

## ODEEH



With their label ODEEH Otto Drögsler and Jörg Ehrlich stand for a now rare atelier tradition since 2008. ODEEH is the result of the designer duo's pursuit of perfection and passion for their collection. Dealing creatively with the different tempers brings the special tension and complexity to the collection. Be it regarding the silhouettes or the range of the materials. Uncountable hours at the sketch block and the dress form, confrontations and discussions of the creative team resulted in the distinctive message of collection. Drögsler and Ehrlich complete each other to a greater picture, an overall vision of ODEEH. Brave. Creative. Eclectic.

Sometimes casual. Elegant, occasionally formal and strict. Playing with extreme silhouettes, creating a tension between traditional and experimental tailoring. Old-School-Couture is never more than a subtle hint. The manufacturing and compilation deliberately break with this elegance. The combination of the single elements explores new exceptional paths. Every piece of the collection is designed to be combined freely, but only in interplay the individual look of ODEEH truly unfolds. From the first pencil stroke up to the delivery only specialists work on ODEEH, beginning with the best weavers and silk printers of northern Italy to the production in German studios, manufactories and master enterprises. This conscious anti-industrialism once more reflects ODEEH's underlying sophisticated principle.