

KSENIASCHNAIDER debuts on the London Fashion Week catwalk with the Spring/Summer 2026 collection, titled UTC+0, exploring what it means, and how it looks, to be a modern human.

This season, co-founder Anton Schnaider takes the design lead, continuing the brand's philosophy of “design minus design” — if it can be used, it should be reused, if it can be recycled, it should be recycled, if it can be upcycled, it should be worn.

UTC+0 collection reflects on form and stereotypes, exploring the idea of the garment itself. Upcycling, distorted denim, AI experiments, deconstructed forms and soft silhouettes, patchwork, sheer organza, and certified organic fabrics by Indigo Textile, known for sustainable textiles made from hemp, recycled yarns, and organic cotton — a total mix of inspirations and concepts, realised across reworked bombers, trenches, bodysuits, dresses, embroidered shirts, and denim experiments. Rather than chasing direct references, Anton works with raw codes, breaking them down and rebuilding them into something new, creating a new logic of dressing. SS26 takes on post-branding — logos are not applied, but implied within the structure of a patch, the shadow of a logo, the outline of a label, carrying the logic of branding without the mark itself.

This season KSENIASCHNAIDER joins forces with Lee Cooper in a limited capsule collection fusing Lee Cooper's authentic British denim legacy with Schnaider's avant-garde, upcycled aesthetic. Founded in London in 1908 with beginnings in workwear, Lee Cooper's rich history over a century established its iconic status as the Original British Denim brand making it the natural partner for one of contemporary fashion's most pioneering denim visionaries to make their London Fashion Week catwalk debut.

The collaboration covers four women's and six men's looks as the designer reintroduces menswear on her return to London Fashion Week. Crafted from upcycled Lee Cooper denim, each reworked item is individually assembled in Schnaider's Kyiv studio launching to market for spring summer 2026. This collaboration unites heritage values and craftsmanship with experimental design to create a dialogue between authenticity and innovation, merging classic denim DNA whilst pushing the fabric's story forward for a new generation.

This season also saw the continuation of KSENIASCHNAIDER's viral Cubic Denim line, which debuted at Ukrainian Fashion Week in Kyiv last season. KSENIASCHNAIDER's Cubic Denim range is a radically un-radical protest against the increasingly volatile and competitive world we all find ourselves in, challenging the idea of having to constantly reframe and re-imagine circumstances and instead refusing to be forced to think outside the box. Sometimes simple in-the-box thinking should be enough. This idea is taken to the literal extreme, reworking KSENIASCHNAIDER's signature denim and applying it to cubic boxy over-exaggerated silhouettes, a concept which returns for Spring/Summer 2026 in office shirts and tailored trousers in square and architectural forms.

This season KSENIASCHNAIDER keeps us guessing — here each silhouette is left unfinished, open to interpretation.

PARTNERSHIPS

Indigo Textiles
Axel Arigato
Shewak
Elevate
CANS

Production: MADBVL
Casting Director: Terry Tao

Beauty partners:

Pied de Poule for hairstyling and make up
MVK for nailstyling

Photographers:

John Clark
Natalia Tomash
Priya Germaine
Afterfeel
Taisei Sunakawa
Oliver Thompson

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Nassia
Embassy of Ukraine to the UK
Marta Grymska
Nussa Anna
Alisa Lialina
Location generously provided by Endurance
Land LLP

Music by Anton Schnaider

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