

# MALAIKARAISS

FALL WINTER 17 COLLECTION  
– NO. 13 –

*Non · con · form · ism: noun – an attitude or approach that diverges from prevailing social norms and conventions*

The time is now – women are extricating themselves from the corset of society and the dictates of fashion, shedding the restrictive labels of our times. Instead they are enjoying their femininity, while not shying away from emotion, celebrating their feelings, daring to be vulnerable without resorting to sentimentality. These are the tenets the designer Malaika Raiss has made her own in the creative process for her new FW17 collection.

MALAIKARAISS consciously breaks with the concepts of unity, harmony and purity, taking the number 13 as her departure point to create deconstructed, feminine and self-confident designs. Accordingly the designer marks out a turning point for women who break with proscribed perfection and prefer to see fashion as a statement akin to a protective shield.

Classic menswear elements accentuate flowing, soft silhouettes. Streetwear influences as well as a hint of boyish attitude define this daring collection. The designer Malaika Raiss shows her true colours once again with her clever combinations of micro-floral prints, soft lines and an authentic overall picture in a subtly decelerated pensive mood.

Chunky knits, monochrome looks in men's shirt fabrics and outdoor textiles create the contrast to the typical filigree dresses by MALAIKARAISS, which feature special pleating, frilling and XL volumes.

A high quality selection of finest fabrics like crêpe de chine with vibrant red poppy print, merino fabrics in electric pink, and perforated nappa leather, ensure a feel of "effortless style" and underline the attention to detail and the nonconformist look of MALAIKARAISS.

The accompanying jewellery line perfectly harmonises with the fall/winter collection 2017, adding the final perfect touch with playful oversized earrings and fan-shaped pendants, partially studded with Swarovski elements.

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