

## **Post-Show Press Release Julia Seemann F/W 17**

Julia Seemann's designs are characterized by the combination of subcultural and nostalgic influences with geometric and minimalistic elements. Also her Fall/Winter 2017 collection follows this line, a fact identifiable by both the silhouettes and the mood expressed throughout the entire collection. Elements from classic work- and everyday wear are placed into a new context triggered by the use of inventive volumes, colors, materials, prints and embroideries.

The Fall/Winter 2017 collection is a tribute to the 80s dark wave band *Xmal Deutschland* from Hamburg. For that end Julia Seemann teamed up with English graphic designer *Vaughan Oliver* and incorporated his work as prints and embroideries in her designs. Vaughan Oliver is known as one of the most influential graphic designers of the independent music industry. In the 80s and 90s he designed groundbreaking album covers for the Pixies, for Modern English, the Cocteau Twins, for Dead Can Dance or Lush – and also for Xmal Deutschland.

To crush with the oversized look of most of the outfits, the collection also includes rhinestone jewellery and skinny stretch jersey dresses with figurative elements taken from mythology. This intentional break in style results in a certain irony, a typical trait in Julia Seemann's works.

### **About the Designer**

Julia Seemann lives and works in Zurich, Switzerland. In February 2014 she completed her studies at the Institute of Fashion Design in Basel and worked for the labels Vivienne Westwood and Meadham Kirchhoff in London. In early 2015, Julia Seemann was selected as a winner of the New York platform VFILES to present her diploma collection "Another Composition" at the Mercedes-Benz Fashion Week New York to an international audience. Just one day after the show, popstar Rihanna was spotted in one of the looks fresh off the runway.

Since then Julia Seemann's work has been published in popular magazines such as Indie Magazine, Numéro Tokyo, Vogue Germany or Dazed and Confused.

In January 2017, Julia Seemann was invited by Mercedes-Benz and ELLE to present her latest collection as part of Der Berliner Mode Salon during Mercedes-Benz Fashion Week Berlin.

### **Press Contact**

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