

## **Pleasurable Experiment of Show Angewandte 18: New Format for a Fashion Show of a Different Kind**

### **Impressive Collections of the Young Designers from the University of Applied Arts Vienna**

The annual SHOW ANGEWANDTE 18 took place in the Expeditihalle in Vienna. Like in the years before there were staged two shows to give as many people as possible the opportunity to see the show. The collections of the graduates and of the students from The Angewandte's fashion department were presented in a totally new format. Under the lead of Hussein Chalayan this years' fashion show was performed on four in the room placed reflecting islands of metallic colour. This experiment made the audience walk around and through these islands in the brightly lit hall and gave the audience an self-determined approach to the collections in means of intensity and length watching the designs. With/through her live sound performance musician and producer Ana Threat had a big impact on this fashion show of a different kind. A live stream gave everybody who couldn't make it to the Viennese Expeditihalle the possibility to watch the show. This offer was especially accepted from the international interested design audience.

### **Awards**

Graduate Nora Krepart received the Rondo Fashion Award supported by Wien Mitte The Mall with an amount of Euro 3000,- and the publication of her collection in 'Rondo'. Her collection 'flowerboy' shows modern interpreted streetwear as one-shoulder overalls and floral patterned Jacquard knit pieces in strong and joyful colours. Two 3<sup>rd</sup> year students of the fashion class got the Fred Adlmüller scholarship with an amount of Euro 3000,- each: Jennifer Milleder convinced the jury with her science fiction cowboy collection in which she connects the knotting technique macramé with typical elements of the work clothes of the first American herdsman. Christoph Rumpf mixes skilfully exceptional and wearable parts in his magnificently patterned mens collection. The decision of the Indie Magazine award which contains a publication of the collection in the Indie Magazine will be announced tonight on Instagram.

### **Graduates**

The collection of graduate Herta Bernane calls itself 'Troy Park'. Looking at her designs for women the variety is striking: Long fluent top parts combined with fluent trousers take turns at very feminine dresses. Frizzi Lange gave her collection the title 'Poshlost', a Russian word which is hard to grasp: It's about a brief satisfaction of lust, somewhere between vulgar, cheap and tacky; appealing

and repulsive at the same time. Strong colours and eye-catching patterns characterize her clothes for self-confident and cheeky women.

Alissia-Lara Mayerhofer is looking for the ideal wardrobe in her graduate collection 'Bern' and values the freedom of movement of clothes which are wearable for men and women. Her unisex designs put the nonchalance and well-being in the focus. Handmade embroidery and embellishments distinguish the style of the collection called 'Candelaria' by graduate Patricia Narbon: partly opulent, partly shimmering, always rich and extensive.

Also the younger designers impressed by their designs and works: fresh and young approaches in their designs, highly craftsmanship and professionalism, courage for creativity and experiments with material and technical innovation.

Photos of Show Angewandte 18 can be downloaded from [www.dieangewandte.at/presse](http://www.dieangewandte.at/presse). Mentioning of the designer and the photo credits by Christoph Liebentritt for Show Angewandte 18 are obligatory.

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