



Marina Hoermanseder
Fall|Winter 2016|2017

„ You can do anything you decide to do. You can act to change and control your life.“
– Amelia Earhart

Passion and courage have made Amelia Earhart an icon. She was the first female pilot to complete a solo crossing of the Atlantic. Now, her strengths shape the Fall|Winter 2016|2017 collection of Marina Hoermanseder.

Subtle, masculine attributes imbue flight jackets, pleat-fronted pants and hooded coats with a confident pioneering spirit that does not stand in the way of pragmatic opulence. The designer whisks us away on a trip to the realm of independent women, accentuating flattering and feminine touches. Her signature style thrives on new, 3-D printed embellishments as well as shiny buckles and eyes, placed with a deliberately functional touch. These delicate details contrast and refine the powerful use of leather, inspired by orthopaedic technology.

Here, women unafraid to roll up their sleeves, to fight and live for their goals, to conquer their own and external boundaries, celebrate their understated, rediscovered femininity.