



SPRING/SUMMER 2016

THE EASY CONSTRUCTED LIGHTNESS

Designer Leyla Piedayesh has always been inspired by her oriental roots. Over the past years she has even made it her trademark. But this season, for the first time in the lala Berlin history, she has decided to also precede her love of architecture into the label's new Spring/Summer 2016 collection. House facades, light reflections in windows as well as urban Boheme mixed with ethnical influences can be found within the prints, the materials as well as the innovative silhouettes of this collection.

The print-repertoire is focusing on graphic mashups, so called flower rain and twister, on the reinterpreted Kufiya print in floating movements as well as on floral maxi prints.

The quality of this year's collection spans from high-end and unprecedented fabrics and materials as the exciting mix of different qualities is one of lala Berlin's biggest strength. Silk, perforated Cotton, Cotton-Silk, Crêpe-Satin, Jaquard, Lurex thread and the synergy of different surfaces can be found throughout the entire Spring/Summer 2016 collection, therefore ensuring effortless chic and sophisticated easiness.

The colour scheme of the collection ranges from typical black and white to dirty pastels such as sand to accent colours like Azur Blue, Curcuma and Lotus.

Some fashion classics have been reinterpreted by lala Berlin: This season the overall gets a sexy makeover. Furthermore, the collection is putting its focus on culottes, pinstripes and ethnic knitwear.

Oversized shapes and high-contrast materials can definitely be called the highlights of lala Berlin's Spring/Summer 2016 collection. The harmonic colour world featuring beautiful summer vibes can only be described with one word: dreamy! The pleats, the see-through layering and the graphic cut-outs really do speak for themselves. Classic tailoring elements meet playful fine mesh details and urban boheme meets big city chic: Leyla Piedayesh and her team have indeed proven that opposites attract!

For the fifth time the cosmetic brand CATRICE is once again official make up partner of the lala Berlin Fashion Show. All models receive professionally-applied make-up using CATRICE products, perfectly complementing the styles they are showcasing. A light summer look with shine effects perfects the collection: a flamingo-coloured lipstick as well as summery accents on the lashes – the perfect summer style! The designer jewellery brand Stilnest is accessorising the collection with wonderful bangles.

Lala Berlin would like to thank Wella and Der Berliner Mode Salon for their support.

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