



Spring | Summer 2017

Marina Hoermanseder's latest collection pays homage to a blissful summer's day brimming with dazzling butterflies, bold flowers and glittery pearls.

The Spring | Summer 2017 collection by Marina Hoermanseder whisks us away to the French Riviera. A delightful blend of exuberance, ease and noblesse conjures up the seductive joie de vivre of the Côte d'Azur. Here, maritime stripes remind us of lively, sporty sailing sprees while a calm, warm orange calls up balmy beachside evenings at sundown. Extensive, elaborate applique – ranging from pink pearls to colourful leather flowers – serves as a strong, evocative reminder of summer, masterfully integrated into the collection.

Three-dimensional butterflies embellish some of the collection highlights, the latter fashioned from hand-shaped, lacquered leather – think sculptural corsets and flared skirts. A range of staples like boyfriend shirts, tennis dresses, polonecks, palazzo pants in couture lengths, slim and flared shorts with bow details and pleat-tail blazers encapsulate the laid-back Mediterranean flair that pervades the entire collection. Premium fabrics with a flock gradient, smooth cotton and light-weight jersey add a tactile touch to the line's gentle femininity. Meanwhile, the experimental inclusion of neoprene lends the collection a stylish, yet urban note while exquisite bestsellers, new and larger leather shoppers or small leather goods add further eye-catchers to the mix.

Marina Hoermanseder has always been intrigued by human fragility. In this spirit, her fashion splices artistic elements of orthopaedics with smart haute couture and pret-a-porter accents. This season, the designer focuses on so-called "butterfly kids" or "crystal skin children". In cooperation with Swarovski, she translates her inspiration to imaginative, glittering crystals that dot a precious leather dress, an intricate corset and select accessories.

Naturally, the label's signature-style buckle on leather straps remains the unifying link of any Marina Hoermanseder collection. Here, artful lace and buckle-look embroidery find themselves interlaced with the elegance of Southern France – thus underscoring the label's distinctive and striking style.

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