



AUSTRIAN
FASHION
SHOW
CASE

PREMIÈRE CLASSE - PORTE DE VERSAILLES
SEPTEMBER 3 - 6, 2011

AUSTRIAN
FASHION
SHOW
CASE

Austrian Fashion Showcase at Première Classe

September 3 – 6, 2011

Everyday from 9am till 7pm (Tuesday till 6pm)

Parc des Expositions - Porte de Versailles

1 Place de la Porte de Versailles 75015 Paris

Hall 1

The Austrian Fashion Showcase is located in the main aisle,
between the booths S39 and T38.

Vernissage

September 5, 2011 at noon

For questions and inquiries, please contact us at:

contact@austrianfashionshowcase.at

and follow our news blog

www.austrianfashionshowcase.at

EDITORIAL

So here it is: An insider's pick of what Austrian fashion and accessory design has to offer. Right in the heart of Première Classe, the Austrian Fashion Showcase invites you to witness a vibrating creative scene eager to show their know-how and design visions to the world.

Featuring bold ideas, strong aesthetic statements, as well as unique artistic approaches and solid craftsmanship, we aim to excite, enchant and fascinate you with our carefully composed selection.

Some of the designers on show have been presenting in Paris, Milan, New York or Tokyo and are already well-established global brands. For them, the Austrian Fashion Showcase at Première Classe is a possibility to find additional markets or to feature new collection lines with a clear focus on accessories.

Then there are nationally acknowledged designers, who seek to branch out beyond their borders and develop new sales strategies abroad. Rounding off the presentation, some emerging, award-winning talents with fresh takes on design and unbridled commercial ambitions are on display.

Our objective is clear: we want you to look, touch, try and buy. We hope you are game and look forward to meeting you there. You can't miss us.

Camille Boyer, Marlene Agreiter and Vivien Sakura Brandl
Austrian Fashion Showcase

SURPRISE TO CONVINC

BY DANIEL KALT

Fashion editor at the Austrian daily Die Presse

and blogger about Austrian and international fashion ParisVienne.com

If fashion wants to succeed, it has to take its observers by surprise. That is a known fact, and one for which we are presented with ample evidence season after season on the catwalks of the world's fashion capitals. But surprise is about more than outstandingly creative collections, about impossible-to-wear dresses and breathtakingly exquisite showstoppers. Any sensible observer will agree that things have changed quite tremendously throughout the past few years, in fashion and beyond. For a start the Internet has made the planet a smaller place. This means that even players located in the most remote spots of the globe can make themselves heard and appreciated and – it is to be hoped – bought by a flock of eager fans and friends and customers. As awareness for global design phenomena increases, so does the need to stand out and to choose exactly the right setting for presenting a collection. At the core of a very densely populated creative scene, it takes a little chance and a lot of cleverness to achieve that vital “effet de surprise” I alluded to at the beginning.

Since I just talked about global fashion experiences: when shopping in London earlier this year, you may have come across some pieces from the collection that meshit created for Topshop to be sold in prime locations. Or of course you may have spotted Brad Pitt in a glossy magazine wearing a headpiece by Mühlbauer that you later found beckoning at you from a store shelf in Tokyo. Indeed, your attention may even have been caught by an extraordinary piece of jewellery worn by infamous Lady Gaga in one of her music videos, created and manufactured by the skilful hands of Andreas Eberharter from the jewellery label AND_i. So you may have spotted examples of these designers' work or that of their colleagues who also live and work in or near Vienna, Graz, and Salzburg. In any case the fact that all of them come from the same country did probably go unnoticed. But should it really? For even though it would be difficult to argue that a specific “genius loci” pervades these collections, the aspect of local identity will indeed come as a surprise to many.

Of course it has to be stated that the unequalled success story of the Antwerp Six, itself the result of a greatly surprising uproar, will never repeat itself. In any case it is true today just like it was back then that a collective presentation will inevitably grant everyone involved

austrianfashion.net
twitter.com/austrianfashion
austrianfashionnet.thepop.com
facebook.com/austrianfashion.net
info@austrianfashion.net

greater visibility. Although the aim can hardly be to point out a common aesthetic ground where there is none, the mere possibility of providing evidence for the dynamics and innovative spirit that emanate from a given local scene is more often than not apt to bewilder, astound and leave a lasting impression on the public. But how to impress, how to stand out?

One possible strategy would be to conjure up alternative modes of presentation, by putting together an upsetting, unexpected live performance outside a renowned fashion venue for example. But will that reach out to the right crowd, and will it really help to sell a collection? Or, worse even, hasn't everything been tried and done before, with greater or lesser effect – annihilating any potential surprise?

The strategy behind this collective showcase of Austrian fashion design in Paris is a more subtle one. It strives to attract the visitors' attention by merely juxtaposing a vast array of design propositions. So if you end up being impressed, or feeling attracted to some of these positions in the landscape of Austrian fashion and accessory design, the ambitious goal of the organisers and participants has been met.

Despite the independent aesthetics of each and every collection, a common feature may be the very thoughtful – at times even intellectual approach – which makes for very interesting yet never too conceptual results. So Anna Aichinger's refined yet modern pieces will definitely appeal to a fashion-conscious public anywhere in the world, and they are a perfect match for the exquisite and delicate jewellery designed by Sonja Bischur Jewellery or Eva Blut's cleverly constructed, modular handbags. Equally, the intricate and well-tailored pieces designed by Filip Fiska and Agnes Schorer from the Hartmann Nordenholz label will prove to be showstoppers, not to mention the unique knit accessories designed by Paris-based Austrian designer Michaela Buerger.

To make a long story short – as a long standing observer of the Austrian fashion scene I can only recommend that you let these designers take you by surprise and convince you that Vienna is an ambitious and lively fashion capital. At the end of the day however, what counts is that you like what you get to see. And there is no doubt at all that this will be the case.

peng!

NOW AVAILABLE
FOR FREE
ON THE IPAD APP STORE



THE AUSTRIAN MAGAZINE
FOR FASHION AND PHOTOGRAPHY

PRESENTS

peng!

S E L E C T E D

A SELECTION FROM THE PRINTED ISSUES



MÜHLBAUER

HEADWEAR

MIJA T. ROSA

WOMENSWEAR

GON

WOMENSWEAR & JEWELLERY

ANDY WOLF

EYEWEAR

AND I

JEWELLERY & ACCESSORIES

ANNA AICHINGER

WOMENSWEAR & ACCESSORIES

SONJA BISCHUR JEWELLERY

JEWELLERY

ANDREA AUER

JEWELLERY

MESHIT

WOMENSWEAR & ACCESSORIES

EDITH A'GAY

WOMENSWEAR

MARKSOPHIE

BAGS & ACCESSORIES

RING KING

JEWELLERY

GALOGAZA

FOOTWEAR & ACCESSORIES

EVA BLUT

BAGS & ACCESSORIES

MICHAELA BUERGER

WOMENSWEAR & ACCESSORIES

HARTMANN NORDENHOLZ

WOMENSWEAR & BAGS

ROSA MOSA

FOOTWEAR & ACCESSORIES



NATURAL AND NAVY PORKPIE IN SEAGRASS AND PANAMA, YELLOW AND NATURAL PORKPIE IN SEAGRASS AND PARASISOL

NEXT FAIRS AND SHOWROOMS

PARIS
SEPTEMBER 3 - 6, 2011

PREMIÈRE CLASSE
PARIS EXPO, PORTE DE VERSAILLES
75015 PARIS
HALL 1, BOOTH T18
WWW.PREMIERE-CLASSE.COM/VERSAILLES

NEW YORK
SEPTEMBER 16 - 18, 2011

DESIGNERS & AGENTS
STARRET-LEHIGH BUILDING
601 W 26TH STREET
BETWEEN 11TH AVE & 12TH AVE
NEW YORK
WWW.DESIGNERSANDAGENTS.COM

MILAN
SEPTEMBER 24 - 26, 2011

WHITE
SUPERSTUDIO PIÙ / EX ANSALDO
VIA TORTONA, 27 - 54
20144 MILANO
WWW.WHITESHOW.IT

PARIS
SEPTEMBER 30 - OCTOBER 3, 2011

PREMIÈRE CLASSE
JARDIN DES TUILERIES
RUE DE RIVOLI
75001 PARIS
WWW.PREMIERE-CLASSE-TUILERIES.COM

MÜHLBAUER HEADWEAR

DESIGNER: KLAUS MÜHLBAUER

MÜHLBAUER HUT UND MODE GMBH & CO KG
T +43 1 533 52 69
OFFICE@MUEHLBAUER.AT
WWW.MUEHLBAUER.AT

100 years already passed since the founding of this traditional family company when Klaus Mühlbauer – fourth generation of his family – took it over.

Focusing on the original know-how of the company – headwear – Klaus successfully gave the label a new image. He develops the collections together with the two fashion designers Nora Berger and Barbara Gölles, supported by a high-profile hat-maker and a millinery team in their Viennese manufactory.

Skilled handwork as well as an extensive research of the finest materials make the quality of the pieces visible and palpable.

Regularly evolving collections bring the company worldwide success: this season, Mühlbauer will introduce no less than 75 new models.





*PATCHWORK SCARF IN RECYCLED
MIXED MATERIALS*

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.MIJATROSA.COM

MIJA T. ROSA WOMENSWEAR

DESIGNER: JULIA CEPP

T + 43 699 120 172 23
SALES@MIJATROSA.COM
WWW.MIJATROSA.COM

Fashion designer Julia Cepp founded the label mija t. rosa in 2001 with the intention of creating sustainable, high quality garments. All of mija t. rosa's collections are centred on a recurrent theme: images of feminine figures that stand for self-determination, freedom of action and social barriers as experienced by women. This spring/summer 2012 collection "Les choses de la vie" is inspired by the homonymous 1970s movie by Claude Sautet featuring iconic Romy Schneider and Michel Piccoli. The looks are composed of tone on tone patchwork elements, straight cuttings and crushed fabric in a palette of blacks and earthy colours, with some hints of white.





*EARRINGS IN STERLING SILVER AND
UNCUT QUARTZ*

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.GONVIENNA.COM

GON *WOMENSWEAR & JEWELLERY*

DESIGNER: CHRISTINA STEINER

T +43 676 844 513 203
LABEL@GONVIENNA.COM
WWW.GONVIENNA.COM

GON is a lifestyle label created in 2009 by Christina Steiner, a former student of Raf Simons and Veronique Branquinho at the University of Applied Arts Vienna. Dressing, housing, playing and collecting are the most important terms in the label's philosophy. Especially nature is a big inspiration and so a common step in the creative workflow is to take patterns, structures and ideas from it and work by putting them into a different context. Wild trees and fierce African warriors inspire the collection. Jewellery elements are moulded in aluminium foil to create a malleable form. Digitally printed fabrics complete an ornamental collection with elaborate adornments inspired by animal mimics.





*HANDMADE SPECTACLE FRAMES
IN ACETATE DECORATED WITH
IMITATION PEARLS*

NEXT FAIRS AND SHOWROOMS

PARIS
SEPTEMBER 29 – OCTOBER 2, 2011

SILMO
PARIS NORD VILLEPINTE HALL 5A-6
95970 ROISSY
WWW.SILMOPARIS.COM

MUNICH
JANUARY 13 – 15, 2012

OPTI
NEUE MESSE MÜNCHEN
PAUL-HENRI-SPAACK-STR.
81829 MÜNCHEN
WWW.OPTI-MUNICH.COM

ANDY WOLF

EYEWEAR

DESIGNER: KATHARINA PLATTNER

T +43 3332 61352
SEEYOU@ANDY-WOLF.AT
WWW.ANDY-WOLF.AT

Styria-based Andy Wolf launched its first collection in 2006, delivering a range of timeless, modern eyewear, complying with the highest aesthetic and functional demands. In a few years, the brand succeeded in establishing itself as a permanent fixture in the designer eyewear market, attracting an impressive list of celebrities and international boutiques. Not interested in mass production but in delivering a line of hand-made luxury accessories, Andy Wolf's eyewear is made exclusively in Austria, and it shows. For Spring/Summer 2012, the collection spirit goes upbeat, evoking the days of rock 'n' roll as a lifestyle, combining retro chic with modern materials and manufacturing methods.





MASK 'SKUNK' IN ANODIZED ALUMINIUM WITH ELASTIC STRAP

NEXT FAIRS AND SHOWROOMS

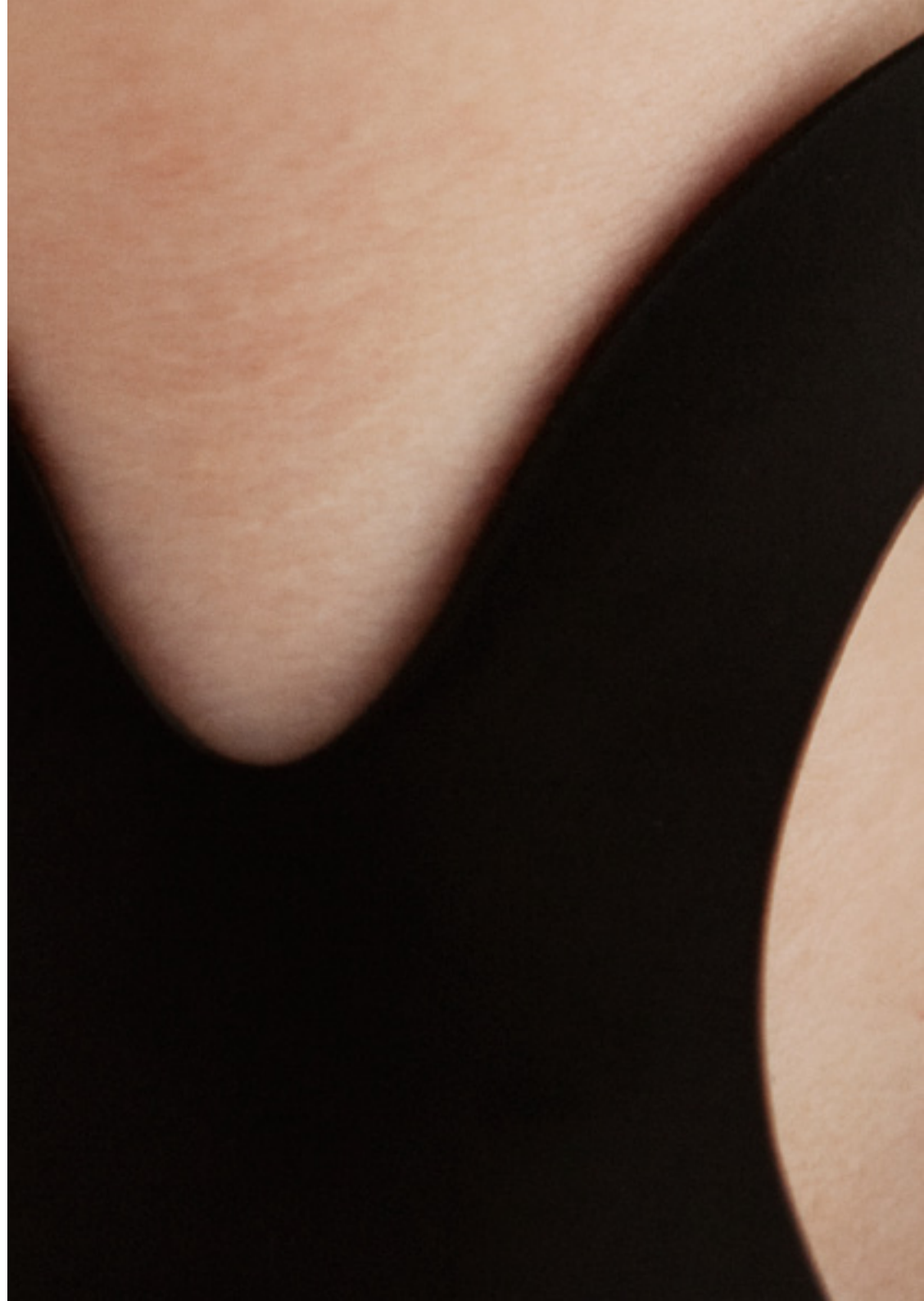
FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS AND PRESS DAYS PLEASE
CHECK WWW.AND-I.NET

AND_I *JEWELLERY & ACCESSORIES*

DESIGNER: ANDREAS EBERHARTER

M +43 664 2246286
OFFICE@AND-I.NET
WWW.AND-I.NET

Andreas Eberharder, goldsmith and sculptor and active as a freelance artist in Vienna since 1992, founded the AND_i label in 2001. His collections have been presented at fashion shows internationally in Tokyo, Sao Paulo, Paris, Bangkok and New York. In order to create authentic jewellery for real individualists, Andreas Eberharder's approach to jewellery is that of a sculptor: his pieces are truly eye-catching, intense, clear and uncompromising in design. He uses new and unusual materials such as aluminium and acrylic glass, but also Swarovski crystals and pearls or cubic zirconia. His sexy and provocative pieces are adored by global celebrities such as Lady Gaga, Ke\$ha, Milla Jovovich and Beyoncé.





*HIRONDELLE NECKLACE IN SILVER
PLATED BRASS*

NEXT FAIRS AND SHOWROOMS

PARIS
SEPTEMBER 29 - OCTOBER 2, 2011

RENDEZ-VOUS FEMME (T.B.C.)
ATELIER RICHELIEU
60 RUE RICHELIEU, 75002 PARIS
WWW.RENDEZ-VOUS-PARIS.COM

ANNA AICHINGER *WOMENSWEAR & ACCESSORIES*

DESIGNER: ANNA AICHINGER

T +43 699 120 001 50
CONTACT@ANNAAICHINGER.COM
WWW.ANNAAICHINGER.COM

Anna Aichinger was born in Vienna and studied fashion design at the University of Applied Arts in Vienna under the guidance of guest professors Jean-Charles de Castelbajac, Viktor & Rolf and Raf Simons. With her straight-lined designs she has created a sophisticated and very distinctive style that follows her own vision rather than keeps up with trends: the contrast between formal minimalism and sex appeal defines the heart of her aesthetics. Her designs focus on shape, cut and attitude rather than ornament, with the aim of highlighting the personality and elegance of women. Anna Aichinger's collections have been shown in Paris since 2006 and from 2011 she has created an accessories line to match.





OFF-WHITE SILK RIBBON AFFILIATED WITH BLACK IMITATION PEARL NECKLACE

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING SHOWROOMS PLEASE CHECK WWW.SONJABISCHUR.COM

SONJA BISCHUR JEWELLERY

JEWELLERY

DESIGNER: SONJA BISCHUR

T +43 699 118 117 75
MAIL@SONJABISCHUR.COM
WWW.SONJABISCHUR.COM

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 cross-over styles and an eclectic mix of materials, shapes and production methods. Her highly intuitive approach to jewellery design combined with the pursuit of minimalist solutions result in ever-striking yet elegant pieces that convince through impeccable finishes, high-end materials and, last but not least, a versatility that allows its wearer to combine and mix at will.

Her creations have been featured in renowned international magazines and are sold in visionary shops around the world.





*JEWELLERY COLLAR IN WHITE AND
BLACK PVC*

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
[HTTP://ANDREAAUER.AT/AUER_NEWS.HTM](http://andreaauer.at/auer_news.htm)

ANDREA AUER JEWELLERY

DESIGNER: ANDREA AUER

T +43 676 470 72 79
BUERO@ANDREAAUER.AT
WWW.ANDREAAUER.AT

Artist and jewellery designer Andrea Auer moves with ease between the spheres of art and jewellery. The pieces she creates stem from the use of unexpected materials and their unusual combinations. A favourite of Auer is plastic in all its forms: for this collection, the designer experimented with Bakelite, a synthetic plastic with a strong 1960s appeal.

"The objects and materials that surround me are what I consider 'raw material'. These are semi-finished products with singular shapes which I transform into jewellery and wearable jewellery objects".

The black and white collection features long necklaces, scarves, brooches and rings in a range of Bakelite, PVC, polyester, silicon and nylon.





*PONCHO DRESS WITH BELT IN PURE
LINEN*

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.MESHIT.AT

MESHIT

WOMENSWEAR & ACCESSORIES

DESIGNERS: IDA STEIXNER, LENA KRAMPF

T +43 650 894 55 63
INFO@MESHIT.AT
WWW.MESHIT.AT

Founded in 2009 by Ida Steixner and Lena Krampf, the label Meshit is firmly rooted in youth culture and likes to play with contrasts: tight and oversized volumes, androgynous shapes and sensual fabrics, classic attire and edgy finishes. Aiming to dress a fashion-conscious audience which likes to have fun with fashion, the collection includes easy-to-wear outfits as well as more singular pieces for the fashion-daring. The Spring/Summer 2012 collection takes its inspiration from the village of Pozuzo, in Peru, where a group of Bavarian and Tyrolean immigrants established a colony in 1859. The Tyrolean traditions blended into the Peruvian ones to form a potpourri of attire which Meshit humorously re-interprets into an audacious, contemporary and extremely urban collection.





BLOUSE IN PREWASHED SILK ORGANZA WITH LITHOGRAPHED LACE

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.EDITHAGAY.COM

EDITH A'GAY WOMENSWEAR

DESIGNER: EDITH AGAY

T +43 1 956 46 10
OFFICE@EDITHAGAY.COM
WWW.EDITHAGAY.COM

Edith Agay founded her label in 1997 and has been presenting her collections internationally since 2003. In her unique approach to the garment Edith Agay focuses on researching the connections between fashion and art. A'Gay's Spring/Summer 2012 collection 'dependence..' features singular pieces of an outfit which are held together by cut lines and fastening elements like zippers, buckles or buttons. Prints emphasize this fellowship. The outfits can be worn individually although the pieces themselves cannot be assembled in their entirety. There always remains a "loose" element, e.g. a belt without a buckle, in reference to a voluntary error. Silk, jersey and organza in blacks and whites give the collection a sensual touch.





**RHODANIZED STERLING SILVER
BRACELET WITH EMBOSSED CALF-
SKIN INLAY**

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.MARKSOPHIE.AT

MARKSOPHIE *BAGS & ACCESSORIES*

DESIGNER: ANDREAS HAAS

T +43 676 6276072
OFFICE@MARKSOPHIE.AT
WWW.MARKSOPHIE.AT

Accessory label Marksophie offers exclusive bags and accessories produced by the finest craftsmen of Vienna. Using original hand-engraved brass plates created by an old Viennese company in 1830, Marksophie shapes and embosses the leather of its jewellery, wallets, bags and briefcases with spectacular patterns in the Biedermeier, Wiener Jugendstil and Art Deco styles.

The leather goods are made of naturally tanned leather with its light and dark contrasts, while armlets as well as belt-buckles are made of silver. Every piece of the collection is a single-unit production. Future plans of the company are to create new designs and ornaments together with international artists.





***MONKEY RING IN 14KT REDGOLD
AND MONKEY CLINCH RING IN 14KT
REDGOLD***

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.RING-KING.COM

RING KING JEWELLERY

DESIGNER: MAXIMILIAN GRÜN

T +43 699 17 34 11 44
MG@RING-KING.COM
WWW.RING-KING.COM

Max Grün is the designer behind the label RING KING. After completing an apprenticeship as a goldsmith to a reputable Viennese jeweller, he launched his label Ring King. Combining traditional craftsmanship with innovative style, perfected with the latest technology, Ring King's unique designs and limited productions are created using special software to assure the highest precision in gold or silver processing. For his animal collection, Max Grün has been looking for organic forms, which „merge“ with the skin: the monkey, as an example, when worn seems to climb on the finger. Max Grün's distinctive rings mix Japanese Manga comic style and high-end jewellery with ease, eventually becoming an extravagant part of their proud wearer.





SMALL CLUTCH BAG IN NAPPA
LEATHER SPLASHED WITH TUR-
QUOISE, MAGENTA AND YELLOW

NEXT FAIRS AND SHOWROOMS

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.GALOGAZA.AT

GALOGAZA *FOOTWEAR & ACCESSORIES*

DESIGNER: PETRA GALOGAZA

T +43 1 9437998
PETRA@GALOGAZA.AT
WWW.GALOGAZA.AT

In 2005 Petra Galogaza founded the label Galogaza and presented her first shoe collection. Since then, the innovative label has broadened the scope of its' products with handbags, gloves and small leather goods. This season, Galogaza's Labellium collection invokes the energy of a fresh summer day with vibrant orchid petals and colour-splashed leather, incorporating crocodile or snakeskin pattern features. Through playful combination of flowers, soft bag shapes and unique leather colourings, the collection reveals an elegant, feminine and fragile sensibility. A special collaboration with millinery designer Gaia Schwarzenberg allowed Galogaza to enrich her collection with beautifully crafted headpieces.





**TRANSFORMABLE DOCUMENT BAG
/ EVENING PURSE** IN GENUINE
CALFSKIN AND SYNTHETIC NET

NEXT FAIRS AND SHOWROOMS

PARIS
OCTOBER 1 - 3, 2011

CAPSULE
GARAGE TURENNE
66 RUE DE TURENNE
75003 PARIS
WWW.CAPSULESHOW.COM

FOR ANNOUNCEMENTS OF UPCOMING
SHOWROOMS PLEASE CHECK
WWW.EVABLUT.COM

EVA BLUT BAGS & ACCESSORIES

DESIGNER: EVA BUCHLEITNER

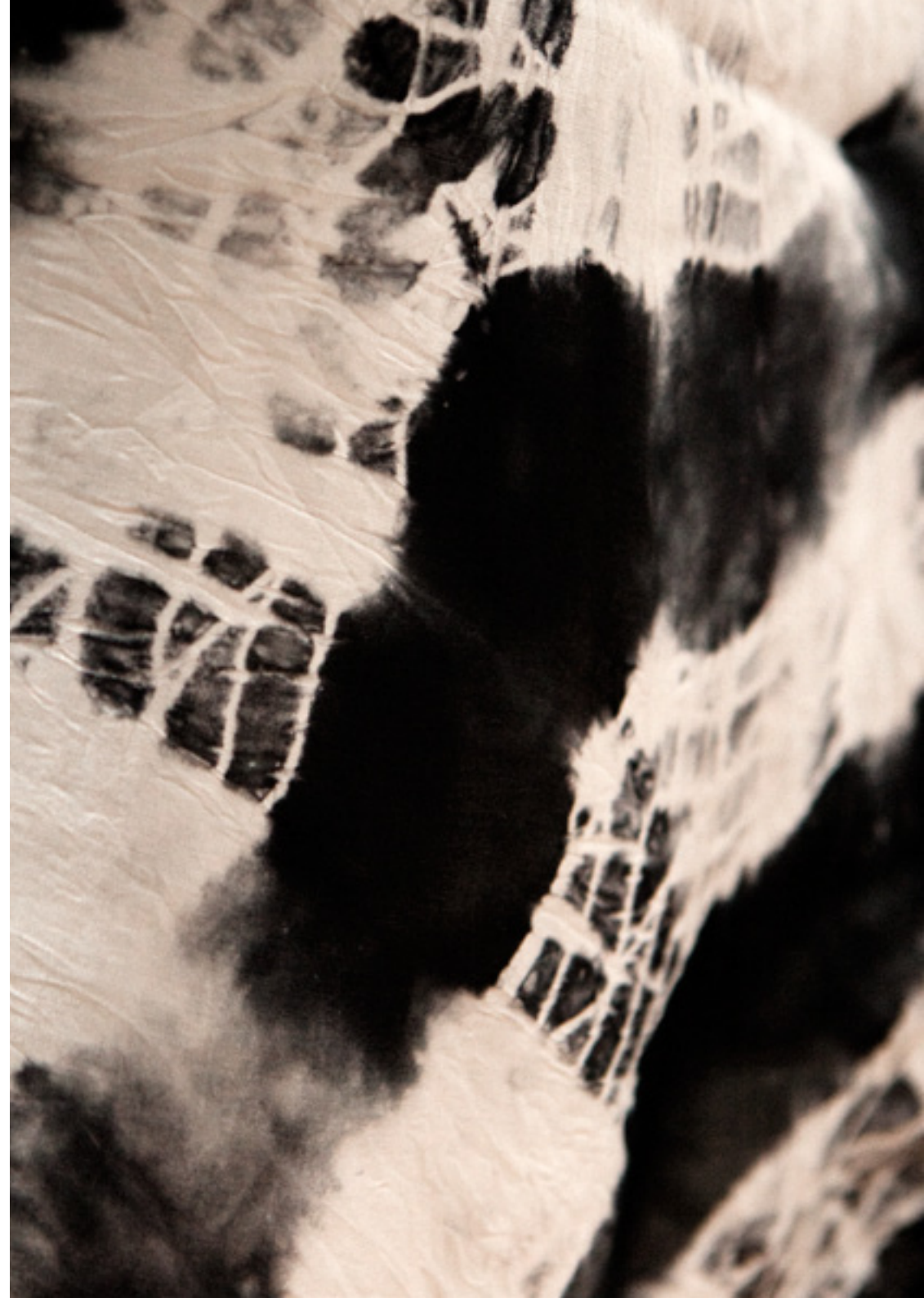
T +43 1 524 05 95
CONTACT@EVABLUT.COM
WWW.EVABLUT.COM

Founded in 1998, Vienna-based label Eva Blut stands for innovative and conceptual accessory design. The label embodies effortless chic by combining clever design solutions with high-end manufacturing techniques for the user of today. The bags, belts and purses meet the needs of mobile urbanites through sophisticated functionality. The same holds true for her newly introduced bike bags. This season, the collection is inspired by the atmosphere of summer in an empty city: night blue, aluminium grey, skin, white, black and a drop of lipstick red make for a very practical and minimalist collection that is available in nubuck, perforated calf skin as well as soft goat-leathers cleverly meshed with nylon fishnet structures.





SILK AND CROCHET COTTON TIE-DYED **FRINGES SCARF**



NEXT FAIRS AND SHOWROOMS

PARIS
SEPTEMBER 28 - OCTOBER 5, 2011

VALERY DEMURE
REFLEX GALLERY
62, RUE JEAN JACQUES ROUSSEAU
75001 PARIS
ANDREW@VALERYDEMURE.COM
WWW.VALERYDEMURE.COM

PARIS
DATE T.B.A.

R & ELLE FRANCE
217, RUE SAINT HONORÉ
75001 PARIS
RELLE@RELLE.FR

MICHAELA BUERGER

WOMENSWEAR & ACCESSORIES

DESIGNER: MICHAELA BUERGER

T +33 668 18 43 97
OFFICE@MICHAELABUERGER.COM
WWW.MICHAELABUERGER.COM

Paris based, Michaela Buerger began knitting long before she knew how to write.

She learned the fine art of knitting from her mother in a small village in the south of Austria where she grew up. After graduating in 2006, she worked for Véronique Leroy in Paris before launching her own collection of womenswear and accessories. She was immediately recognized for her refined design aesthetic and innovative knitwear, a statement that is highly graphic and incontestably chic. On her way to becoming this generation's queen of knits, Buerger's internationally acclaimed handmade knits are now selling in high-end boutiques (Colette, Opening Ceremony..) all over the world and are featured in the best fashion magazines.



*HANDPRINTED LEGGINGS IN
MICROMODAL AND CASHMERE
MIXTURE*



NEXT FAIRS AND SHOWROOMS

PARIS
SEPTEMBER 27 - OCTOBER 5, 2011

SHOWROOM T.B.A.
PLEASE CHECK
WWW.HARTMANNNORDENHOLZ.COM

TOKYO
OCTOBER 17 - 21, 2011

SHOWROOM CEMENT
2-18-20-201 JINGUMAE SHIBUYA-KU
TOKYO JAPAN 150-0001
CEMENT0725@YBB.NE.JP
WWW.CEMENT-OWN.COM

HARTMANN NORDENHOLZ WOMENSWEAR & BAGS

DESIGNERS: AGNES SCHORER, FILIP FISKA

T +43 699 11 46 40 51
INFO@HARTMANNNORDENHOLZ.COM
WWW.HARTMANNNORDENHOLZ.COM

The German-Austrian fashion label Hartmann Nordenholz was founded in winter 2000 by Filip Fiska and Agnes Schorer. "A connection between theory and high craftsmanship is the base of Hartmann Nordenholz. As a result of our conceptual work, there has to be a perfect product."

Visionary elegance combined with architectural precision may be the keywords for each of their clothing collections, which are rounded off with exclusive bags and accessories. These can be defined by precious handwork with an edgy approach and a love for surrealism. Their signature piece, the circle bag, premiered in 2003, is seen today as a classic by fashion connoisseurs. Hartmann Nordenholz's collections are regularly shown in Paris and Tokyo.



LACE-UP LEATHER BOOTS WITH
BROWN MESH



NEXT FAIRS AND SHOWROOMS

NEW YORK

FROM AUGUST 2011
BY APPOINTMENT ONLY

GREG MILLS SHOWROOM
611 BROADWAY, #607
NEW YORK, N.Y. 10012
MARIKO@GREGMILLSHOWROOM.COM
WWW.GREGMILLSHOWROOM.COM

MILAN

FROM SEPTEMBER 2011
BY APPOINTMENT ONLY

SHOWROOM TADINO 24
VIA TADINO 24
20124 MILAN
TADINO24@YAHOO.IT

PARIS

SEPTEMBER 30 - OCTOBER 3, 2011

PREMIÈRE CLASSE
JARDIN DES TUILERIES
RUE DE RIVOLI
75001 PARIS
WWW.PREMIERE-CLASSE-TUILERIES.COM

ROSA MOSA

FOOTWEAR

DESIGNERS: SIMONE SPRINGER, YUJI MIZOBUCHI

T/F +43 1 9410319
INFO@ROSAMOSA.COM
WWW.ROSAMOSA.COM

Austrian Simone Springer and Japanese Yuji Mizobuchi are the designers behind the rosa mosa label. Both met while studying Footwear and Accessories Design in London. Soon, they began collaborating, bringing together their individual skills to create a very distinctive signature look.

Since founding their studio in Vienna in 2004, rosa mosa has produced shoes that are manufactured using unique materials, based on concepts and ideas that stem from local histories and traditions.

In Paris, Milan, Tokyo, and other fashion capitals rosa mosa has been lauded for their original design and exquisite craftsmanship, inspired by folklore and refined into contemporary fashion objects.

VIENNESE ACCESSORY

Designers go Paris & New York

AUSTRIAN FASHION SHOWCASE

Project Concept: Camille Boyer
Project Management: Camille Boyer, Marlene Agreiter, Vivien Sakura Brandl

Lindengasse 25/2
A-1070 Wien
T: +43 650 441 9085
contact@austrianfashionshowcase.at
www.austrianfashionshowcase.at

SPATIAL AND VISUAL CONCEPTS

Spatial Concept: Georg Grasser/Lost in Architecture
Exhibition Furniture: Ingmar Fuhrich/Individual Furniture
Graphic Design: Chloé Thomas



CATALOGUE

Editor in chief: Camille Boyer
Consulting Editor: Robert Lackner
Contributing Editor: Daniel Kalt

Art Director: Philipp Roller/Penthouse Perfection
Creative Consultant: Roman Globan/peng!

COVER

Conception & Styling: Roman Globan/peng!
Photographer: Mato Johannik/studiomato
Art Director: Philipp Roller/Penthouse Perfection
Hair&Make-Up: Verena Rabl/Tatendrang
Model: Dominika/Ph Models
Photographer's Assistant: Mahir
Location: Studio f6

The model is wearing a piece from each designer featured in the Austrian Fashion Showcase.

ROSA MOSA

Shoes

PARIS
Premiere Classe Paris
30.9.–3.10.
Jardin des Tuileries

Greg Mills Showroom
611 Broadway, #607
New York, NY 10012
t. 212 391 0050
info@gregmillsshowroom.com
by appointment only

www.rosamosa.com

ROSE BECK

Bags

PARIS
Premiere Classe Paris
30.9.–3.10.
Jardin des Tuileries

NEW YORK
Designers & Agents
16.–18.9.
Chelsea Art Museum

www.rosebeck.at

MÜHLBAUER

Headwear

PARIS
Premiere Classe Paris
3.9.–6.9.
Premiere Classe Paris
30.9.–3.10.
Jardin des Tuileries

NEW YORK
Designers & Agents
16.–18.9.
Chelsea Art Museum

www.muehlbauer.at

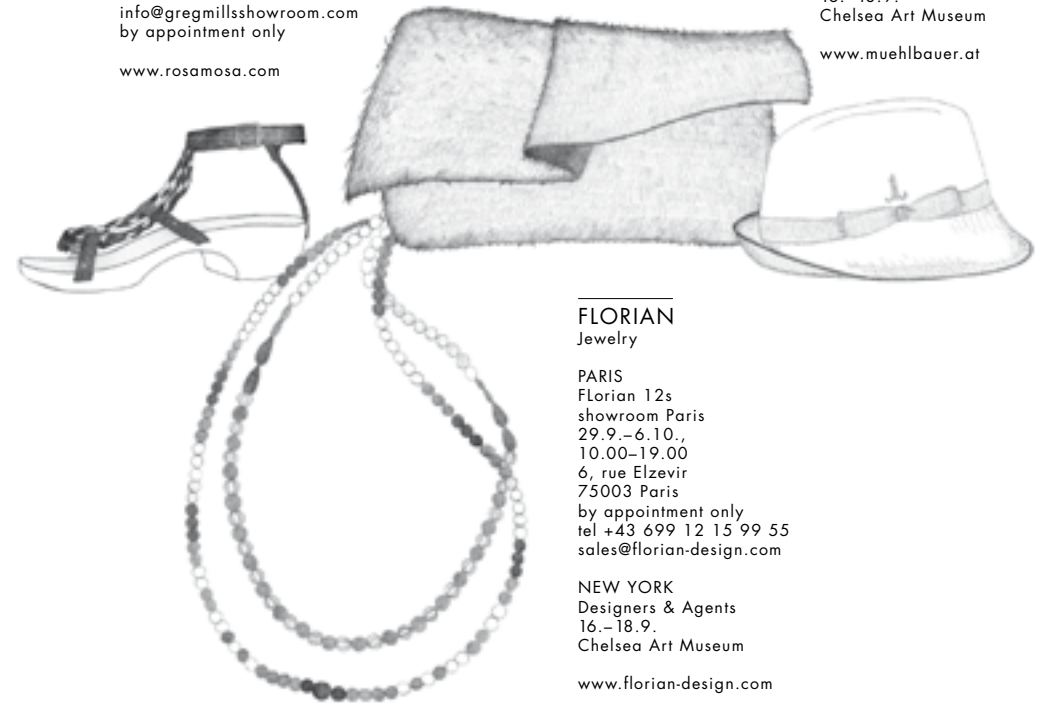
FLORIAN

Jewelry

PARIS
Florian 12s
showroom Paris
29.9.–6.10.,
10.00–19.00
6, rue Elzevir
75003 Paris
by appointment only
tel +43 699 12 15 99 55
sales@florian-design.com

NEW YORK
Designers & Agents
16.–18.9.
Chelsea Art Museum

www.florian-design.com



presented by Wien Products



TAKE VIENNA HOME

airmici

Wallgasse 21
1060 Wien, Österreich

Phone +43 (0)1 890 1327
Fax +43 (0)1 890 1327 15
E-mail office@airmici.com
Web airmici.com

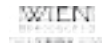
PROJECT PARTNERS



bm:uk



CATALOGUE SUPPORT



MEDIA PARTNERS



AUSTRIANFASHION.HIT

SPECIAL THANKS TO

Virginie Godard, Sylvie Pourrat, Mag. Olga Okunev, Mag. Reanne Leuning, Stella Nastassia-Scotti, Mag. Viktor Vanicek, Mag.(FH) Birgit Huber, Mag. Marion Tschernutter, Dr. Karin Hirschberger, Monica Levinton, Jonathan Boyer, Katia Boyer McDonnell, Joan, Tom and Mai and all of you who have supported this project.

HERE WE BLOW

INFLATABLES FOR
BOOTS, BAGS & BRANDS



BRAND, BRAND, NEW!

departure is the creative agency of the City of Vienna and supports & networks Viennese companies of the creative industries in the fields of architecture, audio-vision, design, art market, media/publishing, fashion, multimedia and music. Details on the four funding programs and the network activities are available at departure.at

WHO'S NEXT
TEACHER RECLASSE