

## CHiE

## NEW LINE BY CHIE MIHARA

Chie Mihara, the cult Spanish shoe designer who counted Bjork among her first fans, is celebrating her business' 15th anniversary by launching **CHiE**, a new line of flirtatious and sophisticated cocktail shoes for women who are in touch with the girl within them. Mihara's signature vintage references meet extra-comfortable, thick and solid high heels, designed for those who are indulgent and impulsive yet practical. The key models of the SS17 collection feature floral embroidery, tiny leather bows and luxurious suede – all the necessary components of allure.

[www.chiemihara.com](http://www.chiemihara.com)



CHiE



Herrlicher

## HERRLICHER

## NEW AGENCY AND COLLECTION

Munich-based denim and casualwear brand **Herrlicher** started 2017 by signing a new distribution agency in Austria, **Parisa Engel**, in a bid to develop its international network. The A/W 2017-18 collection combines military motifs and opulence in the form of velvet, silk, glitter and ruffles, as well as versatile sportswear styles, such as sweatshirts adorned with patchwork and 'Wonderlicher' and 'Heldinnen' embroideries made using lurex yarn. In the outerwear segment, parkas, quilted coats and bombers are key, as well as a small range of leather and "leather-look" jackets.

[www.herrlicher.com](http://www.herrlicher.com)



Parajumpers

## PARAJUMPERS

## TECH AND LIGHTNESS

For A/W 2017, **Parajumpers**' creative director Massimo Rossetti teamed up with his long-term collaborator, Japanese artist Yoshinori Ono, and the young Hungarian designer Agnes Kemeny to create capsule collections that pay homage to the company's airforce heritage. Ono's designs in the 'Kegen' and 'Kegen Down' series feature his signature tech touch and functional elements, such as down-filled detachable inner body warmers and waterproof 3-layer laminated poplins. Meanwhile, Kemeny remodeled the classic Parajumpers parkas and lightweights to create form-fitting or figure-hugging feminine pieces in the 'Cotton Remastered', 'Shape Guard' and 'Wool and Down' ranges.

[www.parajumpers.it](http://www.parajumpers.it)

## SCHNEIDERS

## AUSTRIAN ROMANTICISM

In its 70th anniversary year, Austrian brand **Schneiders**' designs are referencing the company's roots and its respect for tradition, quality and craftsmanship, coupled with a feel for current trends and the courage for innovation. Picturesque and romantic castles in the Austrian Alps by the glistening mountain lakes have served as inspiration for the S/S 2017 line. Luxury and understatement are abundant, as are the company's signature sophisticated muted colors, especially shades of khaki, navy and blue, and exquisite materials.

[www.schneiders.com](http://www.schneiders.com)

## LIEBESKIND BERLIN

## NEW MATERIALS

For A/W 2017, the bag collection by the cult German label **Liebeskind Berlin** took inspiration from the metropolises of Berlin and New York. The bags' distinctive features are their urban, laid-back style and feminine contrasts. The 'Milan' bag series in Coca milled leather is particularly eye-catching. This leather is similar to Liebeskind's traditional "vintage" leather, but has an even more sophisticated and high-end look. Overall it is slightly sturdier but nonetheless lighter than "vintage" leather. This range tends to be very classic and, therefore, perfect for the modern businesswoman. The designs are available in Wine, Mushroom, Olive Green, Oil Black and Street Gray.

[www.liebeskind-berlin.com](http://www.liebeskind-berlin.com)

## AMERICAN VINTAGE

## BERLIN STORE OPENING

With retail outlets in Munich, Cologne and Frankfurt, **American Vintage** is now setting foot in Germany's capital. The French casualwear brand will open an 80m<sup>2</sup> store at 34 Alten Schönhauser Straße. Berlin attracts 10 million visitors every year, making it a shopping hotspot and a "must" in the German market, Europe's biggest economy. The street where the shop will be opened is located in the Mitte district, which is famous for its young and trendy clientèle – who are attracted to the area by big designer stores as well as street art, including works by Banksy.

[www.americanvintage-store.com](http://www.americanvintage-store.com)