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PRESS RELEASE

Florentina Leitner is thrilled to unveil her Fall/Winter 2022 collection '*Der Zaurberberg*'. A playful concoction of femininity and elegance, Leitner's fifth collection transforms trash to treasures in a commentary about sustainability and waste in today's climate.

Born in Austria, Florentina Leitner rose to success after graduating from the Royal Academy of Fine Arts Antwerp in 2020, after which she designed for Dries Van Noten before launching her own brand in the same year. Loved by celebrities and fashion icons worldwide, Florentina Leitner is a fresh, forward-thinking fashion brand with a strong consciousness towards sustainability.

The collection features flower motifs made from upcycled trash bags and bottle caps, whilst oversized prize badges and gift bows make for a whimsical celebration. Deriving from the work of Jeff Koons, Leitner was inspired to create puffy flower adornments in reflective fabrics, reminiscent of balloons. These embellishments echo the theme of a party in celebration of upcycling and improving our practises for the future. Combined with the strong focus on print and silhouette, Leitner's signature aesthetic is translated once more into harmonious, enchanting designs for the Fall/Winter season.

As part of the release of the FW22 collection, Florentina Leitner is hosting an exciting digital presentation during London Fashion Week which will take place online on the 19th of February 2022. As part of the presentation, Leitner has produced a fashion film, drawing influence from 80's horror films; in particular Dario Argento's *Suspria* (1977). Set on the snowy Rax mountain in Austria, the film embodies a fantastically eery magic that runs through the whole collection.

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