

LUEDER

Lueder presents the Autumn/Winter Collection 2024 at Berlin Fashion Week

The MONO-MYTH collection draws inspiration from the hero's journey, translating various stages of the adventure into innovative designs. Menswear essentials are reimagined as functional armour, offering holistic protection for the wearer's body, mind, and soul. Core materials such as denim, jersey, and eco-nylon serve as metaphors for the past, present, and future, embodying Lueder's commitment to sustainability.

Through the generous support of custom dye techniques by Tintoria Emiliana, the collection features hand-finished dyes on signature pieces, including engineered flare jeans, armour hoodies, Tank tops, sweaters, and classic joggers as well as customized and repurposed Vibram 5-finger shoes. The color palette reflects stages of burning wood, symbolizing cycles of fire, ashes, and regeneration found in nature mixed with dark petrol colors, pink, stripes of blood red and black in their iconic engineered knit, and greys and blacks for the reworked ideas of the LUEDER suits.

Central to Lueder's philosophy is community collaboration. Partnering with various partners like Vibram 5 Fingers on Footwear, and artists like Mia Violet (Airbrush), 4FSB (Caps), Tim Heyduck (Art Direction & Creative Consulting,) Théo Casciani and Esther Mejbowski (myth building and Graphic design), Tom Schneider (Show design), Rat Section (Music) and Marius Perraud (Jewelry).

As the hero progresses through SUN AT NIGHT, navigating shadows and light, Lueder's MONO-MYTH collection is a reality myth, fostering positivity, unity, and healing. Experience this transformative journey at the Berlin Fashion Week, where Lueder showcases her collection not as a performance but as a groundbreaking fashion show, marking a significant milestone in her career styled by Tati Cotliar with Casting by Emma Matell.

Biographie Marie Lueder

Renowned for her unique vision, designer Marie Lueder will debut the autumn/winter 2024 collection MONO-MYTH at the upcoming Berlin Fashion Week. Born in Hamburg and hailing from a family of health practitioners, Lueder's fashion narrative is marked by accentuated knee panels, dual-tone denim, and recurring spiral motifs, reflecting her fascination with the anxieties of modern life. Lueder, the founder of her eponymous label established in 2019, describes her clothing as metaphorical armor inspired by the challenges of mental obstacles. Having studied fashion design in Hamburg and earned a Master's in Menswear from the Royal College of Arts in London, Lueder has garnered swift recognition, appearing at the London Fashion Week and forging partnerships with esteemed retailers like Browns.

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