MERRI PARIS 4**

**ATELIER RICHELIEU, 60 RUE DE RICHELIEU PARIS 2**

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*" I love working with Le New Black! "* **Jemma Dyas - Buyer - Browns Focus - London - UK**

**VIEW AND ORDER SELECTED SS11 WOMEN COLLECTIONS ONLINE :**

Emmanuelle Khanh, Fred Perry x Richard Nicoll, Heimstone, Jérôme Dreyfuss, Kipling x Peter Pilotto, Spring Court, Surface to Air, United Bamboo, Valentine Gauthier etc.



# ANNA AICHINGER

Anna Aichinger was born in Vienna and studied fashion design at the university of applied arts in Vienna under guest professors such as Casteljacob, Viktor&Rolf and Raf Simons. With her straight-lined designs she has created a sophisticated and very distinctive style, rather than trends. There is a sense of experimentation defined by the contrast of formal minimalism and sex appeal that lies at the heart of her aesthetics. Her designs have more to do with shape, cut and attitude than decoration. They seek to emphasize the personality and elegance of women. Anna Aichinger has an uncanny ability to capture the contemporary climate and transform it into fashion. Redefined basics, tailored cuts and fluid silhouettes are the collections' core elements. Individual items from different collections go with each other and offer various possibilities of combinations. With just a few twists they are also quickly changed from day wear to evening wear and adapt easily to the needs of the modern woman.

*SHOWING AT*  
**ANOTHER SHOWROOM  
SUMMER 2011 –  
BEYOND GREY  
GARDENS,  
ATELIER RICHELIEU  
60, RUE RICHELIEU  
75002 PARIS  
01 – 04 OCTOBER  
10 AM – 6 PM**

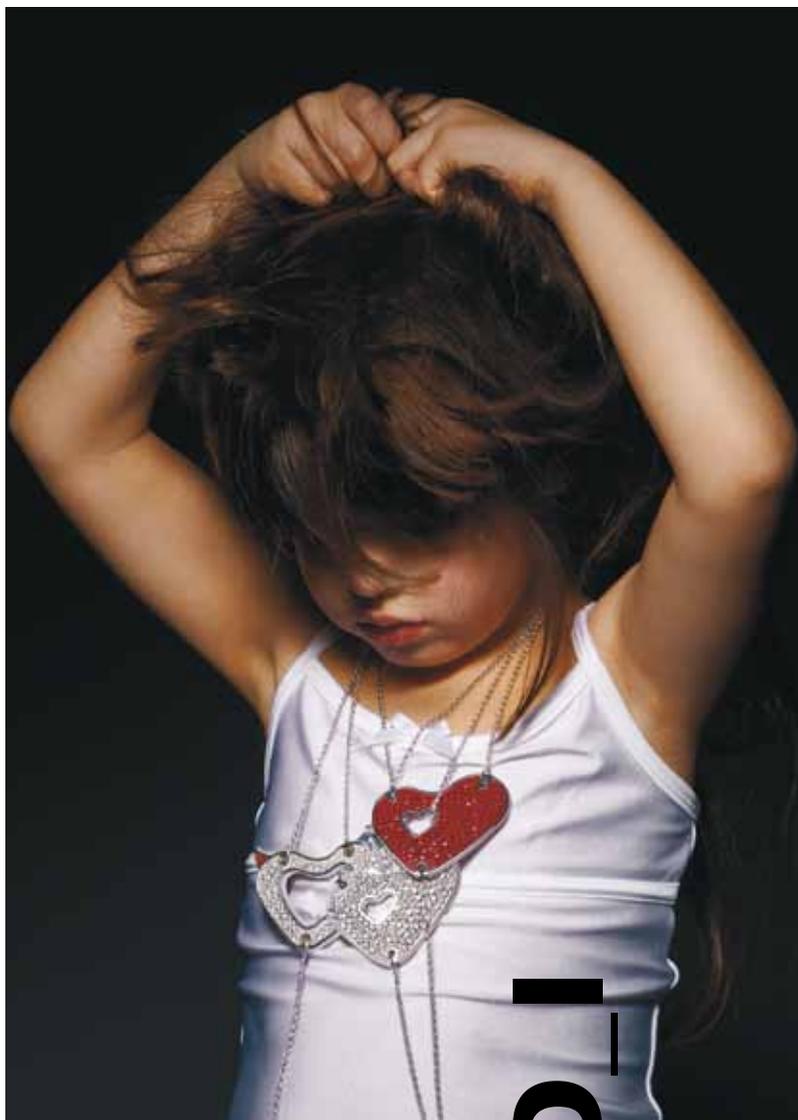
*for appointments please contact:  
sales@annaichinger.com  
phone: +43 699 120 001 50*



Lovelovelove. Indeed, love in its different forms – the pure, the betrayed and the burning – all inspired Eberharter's new collection. The heart as a universally decodable symbol is the defining element, whether innocently rounded, devilishly edgy or flaming hot.

The production techniques and materials of the pieces vary. 2D elements are made predominantly from aluminium, while the 3D details, such as the sculpted belt buckles and exaggerated studs, come hand-moulded in a brass finish. Leather is also used extensively, as are Swarovski crystals and cubic zirconia, their perfect interplay heralding Eberharter's signature ultra-glamorous look.

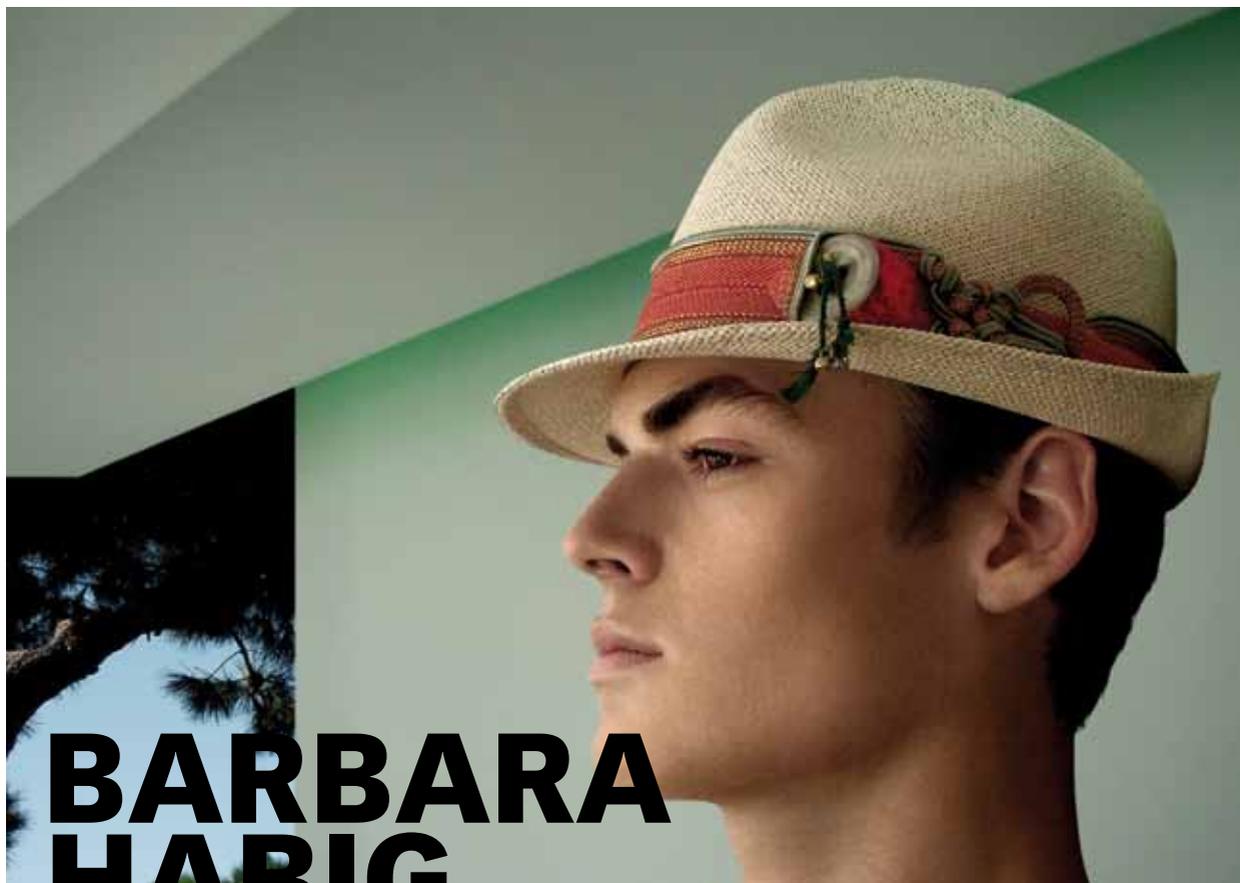
Yet he is quick to remind us that all AND\_i pieces are free from nickel and lead. After all, his label was founded on the values of using high quality materials and exceptional craftsmanship.



**AND\_i**

*SHOWING AT*  
**T.B.A., PLEASE CHECK  
AND-I.NET OR  
AUSTRIANFASHION.NET**





# BARBARA HABIG *HEADWEAR*

In her SS11 collection Barbara Habig tries to achieve the re-interpretation of the hat with the help of the hat band. The hat band becomes a unique piece of jewellery that emphasises the wearer's personality and turns the hat into the main piece of accessory, its strategically privileged position on top of the head visible for everyone. A classic hat shape seen from the distance surprises by sporting an exquisitely crafted hat band, the so-called

“magical band”. In the true sense of the word, it has an enchanting effect on the surroundings and draws all the attention onto itself. From now on the designs are also available on the newly launched webshop [www.habig.at](http://www.habig.at).

*SHOWING AT*  
**PREMIÈRE CLASSE  
JARDIN DES TUILERIES/  
TERRASSE DES  
FEUILLANTS, RUE DE  
RIVOLI, 75001 PARIS  
1 – 4 OCTOBER**





# BRANDMAIR

For her collections, Claudia Brandmair draws her inspiration from a multitude of sources. There is no overall theme, every piece of clothing is supposed to speak for itself as well as being part of the whole.

Claudia Brandmair's fashion is characterised by an idiosyncratic mix of materials, cuts, shapes and the classic art of tailoring. Even though she enjoys experimenting with conventional materials and unorthodox details, her fashion is eminently wearable. Her purism feels sexy, her minimalism innovative.

*SHOWING AT*  
**T.B.A., PLEASE CHECK  
BRANDMAIR.NET OR  
AUSTRIANFASHION.NET**



# CLAUDIA *ROSA* LUKAS

In her collections Claudia Rosa Lukas expresses herself as a multi-faceted character. She combines minimalism – clean cuts and structured shapes – with female sensuality and persuasiveness. Lukas' extraordinary eye for detail attracts a wide, discerning audience and surprises with playful technical masterpieces. Every garment is suitable for the fast-paced everyday life yet perfect for a night out. Her repertoire comprises a blend of ideas where dream and reality are fused to underline the make up of people's complex personalities, intellectualism and femininity. Her choice of materials is determined by wearability and the functionality of the finished article. For that reason she favours high-quality Austrian and Italian fabrics including wool, silk jersey and cotton. Since 2004 she regularly presents her collections at the Prêt-à-Porter Fashion Week in Paris and has her work displayed in showrooms in Japan and Germany. She works as a costume designer for a number of Austrian theatre, dance and opera productions.



*SHOWING AT*  
**T.B.A., PLEASE CHECK  
WWW.LUKAS-BY.COM  
FOR UPDATES**

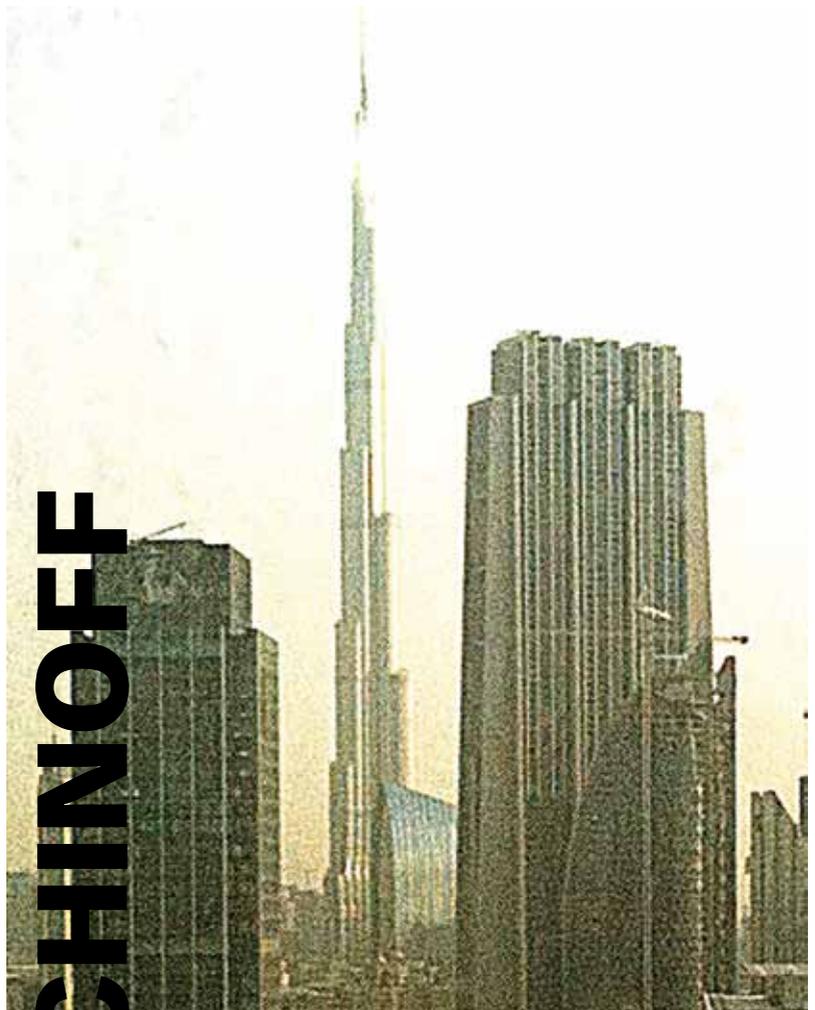


Doychinoff investigate the construction of urban space and the changes taking place between art, fashion and architecture. Recognizing the meanings and locations of space, we identify ourselves as a fashion label underpinning the visual and material fabric of modern life.

Collection "Petroleum"

"Are all forms of modern technology actually petroleum products?"

**DOYCHINOFF**



*SHOWING AT*  
**VAUXHALL FASHION  
SCOUT SHOWROOM  
10/12 RUE DES  
COUTURES SAINT-  
GERVAIS, 75003 PARIS  
30 SEPTEMBER –  
5 OCTOBER  
10 AM – 6:30 PM**





# EDITH A'GAY

Joining, touch, contact, tangency, eventual-  
tality, possibility...contingence

Collection "contingence.." SS11

The elements of the current collection  
relate to those of previous collections  
like building blocks.

The finest of fabrics like silk organza  
are printed with graphical designs and  
appear as pictures on the body on mono-  
chrome background. Together with  
the body's movement, the picture  
dresses take on another dimension:  
they become signals for visual com-  
munication.

*SHOWING AT*  
**SHOW**  
**02 OCTOBER**  
**9:30 PM**

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**01 - 04 OCTOBER**

*by appointment only*  
*press@edithagay.com*



*Photography* Steven James Scott



Edwina Hörl had assisted Yohji Yamamoto for three years before launching her unisex label in Vienna in 1996. Twice a year she teaches Textile Arts at the Academy of Fine Arts in Vienna. Her work with fashion is a discussion about different cultures and societies, interdisciplinary work with other creative disciplines and conceptual realisation. It is more a process and thinking about fashion than just designing fashion. In Paris Edwina Hörl presents her spring|summer collection ~POIっぽい (A) L I K E. In the West, the tailor pays attention to human anatomy, cutting and piecing the cloth to create hollow forms into which the body should fit. In the East, including Japan, one is satisfied with geometry, the cloth remains uncut in its rectangular lengths, the fitting is done on the body. Room for improvisation: there is freedom for the garment to be completed by the person wearing it. Room for a “personal ~POI” is the nuance we are looking for.

# EDWINA HÖRL

*SHOWING AT*  
**CAPSULE  
PARIS – WOMENS  
GARAGE TURENNE  
66 RUE DE TURENNE  
PARIS 75003  
01 – 03 OCTOBER  
10 AM – 7 PM**





[EP\_ANOUI]

In July 2008 Eva Poleschinski founded her label ep\_anoui focusing on loving details and individuality. The collections reflect Eva's vision of the numerous facets in women's personalities and the variety in women's lives. Eva Poleschinski's fashion combines exclusivity with the freshness of youth. It aims to underline the wearer's personality as well as to leave space for own interpretations. The direct cooperation with knitting factories allows her to present specially created fabric designs in her collections and guarantees the highest quality standard. The SS11 collection "ash to ash – dust to dust" will be a melting pot of cultures and traditions and will – for the first time – include some looks for men and unisex items.

*SHOWING AT*  
**ZIP ZONE LOUVRE**  
**103 & 111 RUE DE RIVOLI**  
**01 – 04 OCTOBER**

[ep\_anoui] Fall/Winter 2010/11, photography Markus Thums,  
postproduction Julia Spicker, hair& make-up Alice Retzl



# EVA BLUT

Founded in 1998, Vienna-based accessory label Eva Blut stands for innovative and conceptual fashion and accessory design.

Its mastermind and founder has been exploring the interaction between fashion and product design for the past 12 years in numerous collections and international collaborations.

In 2008, Eva Blut reconnected with her roots in accessory design by launching a new line of bags and small leather ware entitled *favourite companions*.

## “Same same but different” SS11

The collection centers on a very simple but crucial observation: functional demands on an item can change throughout the day. Therefore, Eva Blut developed a product that could adapt to these changing needs: bags that are both easy to carry and intelligent to use.

A handbag can become a backpack, a document bag can turn into a messenger bag with a few simple adjustments. Architectural and geometrical shapes combined with industrial aesthetics accentuate the super-functionality theme of the collection.



**SHOWING AT  
PREMIÈRE CLASSE –  
1ST SESSION  
PORTE DE VERSAILLES,  
HALL 1, STAND I 34BIS  
04 – 07 SEPTEMBER  
9 AM – 7 PM**

**CAPSULE  
PARIS – WOMENS  
GARAGE TURENNE  
66 RUE DE TURENNE  
PARIS 75003  
01 – 03 OCTOBER  
10 AM – 7 PM**



# FLORIAN *JEWELRY*



## „Chic Classique“

The upcoming FLorian summer 2011 collection offers exciting new interpretations of classic jewellery themes, creating an impression of time travel through the history of fashion in the first half of the 20th century – the development and innovation period of fashion as we understand it today.

As always, the collection is characterised by a variety of styles, from slim and svelte to bold indulgent statement pieces including the popular FLorian multiple necklace signature designs.

Distinct in this new collection are many styles featuring big beads, some with hand-carved decorative designs. A number of styles combine beads with various ropes and leathercords. Another style group combines beads with metal tubes.

*SHOWING AT*  
**SHOWROOM**  
**7 RUE DU PERCHE**  
**PARIS 75003**  
**30 SEPTEMBER –**  
**6 OCTOBER**  
**10 AM – 7 PM**

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*sales@florian-design.com*



Hartmann Nordenholz is the German-Austrian fashion label founded by Filip Fiska and Agnes Schorer in the winter of 2000, named after their grandmothers' maiden names.

It represents a new form and a new definition of elegance.

Visionary elegance combined with architectural precision could well be the keywords for each of their collections.

They met during their studies at the University of Applied Arts in Vienna, Austria.

“A connection between theory and high craftsmanship is the base of Hartmann Nordenholz.

Fashion is a means of personal expression and development. Each of our collections is a moment's glimpse of our 'diary of reflexions'.

Our approach is a critical one in terms of questioning the different forms in which fashion manifests itself in society.

As a result of our conceptual work, there has to be a perfect product.”



# HARTMANN NORDENHOLZ

*SHOWING AT*  
**T.B.A., PLEASE CHECK  
HARTMANNNORDENHOLZ.COM  
OR AUSTRIANFASHION.NET**



# HEIRESS

Patrick Ascher is one of Heiress's designers. His experience in acting solidified his interest in fashion. His work took him to semi-annual trips to the US to trend-watch and shop for ideas. He lent a helping hand to developing the brand not only through marketing and promotions, but is also involved in its business structure and an integral part of its exceptional public image.

Dr. Andreas Riedler is a consulting and public relations veteran drawing on 20 years' experience and currently one of the designers of Heiress. Formerly, he worked in film and TV where his clients included Bavaria film studios and Cine Media Inc. He began his career as a director for West German TV in Cologne.

Trendy design and the perfect fit are essential to the success of Heiress demi-couture, dresses that are made for ready-to-go but look and feel like haute couture dresses fresh from the catwalks of Paris.

Heiress dresses are made of silk chiffon and silk jersey. The style is classic, elegant and sophisticated. A very important part of Heiress's style is the silhouette and the cut of the garments. Cuts vary from close-fitting to concealing.



*SHOWING AT*  
**T.B.A., PLEASE CHECK  
HEIRESS.AT OR  
AUSTRIANFASHION.NET**





# MANGELWARE

## “Wishlist” SS11

The outfits of mangelware’s SS11 collection forge a link between the traditional clothes of Nomadic desert peoples and the lifestyle of raucous yacht parties. Waves, bright sunshine, the contrast of light and shade on sandy dunes, sand sculpted by the wind, colourful robes and jewellery of the women of the desert – images such as these mirror the fundamental idea of the SS11 collection which presents itself in vivid and intense colours. Geometrical patterns and deconstructed shapes form the starting point for the colourful large-scale digital prints that have been applied to silk, cotton and rayon jersey.

The associated swimwear collection is an added bonus.

*SHOWING AT*  
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MANGELWARE.NET OR  
AUSTRIANFASHION.NET**



# MICHEL MAYER

## “Simplicity” SS11

The Viennese designer Michel Mayer deems the ability to concentrate on the essential to be a luxury. Simple abstract forms, be it an oval or a rectangle, are brought into an harmonious relationship with the human body. Through draping or twisting, entirely new silhouettes come about. The change of the original form brings about a number of ways in which a piece may be worn: A skirt can turn into a dress or vice versa; a dress can transform itself into a jumpsuit. The evening dress or the silk top can be worn in various different ways depending on the ways they are tied. Ties on jackets and sweaters allow for a variety of looks and lengths on sleeves. Apart from the geometrical elements, the classic “muscle shirt” also assumes a major role in the collection. Either tight-fitting or oversized and layered – the masculine shirt becomes part of a woman’s repertory. Again, Mayer explores the item’s versatility: mini dress, simple top or full-length evening gown. Due to the fabrics’ feel, the cuts gain further individuality. The material palette encompasses flowing washed silk, soft rayon, jersey, papertouch cotton all the way to high-tech fabrics.



*SHOWING AT*  
**T.B.A., PLEASE CHECK  
MICHELMAYER.AT OR  
AUSTRIANFASHION.NET**





# MÜHLBAUER

In 2001 Klaus Mühlbauer took over the family business, which had been established in 1903 and been run by the Mühlbauer family for four generations. He decided to concentrate on the company's original business of making hats and breathed new life into the old brand and its products.

Together with his sister Marlies he creates the hat collections supported

by an expert team of hatters and milliners from the Viennese Manufaktur. Finest craftsmanship and the use of the most exquisite, internationally sourced materials define the discernibly high standard of the creations. The path of regeneration has led to both national and international success.

Mühlbauer-Webshop is online from October 2010. [www.muehlbauer.at](http://www.muehlbauer.at)

*SHOWING AT*  
**PREMIÈRE CLASSE  
JARDIN DE TUILERIES  
TERRASSE DES  
FEUILLANTS, RUE DE  
RIVOLI, 75001 PARIS  
01 – 04 OCTOBER**





# PELICAN AVENUE

pelican avenue was founded in 2004 by Carolin Lerch, a graduate of the Antwerp Academy of Fashion and a former assistant to designer Bernhard Willhelm.

The label's intention is to question traditional codes in fashion, to propose a different approach, to avoid stagnation and self-satisfaction. It seeks to counteract constantly changing trends and the destructive attitude of hypes.

Together with multimedia artist Michiel Helbig they form pelican video, their video and multimedia project.

The intention of the pelican project and its products is to challenge the unknown rather than develop a certain style or idea.

**SHOWING AT  
PELICAN AVENUE  
SHOWROOM  
GALERIE QUANG  
7, RUE DES FILLES DU  
CALVAIRE, 75003 PARIS  
01 - 06 OCTOBER**



*Photography* Shoji Fujii (opposite page),  
Shoji Fujii and pelican avenue (this page)



# ROSA MOSA

rosa mosa's SS11 Collection was created with the brilliant sunshine of Mexico in mind, we call it "looks like Frida", referring to artist Frida Kahlo.

"Looks like Frida" is also motivated by Frida's fashion power that comes from her fecundity, the overwhelming iconic charisma that emanates from her photographs. Many people are still attracted to them even after so many decades. Her fabulous folk costumes are an intense self-manifestation that might even be

called fury. And yet they don't show the slightest hint of simple nostalgia or a nationalistic air.

This season's ballet shoe is made with very soft batik-printed leather. It conveys a tropical mood with a romantic, wispy, south wind feeling and a waft of sweet fruits. The standard wooden sandals we have been releasing serially for several seasons come in a variety of new designs this summer and radiate a strong, happy atmosphere.

*SHOWING AT*  
**MILAN, MICAM –  
INTERNATIONAL  
SHOE EXHIBITION  
HALL 2 / BOOTH L25  
19 – 22 SEPTEMBER**

**DESIGNERS &  
AGENTS – NEW YORK  
THE CHELSEA ART  
MUSEUM, 556 WEST  
22ND STREET  
20 – 22 SEPTEMBER**

**PREMIÈRE CLASSE  
JARDIN DES TUILERIES,  
RUE DE RIVOLI  
75001 PARIS  
1 – 4 OCTOBER**

Photography: Manfred Veigl, Styling: Mana Furuyama, models: Christiane Lienhart, David Wedenig





# ROSE *BECK*

Rose Beck was founded in 1996. Since then, the label has been producing handbags and small luggage items, which are distributed internationally. Rose Beck bags stand out due to their unusual use of space. All are perfectly executed using traditional craftsmanship. An important part of the creations is high quality, very often specially treated leather.

For this season's collection, the unusual texture of the stamped surface material impressively captures the spirit of summer.

*SHOWING AT*  
**PREMIÈRE CLASSE  
JARDIN DES TUILERIES  
RUE DE RIVOLI,  
75001 PARIS  
01 – 04 OCTOBER**

**NEW YORK  
DESIGNERS & AGENTS  
THE CHELSEA ART  
MUSEUM  
20 – 22 SEPTEMBER**





# SONJA *BISCHUR*

Vienna-based jewellery designer Sonja Bischur is not afraid of a challenge and it shows. For almost two decades her work has blurred the line between fashion and jewellery design through audacious crossover styles and an eclectic mix of materials, shapes and production methods.

A graduate of the University of Applied Arts in Vienna, Bischur's craftsmanship is only surpassed by

her curiosity for new ideas, unusual combinations of materials and the tenacity with which she pursues her search for perfection and minimalist solutions. Her very unique and intuitive approach to jewellery design is what makes her objects literally come to life as an intrinsic poetry flows over from the pieces she creates. The results are always striking, yet elegant pieces that convince

through impeccable finishes, high-end materials and, last but not least, a versatility that allow its wearer to combine and mix at will.

*SHOWING AT*  
**T.B.A., PLEASE CHECK  
SONJABISCHUR.COM OR  
AUSTRIANFASHION.NET**

**PREMIÈRE CLASSE  
1ST SESSION  
PORTE DE VERSAILLES  
HALL 1 BOOTH I34  
04 – 07 SEPTEMBER**





### AleAtory men's SS11

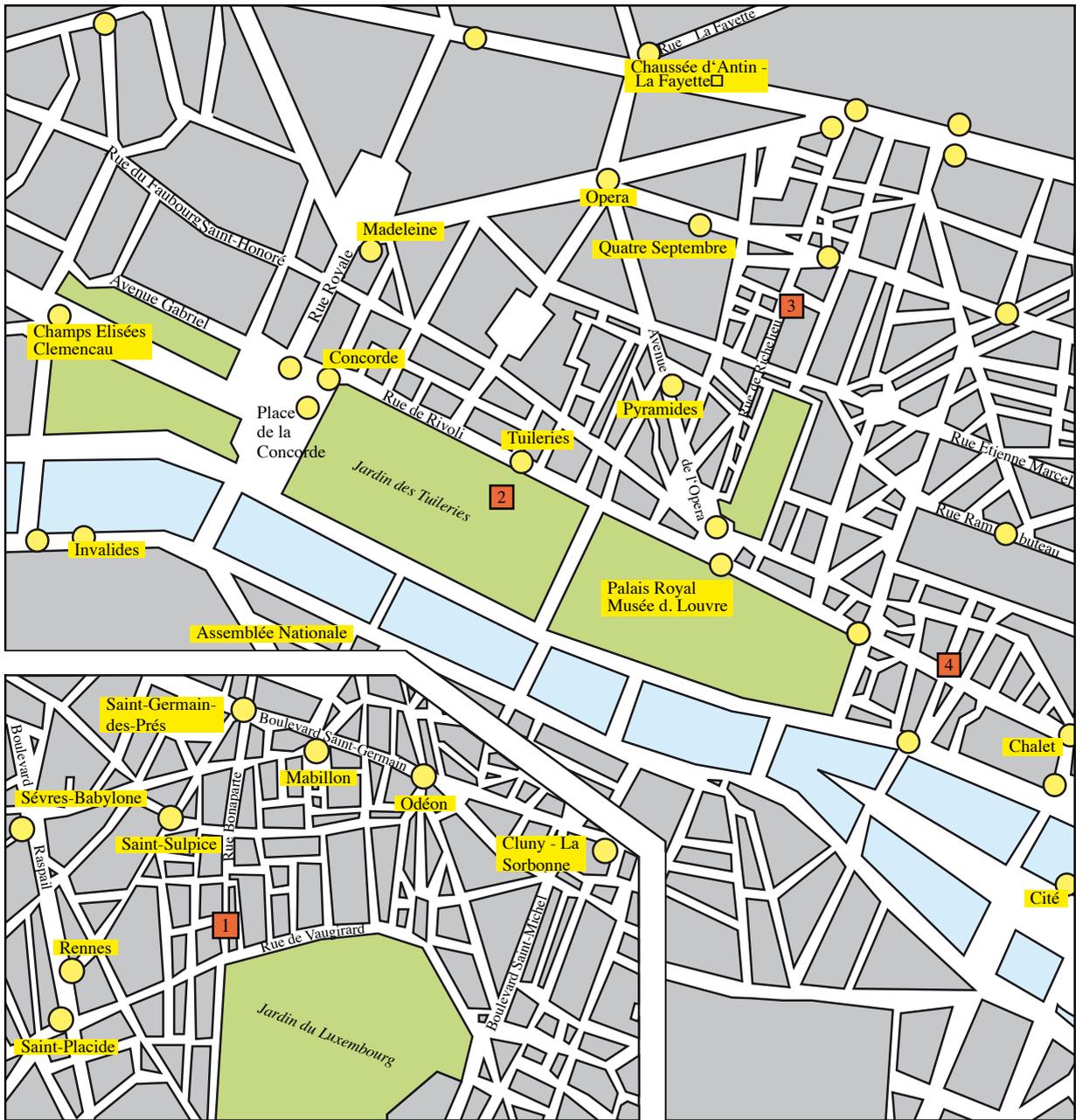
Aleatoricism is the creation of art by chance, exploiting the principle of randomness.

Questioning how much “fashion” is Vienna we reflected our environment and we found many cool and inspiring guys in town. Reference aside was one of the last performances of Austrian Artists group Gelitin “Blind Sculpture” in New York, collective with several guest artists.

Thinking of target groups we created following classes: interests, avocation, nature, political behaviour, social background. We attached four different characters to each class for example the computer freak (interests), the actor (avocation) an extroverted guy (nature), the migrant (background), the fan (political behaviour). In consequence we match each character with existing persons of our context. Each style of the new superated collection describes one of them and correlates. In this way we generate a randomness and diversity in the collection.

*SHOWING AT*  
**T.B.A., PLEASE CHECK  
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**1 EDITH A'GAY**

Institut Hongrois  
92 Rue Bonaparte, 75006

**2 BARBARA HABIG,  
MÜHLBAUER, ROSA  
MOSA, ROSE BECK**

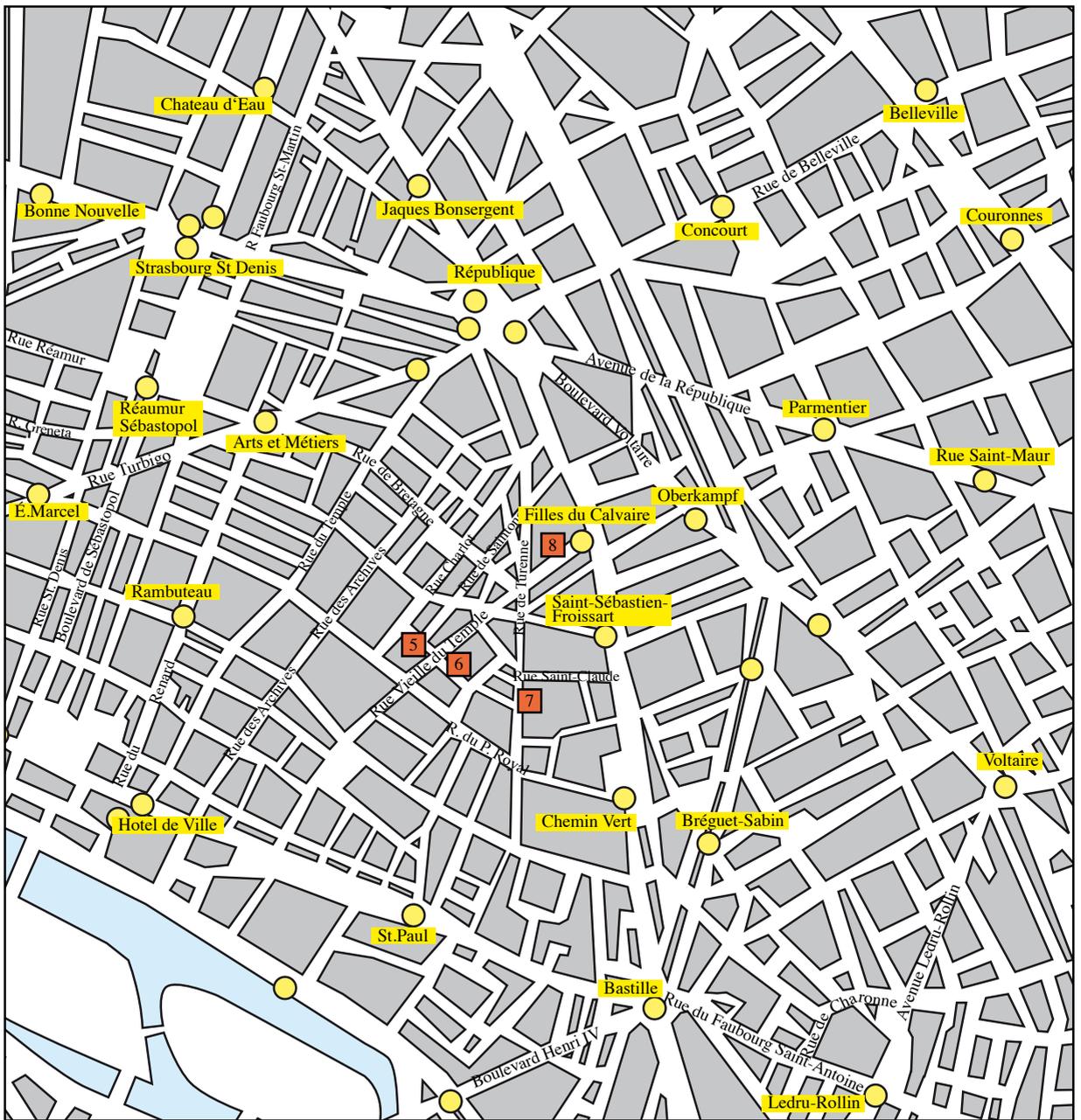
Première Classe  
Jardin des Tuileries /  
Terrasse des Feuillants  
Rue de Rivoli, 75001

**3 ANNA AICHINGER**

Another Showroom  
Atelier Richelieu  
60 Rue Richelieu, 75002

**4 [EP\_ANOUI]**

Zip Zone Louvre  
103 & 111 Rue de Rivoli,  
75001



**5 FLORIAN JEWELRY**

Showroom  
11 Rue du Perche, 75003

**6 DOYCHINOFF**

Vauxhall Fashion Scout  
Showroom  
10/12 Rue des Coutures  
Saint-Gervais, 75003

**7 EDWINA HOERL**

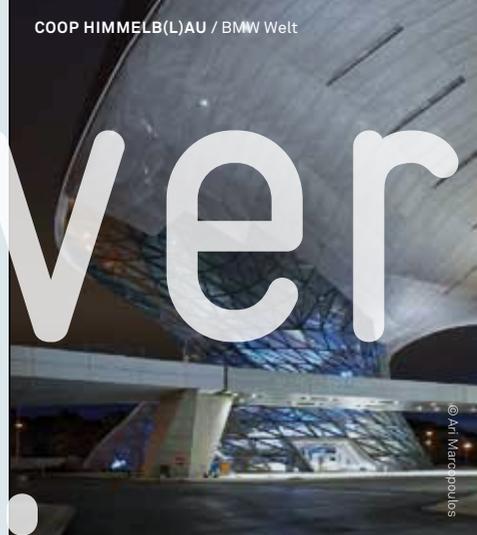
Capsule  
Garage Turenne  
66 Rue De Turenne, 75003

WALKING CHAIR / Furniture "You may"

EOOS / LED spotlight "VIVO" for Zumtobel

COOP HIMMELB(L)AU / BMW Welt

discover



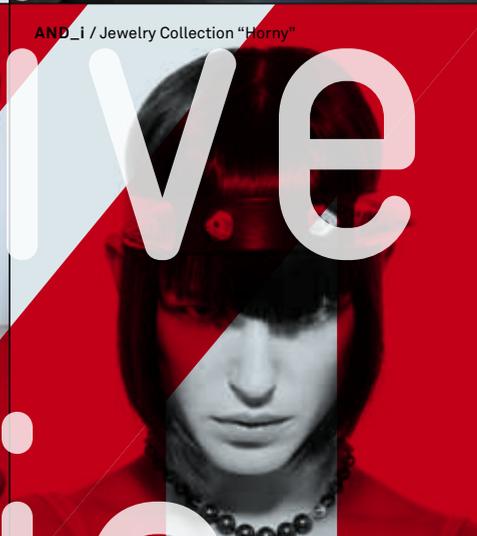
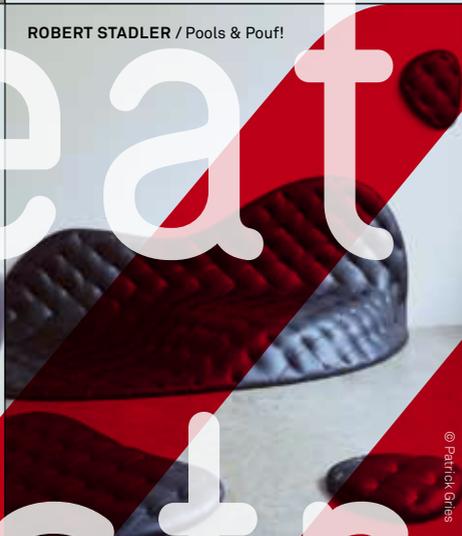
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SUSANNE BISOVSKY /  
Haute Couture Collection "Wiener Chic"

ROBERT STADLER / Pools & Pouf!

AND\_i / Jewelry Collection "Horny"

creative



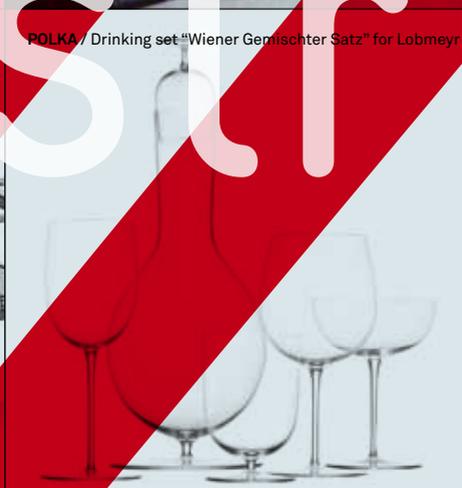
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GP DESIGNPARTNERS / Chairdrive for Doppelmayr

POLKA / Drinking set "Wiener Gemischter Satz" for Lobmeyr

KISKA / Sportmotorcycle RC 8 for KTM

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