



Spring/Summer 2016

In her quest for traditional craft producers, the designer found her Spring/Summer 2016 Collection inspiration in elaborately embellished traditional costumes and garments from the Austro-Hungarian Empire and monarchy. Once again, the female silhouette and orthopaedic elements from the 17th century resurface to fuel the label's key and founding inspiration.

Beyond the designer's Austrian heritage, MARINA HOERMANSIEDER's collection also reflects her unmistakable penchant for summery blooms.

The results are girlish and gentle designs, accentuated by sculptural leather, leather strap and buckle accents. Here, the gossamer, fragile nature of the lace served as a blueprint for eyelet embroidery-style handmade leather applique on corsets, while a country garden inspired the countless fine leather blossoms found on static skirts and traditional headpieces.

Ingenious basics – think lightweight blouses with puffed sleeves and princess seams, premium crêpe hand-smocked balloon pants or a reinforced lace blouson – round out the harmoniously extravagant collection.

Combined with its perfected colour scheme of powder pink, rich blue, pristine white, muted lavender and a pastel shade of grass green, Marina Hoermanseder manages to conjure up a delicate and feminine effortlessness – one that is defined by exceptional craft and a strong sense of tradition.

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