

LUEDER

AUTUMN WINTER 26

“Ghosts of My Life”

For Autumn/Winter 2026, **LUEDER** presents *Ghosts of My Life* at **London Fashion Week NEWGEN**, unveiling a collection that confronts fear, anger, and nostalgia through the lens of community, mental health, and genderless design.

At the core of LUEDER's practice is a commitment to **Mental Armour**, garments designed to empower the wearer emotionally as well as physically. The collection continues LUEDER's mission to destigmatise mental health, advocating for a more holistic fashion industry that supports both its creators and its communities.

Ghosts of My Life is inspired by the haunting emotional landscapes of **Tobias Spichtig's paintings**, the film *Powder*, and the late cultural theorist **Mark Fisher**, particularly his book *Ghosts of My Life*, which explores hauntology and the persistence of the past. These references form a world that is dark, seductive, and charged with tension, where memory, fear, and desire collide.

This season's collection, 'Ghosts of my life', introduces an angrier and sexier version of LUEDER. In a world haunted by lost experiments with radical living, it is in the smallest motifs and textures that we find new freedoms. These designs insist on newness as a method. In a world with an uncertain future, invention and creativity become radical acts. Not quite anger, not quite mourning: in the world of LUEDER collaboration and experimentation build community.

LUEDER's signature pattern cutting remains central, designed to deliver a bespoke feeling within ready-to-wear. This approach enhances the wearer's confidence and serves as a key differentiator for the brand. For AW26, the collection marks the first use of pinstriped suiting, referencing Creative Director LUEDER's background in bespoke tailoring, reimagined in a deliberately casual and subversive way, using the symbolism of formality rather than traditional tailoring structures.

The collection also features a futuristic lightweight flocked nylon camouflage, developed with the support of an Italian mill, introducing a technical contrast to the emotional and ornamental elements throughout the show.

Music plays a vital role in shaping the atmosphere of *Ghosts of My Life*. LUEDER collaborates closely with Danny Harle for the AW26 Catwalk Show, who will create an original soundtrack

ahead of the release of his first standalone album in February. Harle's expansive sound, known through his work with Dua Lipa, PinkPantheress, and Caroline Polachek, underscores the show's emotional intensity and communal energy.

Casting reflects LUEDER's commitment to community, bringing together models alongside musicians and creatives from London's music scene, including Lava La Rue, Rose McGowan and Princess Julia.

Collaborations and Support

- **HOKA:** Footwear Sponsor
- **Rombaut**
- **Sadie Williams:** Upcycled unsold stock transformed with her signature handcrafted patches
- **Noel Stewart:** Headpieces
- **Gruppocinque:** Material sponsorship, supplying three technical fabrics
- **Heist:** Kindly supported

Styling by Tati Cotliar, Fashion Director of *LOVE Magazine*

Soundtrack by Danny Harle

Ghosts of My Life is a celebration of strength through vulnerability, an emotional, unisex, and ornamented collection that reclaims the past while facing the future head-on.

SHOW CREDITS:

Creative Direction: Marie Lueder
Music: Danny Harle
Styling: Tati Cotliar
Set Designer: Alice Jacobs
Light Designer: Peter Skramstad
Casting: Emma Matell
Hair: Lachlan Mackie
Make-up: Leana Ardelanu
Production: Blonstein, Laura Vaughn
Executive Producer: Claire Murphy
Movement Director: David Varhegyi
Lookbook Photography: Otilie Landmark
Textile Design: Benjamin Grund
Set fabrication: HSDS LTD

Studio Team:
Frances Harvey
Jess Mak
Marty Thakkur
Georgina Warburton

Elliot Dennison
Katrina Kang
Maralucia Ripp
John Trust

Styling Assistants:
Louisa Luttral
Daniela Noriega

Casting Assistants:
Oliwia Jancerowicz
Mekdes Kabeto
Maisie Jane
Mikey Mendoza

Show Production: Blonstein
Press: Village PR

Sponsors:
Shoes: HOKA
Shoes: Rombaut
Tights: Heist
catering: Peoplepleasersalad
Fabrics: Gruppocinque