



MARCELL VON BERLIN

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Fashion Remains - FW 21

"Fashion is yearning to be enjoyed and revealed again." - designer Marcell Pustul expresses. We are living in a time of perceived standstill, in a 'new normal', but one in which the passion for creativity, artistry, and beauty relentlessly thrive to renaissance a new age. We are heading into a new direction as the world stands in 'the unknown', but what we do know is that art and fashion will and always remain.

MARCELL VON BERLIN's FW21 Collection expresses optimism towards the 'new normal', embracing the enduring value of fashion in this unforeseeable instability of the current times. Designer Marcell Pustul's goal is to convey the message of hope and enthusiasm, while simultaneously expressing the current stagnating and insecure reality society is facing in times of worldwide lockdown.

"The message of the collection is, that fashion remains. We don't know what's coming, but we know what is. In these unstable times lies the belief in the strength of fashion and its yearning for return." - Marcell Pustul states.

This optimism is also reflected and illuminated in the different styles that fuse within the collection: Rock and Roll Chic, Color Blocking, with a touch of Disco. Power silhouettes in leather & denim, glamorous sequin, and feather dresses complimented with tailored suits in loud, vivid colors spell out the inner voice longing for change and euphoria for the new ventures to come. The sequin, leather, and cotton suits have made an electrifying comeback as key statement pieces. A familiar silhouette in previous collections, this season, MARCELL VON BERLIN beguilingly produces a variety of up-beat, colored suits. The suits' bright shades of neon pink, blue, and green create a bold statement for color blocking and the desire for fashion in the now. The nostalgic use of flared pants brings a sense of ease integrated with new age craft.

"Vivid colors and disco flair exude joy of life and the thirst of what is to come. This optimism is carried by mesmerizing pieces - vibrant pink and green suits, glittering sequin dresses, and statement accessories like bags in neon colors." - Marcell Pustul emphasizes.

The FW21 Collection also features western boots, croco embossed cowboy and over the knee boots, which can be added to any look to create a subtle, modern flare. Correspondingly, the MARCELL VON BERLIN bag collection will also be expanded, notably the highlights. The celebrated LA, Berlin, and MM bag are launching in multiple sizes and colors, matching the color block aesthetic.

MARCELL VON BERLIN'S FW21 Collection captures the essence of all three stages of time: the past, the "new normal", and the anticipated future. Although it may feel like the entire world is holding its breathe, the collection evokes states of optimistic nostalgia: i.e., rock and roll chic fused with refined color blocking combinations, to eventually inspire this new era of disco.

Lady Gaga creative director and stylist Nicola Formichetti collaborated with designer Marcell Pustul on a fashion film for NEW YORK FASHION WEEK. Debuting in February 2021 on NYFW.com, the film and look book were shot at the stunning Eric Lloyd Wright Residence in Malibu, California.

Pressekontakt

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