



## DESIGNERS@LAKE'S FASHION DAYS

	May 11, 2011	May 12, 2011	May 13, 2011	May 14, 2011	May 15, 2011
11:00				Press best of styleaut/nelou	SUESTAR.DESIGNED WITH PASSION // Klagenfurt
11:30					Pleamle // Villach
12:00				Sheela Housewife Revolution // Saalfelden	Music.Styling by Tanja Graf & Semiramiss by Selena Regenfelder // Kärnten
12:30					Peter Goach // Vienna
13:00				Ostform // Ljubljana	Anzöglich // Vienna
13:30					Mojito Beach // Vienna
14:00				sophie kim & eccentro // Stuttgart & Munich	Saperlipopette // Vienna
14:30			Doris Wilfing // Neufeld		m*faganel & ana lazovski // Ljubljana
15:00			e2 by erika eibl // Salzburg	Eve // Milan	Show Modepalast @ Lakes // mixed
15:30			Deva La Vie // Wr. Neustadt		Elke Scola & MRJ // Italy
16:00			Katrin Kafka // Klagenfurt	SHAKKEI // Munich	Zerum // Graz
16:30			Lisa Pek // St. Kanzian		Janja Videc // Ljubljana
17:00		Cassida // Berndorf	Ulliko // Vienna	Madames with a mission // Vienna	Elke Freytag // Vienna
17:30		Dirndlherz // Vienna	Rettl 1868 Kilts & Fashion // Villach		Lisa Walde // Innsbruck
18:00		Made by // Linz	Doychinoff // Vienna	Rebekka Ruetz // Innsbruck	AnnaKos // Klagenfurt
18:30		Kayiko // Vienna	CALLISTI // Vienna		
19:00	VIP OPENING Tiberius & Ep_anoui // Vienna	SQUAT – Natasa Persuh & Garevski // Ljubljana	Kay Rainer & Artis Fashion // Munich	Marcel Ostertag // Munich	CLOSING FASHIONSHOW Maurizio Giambra // Italy
19:30		YOUNG@SQUAT; // Ljubljana		best of styleaut/nelou	



### **Ana lazovski – AL headpieces**

Ana Lazovski, the creative force behind 'AL headpieces', has already left quite a mark on Slovenian fashion design. Whether casual or extravagant, her designs are based on geometric shapes, which transform and combine to create new and original forms. The final pieces exhibit an identifiable sensibility, boldness and self-confidence. She creates for those who dare and are comfortable in their own skin.

### **AnnaKos Couture - [www.annakos.com](http://www.annakos.com)**

Established in 2009, AnnaKos is a secret to fashion-conscious women all over the world.

The brand for all fashion connoisseurs, with a cosmopolitan glamour, a creative and innovative label with a unique style that expresses forms of class and luxury.

### **ANZÜGLICH - [www.anzueglich.at](http://www.anzueglich.at)**

Designers at 'Anzüglich', a fair trade fashion house, believe that each of their designs should be completely unique in style. The label was established in 2007 and has been creating new, challenging and truly distinctive styles ever since. The designs by 'Anzüglich' are made from organic materials which have been farmed in sustainable ways. The label has factories in both Austria and Peru, where it supports social mobility and the local community.

### **CASSIDA -[www.cassidashop.com](http://www.cassidashop.com)**

In 2008 Michael Quester established 'Cassida', a high-end fashion line which has since won several international design contests. Products of 'Cassida' are created for fashion devotees who share a passion for exclusive designs and outstanding quality. All of their products are created using high quality textiles. The initial idea behind 'Cassida' was to interpret ancient roman culture in a new and modern way, an idea for which Michael received a wave of attention. 'Cassida' has been worn by international stars such as Johnny Depp, Pink, Black Eyed Peas, Scooter, All4One, DJ Bobo, and many more.

### **CALLISTI - [www.callisti.at](http://www.callisti.at)**

In January 2007 Martina Mueller launched her own fashion-label CALLISTI in Vienna. The CALLISTI style is extravagant, fancy, very feminine, & sexy but always with a noble, classical touch. Every single piece, whilst never being too outrageous is essentially all about sensuality and feminine power. The chic & funky accessoires are the pure completion for every single outfit. CALLISTI's Greek origins, "KALISTE", means: "For the most beautiful". This is how a woman should feel while wearing this creations.

### **DEVA LA VIE FASHION - [www.devalavie.com](http://www.devalavie.com)**

The designs of the label 'Deva La Vie' are utterly enchanting thanks to the impressive attention to detail. Each one is unique. Deva La Vie uses a combination of modern extravagance with a splash of vintage. They are renowned for their combinations of black with color.

### **DIRNDLHERZ- [www.dirndlherz.at](http://www.dirndlherz.at)**



The label 'DIRNDLHERZ' is often described as unique couture, created with love. At the beginning of 2010 'DIRNDLHERZ®' opened its doors to women looking for extravagant, extraordinary and sassy styles of 'Lederhosen'. The unique designs by Gabriela Urabl are created using high-quality materials.

#### **DORIS WILFING – [www.doris-wilfing.at](http://www.doris-wilfing.at)**

Doris Wilfing has always been interested in art and design and after taking a course with the famous artist Wilfried Ploderer from Austria she finally found her calling. Acrylic pieces of art in the style 'pop-art' are entirely unique as Doris brings her techniques to canvas. The blend and contrast of colors completes the artwork and adds personal expression. The art is hand drawn onto the clothes and bags, and is also available for one-off commissions.

#### **DOYCHINOFF - [www.doychinoff.com](http://www.doychinoff.com)**

DOYCHINOFF is the label of the creative designer Maria Doychinova. Her mission is : „we investigate in the construction of urban space and the exchanges taking place between art, fashion and architecture. Recognising the meanings and locations of space, we identifying our self(s) as a fashion label underpinning, the visual and material fabric of modern life.”

#### **e<sup>2</sup> by erika eibl - [www.e2-fashion.com](http://www.e2-fashion.com)**

'e<sup>2</sup>' is an unusual range which captivates with a severely styled line and playful details. Avant-garde meets casual. The materials are a mixture of fit for wear, uncomplicated fabrics. Classic cotton, wool and fine silk are leading. Particularly the extravagant style is outstanding. The severely styled line of jackets becomes a wonderful combination of two contrasts by adding cloths, scarves, tops and blouses: unpretentious and masculine meets playful and feminine.

Erika Eibl is a designer with history. After training at the fashion school in Hallein in Austria she promoted as master in dressmaking. Very soon she got a foothold in the Austrian traditional costume environment. At the company 'Gössl' in Salzburg, a very purist traditional costume line, she was for many years responsible for gentlemen's wardrobe and formed a lasting trademark. She also worked as a designer for trademarks such as 'Sportalm' and 'Etienne Aigner'. From the beginning it was clear for Erika Eibl to leave the traditional costume segment. "This corner would have been too narrow for me to feel at home as a designer, having the possibilities of development". However, it was her love for well-fitting gent's jackets, which has marked this extraordinary style of her own ladies jackets and frock coats range.

'e<sup>2</sup>' is a fit for wear range for every woman who likes to play with modest colors and dominating patterns without being fixed to only one style. Every woman decides on her own how she wears and combines parts of the cloths. Thereby individual lines are created, as beautiful as the woman herself.

#### **ELKE FREYTAG – [www.elkefreytag.com](http://www.elkefreytag.com)**

From architecture to fashion: as building technician Elke Freytag has changed the building site for her studio, and created after having finished her designer-training the fashion label 'elke freytag'. For both of her fashion lines 'täglich elke' and 'freytag nacht' she designs regularly the ranges. Purism and clear shapes. Feminine styles with effective details, the use of precious materials and beautiful,



strong colours are the trademark of 'elke freytag'. Extended by expressive accessories, particularly bags, the perfect look by 'elke freytag' is created, a very urban range for women of superior style.

#### **ELKESCOLA& MRJ - [www.myspace/brand1317](http://www.myspace/brand1317)**

The creative minds of brand 1317 and MRJ have joined forces, to highlight the extravagance and the innovative work of both brands. Inspired by the free spirited 70's and sensual shapes which encompass individuality and spiritual liberation, RAINBOW CHILD was born.

#### **ep\_anoui - [www.epanoui-fashion.at](http://www.epanoui-fashion.at)**

In July 2008 Eva Poleschinski founded with ep\_anoui a label with a focus on attention to details and individuality. The collections reflect their view of the many facets of women and their different lifestyles. Eva Poleschinskis Fashion combines exclusivity with youthful freshness and to emphasize the personality of the wearer, and can open opportunities for their own interpretations. A cooperation with Austrian embroidery firms enable to take specially created fabric designs in the collections and to guarantee maximum quality standard.

Eva Poleschinski graduated the ESMOD, the international fashion school in Munich. In addition to her training, she has established itself as an intern at Emanuel Ungaro, (Palm Beach-USA), Abaeté (New York, USA), and since her graduation as an assistant with Awareness & Consciousness (Vienna-AT) and Thang de Hoo (Vienna-AT) , and as a freelancer for the creativ: e: successful workshop & Austrian Embroideries.

#### **Friederike Porscha**

Friederike Porscha is a designer who lives in Berlin and born in South-Germany. She focuses on crafting accessories and designing small collections for men and women by using only high quality textiles. All her items are "Made in Germany" and she tries to create a traditional but timeless look inspired by 30's up to the 50's as well as modern influences. She does not care too much for a rule breaking modernism but likes to remember old traditions and give them a place in her work.

Old handcraft combined with influences she gets when visiting 'flea markets' and 'antique markets' are interpreted in her very own way. Her pieces are love pieces and should last a life time.....not just for one season. Every item tells a little story – she likes the idea that every piece of her collection stand for itself and on the other hand can be combined with every other piece of her work.

The Inspiration for „the mounteneer“ is nostalgia – as her hometown is near the Bavarian Alps - a place filled with traditional stories and a more or less conservative view on the world. In her collection she plays with the icons of that traditions and stories and also tries to digest them and create something new by uncovering them and putting them in a new context.

In our constantly changing world people long for a place where things stop for a second- Friederika Porscha try to create that place for me and for all who are longing for such a place too.

#### **JANJA VIDEĆ**



Janja Videc is a young fashion designer from Slovenia. She expresses herself through experimenting with materials and patterns thus never neglecting the form of garments. She joins the subtle and wearable with the theatrical and “couture”.

**KATRIN KAFKA - [www.kafkatrin.com](http://www.kafkatrin.com)**

Katrin Kafka stands for original and stylish fashion “made in Austria”, with instinct and creativity she designs and produces dresses for tasteful and self-confident women who understand to attract attention without being obtrusive. The range reaches from made-to-measure evening wear to stylish ‘Prêt à Porter outfits’, which are easy to combine. Katrin Kafka manages to collect her points with that certain something: uniqueness.

**KAY RAINER -[www.kayrainer.com](http://www.kayrainer.com)**

The designer KAY RAINER is synonymous with elegant and luxurious fashion, using individual shapes and high quality materials to create elegant eveningwear. For Rainer, the personality of the woman wearing the collection is the key. He creates two collections per year as well as one-off pieces.

**ARTiS FASHION - [www.artis-fashion.com](http://www.artis-fashion.com)**

The label ‘ARTiS FASHION’ creates designs for real women, living real lives. The collections can be worn, not only for special occasions, but for the everyday. Each piece is designed with versatility in mind and can be used as work wear or casualwear - modern, stylish and elegant.

The highly quality fabrics are light-weight, well-fitting, comfortable on the skin and crease- resistant. Countless combinations can be created through the collections’ balanced color palates and timeless designs.

**KAYIKO - The Private Luxury Label - [www.kayiko.com](http://www.kayiko.com)**

KAYIKO – The Private Luxury Label by Karin Oèbster offers avant-garde designer fashion and accessories in exclusive limited editions and individual pieces for self-conscious, cosmopolitan people who value design, quality and individual luxury. “Less is more” is the philosophy behind the unique style of KAYIKO. A style which is appreciated by ‘fashionistas’ all over the world. The Label ‘KAYIKO’ was founded in 1998 in Vienna.

**LISA PEK - [www.lisapek.com](http://www.lisapek.com)**

Lisa Pek is an Austrian fashion designer. Her work focuses on textile/knitwear designs for men and women. She graduated from the University for Arts and Industrial Design Linz in June 2009. Philosophy is one of her most important design influences with a focus on the idea of a post-structural philosophy.

“It is fascinating to express ideas through textiles, shapes and silhouettes. I love fashion because of its ever changing character, expression, performance and surrealism.”

Lisa is committed to producing her designs using fair trade methods and prefers to use 100 and GOTS textile standards. “To wear comfortable clothes that are good for your skin is one of finest luxuries. “Lisa Pek does not work with furs, feathers or any other material of animal origin.”



**LISA WALDE - [www.lisawalde.com](http://www.lisawalde.com)**

“Sporty, classy and discreet in appearance” is how Lisa Walde from Innsbruck / Tyrolia describes her collection. The designs are created using carefully chosen, high-end materials, simple silhouettes and combinations. Her collection balances contrasting materials, patterns and colors to create unique garments.

**m\*faganel – [www.m-faganel.com](http://www.m-faganel.com)**

Despite the rich selection on contemporary fashion market, the label ‘m\*faganel’ managed to become a symbol for high design quality, luxurious materials and cuts that symbolize elegance and sophistication – the vision of the brand’s designer Matevz Faganel who founded the brand in 2007. ‘m\*faganel’ dresses a woman with numerous different faces, but consistent identity; a woman who is ambitious, bold and successful. A woman with consistent philosophy and character, a mother, a daughter, a successful business woman, a star underneath the stage lights. The brand’s philosophy arises from the idea that eternity is more than a single fleeting moment and fashion is more than a sequence of brief trends. Throughout the years since its creation, ‘m\*faganel’ became the first selection of several Slovenian successful women, who decided to choose design, based on personal approach and customer awareness; a brand, known for its flawless and sophisticated cuts, which are at the same time easy-going and relaxed.

**MADEBY - [www.madeby.at](http://www.madeby.at)**

‘Made by’ is a label by Tanja Lattner from Linz in Upper-Austria.

**made by** is designed and created using high quality materials and can be immediately identified as a made by design

**made for**

madeby is sporty, soft, robust, functional and classic

**Made with**

madeby designs are all individually finished and use simple, high quality materials.

**BAGJACKS** “Bagjackets”, shortened to “Bagjacks”, are jackets with removable pockets which can be worn separately or attached as a stylish accessory. The jackets, and the bags, are very individual to the fashion scene and perfectly demonstrate ‘made by’ designs.

**MARCEL OSTERTAG - [www.marcelostertag.com](http://www.marcelostertag.com) - presented by nelou/styleaut**

A mixture of clean lines, complex details and innovative new styles has propelled this young Munich-based designer into the German fashion elite. His brand label is inspired by 70s and 80s feminine designs with male detail. He uses a creative mix of natural and high-tech fibers.

**MAURIZIO GIAMBRA - [www.mauriziogiambra.com](http://www.mauriziogiambra.com)**

New elegance from Vienna – Giambra’s idol is the image of an elegant lady, strong and feminine. When creating his collections, he adds a modern twist to the style of classic fashion icons such as Audrey Hepburn and Grace Kelly. Maurizio Giambra creates classic pieces that are chic and feminine. The timeless dresses are made using cultivated silk, pure colors and blacks and whites. The shapes are seamless with heavily detailed work.



Maurizio Giambra graduated at the 'Accademia di Moda e Costume' in Rome, Italy and worked successfully as a costume designer for a number of different theatre and film production companies. His dream was to open his own store, which is now located in the district 'Josefstadt' in Vienna, selling elegant dresses for women who know their own style.

**MODEPALAST@lfd - [www.modepalast.com](http://www.modepalast.com)**

Modepalast, Austria's largest trade fair for fashion design will be presenting 10 pieces from three designer at Lake's Fashion Days.

- **madames with a mission - [www.mwam.at](http://www.mwam.at)**

KISS! \* \* keep it simple and sophisticated! \*\* \*\* we see our clothing as extension and completion of the sculpture 'body', as our possibility to adjust and/or punctuate proportions. The variety and deconstruction of cuttings as well as the playing with the structure of the different materials are our challenge to model the body or the physicalness. We want to keep this play with the possibilities running, independent of trends in age or seasonal trends.....a part of the present collection is made out of bio fair-trade cotton wool.

- **MAinfect - [www.mainfect.com](http://www.mainfect.com)**

The philosophy of sustainability is a major part of MAinfect's products. It is taken into consideration from the very beginning and does characterize MAinfect's collections from the first idea for a new garment, through the first sketches, the first design to the selection of the fabrics. MAinfect mainly trusts in organic and renewable materials like wild silk, felt and jute, while not shying away from integrating resources from grandma's treasures. This means that cotton and silk from a past era are incorporated together with state of the art fabrics in a modern and exclusive design where the focus is always placed on the final quality of the garment. Sustainability is a key factor in the delivery of a garment and is taken into account in every step of the design and production process. MAinfect also tailors clothes to individual requests. MAinfect presents unique outfits with its finger on the pulse of the time, made to last for a lifetime! In quite colors especially for young women and men;

- **ruins of modernity - [www.ruinsofmodernity.com](http://www.ruinsofmodernity.com)**

between concept and reduction - elegant and sophisticated fashion for women

**MOJITO BEACH - [www.mojito-beach.com](http://www.mojito-beach.com)**

**Mojito Beach** – An exotic vibe in the heart of Austria

Mojito Beach offers exclusivity, style, comfort and high quality designs from Latin America. The products are designed and produced by passionate designers and trendsetters of the beachwear world.

**MUSIC.STYLING by Tanja Graf**

"My label connects music with fashion. These are two of the most important aspects in my life. In my mind, music makes people happy and impacts positively on general wellbeing. Fashion is also able to improve people's wellbeing and confidence." It is important for Tanja to combine these artistic



expressions and create her own bigger picture – ‘Music.Styling’. Music is specially produced to match the creations! “

**OSTFORM –[www.ostformgallery.com](http://www.ostformgallery.com)**

"Creativity in collectivity"

OSTFORM design and art gallery is a society for promoting fashion and art from Eastern Europe. OSTFORM Society was established for designers and the wider fashion industry to stimulate design. It is a conceptual space and forum for fashion and art from the Eastern and Southeastern parts of Europe. Every three months, OSTFORM chooses a new selection of designers on a theme (fashion, graphic, industrial, photography, illustration and architecture) to promote. OSTFORM is currently working with new fashion and accessory labels from Slovenia, which will be presented at Lake's Fashion Days.

**Peter Goach Original Brands - [www.petergoach.com](http://www.petergoach.com)**

Peter grew up in ‘Lederhosen’ – the legendary indestructible leather trousers, a symbol which cannot be removed from traditional life and Austrian culture – a piece of Austria.

Inspired by his ‘second skin’, the leather trousers, Peter creates modern pieces of clothing, which impressions and values live on as tradition. Using wonderful, solid, fine and longwearing materials, his range is decorated and manufactured with traditional ornaments.

Complex, but simple – traditional, but modern.

The up-to-date range 2010 is called: ‘keep pace with tradition’. Apart from the original ‘bathing leather trousers’ for ladies, gents and children, the range includes Bikinis and – for the first time – also T-shirts and leisure accessories. Peter Goach reacts to the enormous customers demand for further products of this range and takes his target group’s demand for authenticity, tradition and lifestyle into account.

**Pleamle - [www.pleamle.com](http://www.pleamle.com)**

Pleamle fashion is the coming together of vogue and tradition. The attempt to create a new identity founded on heritage.

**rebekka ruétz - [www.rebekkaruetz.com](http://www.rebekkaruetz.com) - presented by nelou/styleaut**

AUTUMN-WINTER RANGE 2011-12 the four rings of the revelation, chapter II. The female martyr, fashion revelation.

The fashion label ‘rebekka ruétz’ with its creations goes beyond the scope of the borders of superficiality and inspires Parisian fashion experts with a unique Prêt à Porter range. The title “the four rings of the revelation, chapter II. The female martyr, fashion revelation” makes one think, that the philosophy of the young designer includes much more than glitter and glamour can offer.



“Don’t you hear death calling Life?” This very expressive motto inspired ‘rebekka ruétz’ to approximately 30 extraordinary ladies’ outfits, which have been presented in January 2011 at the “Atmosphere’s”-exhibition during the Prêt-à-Porter-Paris.

rebekka ruétz’s up-to-date Autumn-Winter-range represents the second chapter of an altogether four-parts travel, during which the designer faces us with the woman’s mystic archetypes; the saint, the martyr, the virgin and the witch. “The martyr is the symbol of the frequent unnecessary pain, which we should try and manage to overcome. To live out the own femininity is essential for well-being and happiness. Clothing in this context is decisive, as it is the instrument by which we present ourselves as women and express our personality” says the design.

rebekka ruétz underlines individuality and character

Stylishly she interprets the various natures of the modern woman and uses thereby modern, classic and romantic elements, which she produces with interesting styles and valuable materials. The hand-made cloths, coats, blouses, skirts and scarves, made of lace, bio-cotton, bio knit, wool and loden flatter the feminine silhouette. Sophisticated details made of fur, embroidery, mother of pearl and various ribbons demonstrate individuality and character. The styles in A-, H- and X-design with high waist offer the proper fit for any woman. Valuable lace creates volume for well-being.

The range of colors of the Autumn-Winter range 2011/12 reaches from wonderful ether blue, cobalt- and night blue to warm chocolate brown shades and fashionable check and fine cream-white, elegant champagne. Unique ‘chakren-fashion’ by rebekka ruétz. On the inside of the designer fashion there is a jewel hidden, not visible at first glance: selectively placed ‘chakren-flockprints’ should stimulate positively the energy centers (Sanskrit: Chakren) of the person wearing the dress.

#### **RETTL 1868 Kilts & Fashion -[www.rettl.com](http://www.rettl.com)**

In 1868, Josef Rettl founded a military uniform maker in Klagenfurt. In 1882, a new location was acquired and the firm expanded to include civilian tailoring. The business grew and grew, becoming renowned for its bespoke tailoring. In 1930, after years of training in Dresden and Paris, Hans Rettl II expanded the business further to become one of the most popular ladies’ dressmakers in Carinthia.

In 1965, Hans Rettl III opened another store where prêt-a-porter clothing was sold from the likes of Burberry and Zegna. Since then, the business has continued to grow from strength to strength with exports to international cities from Shanghai to New York.

Tailoring at the highest level, manufactured from the finest materials, has been the secret of success for the Rettl family since the company’s inception 140 years ago. Even today, at a time when mass manufacturing is king, Rettl 1868 continues to create individual styles.

#### **SAPERLIPOPETTE - [www.saperlipopette.at](http://www.saperlipopette.at) - presented by nelou/styleaut**

Fashion Design by Caroline Stanzl

Fashion by Saperlipopette is comfortable, feminine, and practical with a hint of the extraordinary. The collections are focused on the experiences and emotions of the designer and so one collection can vary hugely from the next. The highlight of Saperlipopette’s summer collection is ‘The Secret



Garden' dress. Subtle flower prints dominate and the detailed, original backs as well as the flirtatious skirts, put femininity in the foreground. Saperlipopette is a label for confident women, who want to exude femininity. This season's collection comes together at 'WienWork' - an integrative design factory in Vienna.

**SEMIRAMISS – Redesign-Fashion & Accessories - [www.semiramiss.at](http://www.semiramiss.at)**

Designs by Selena Regenfelder -

"Through my label I look to inspire ideas and creativity. Every collection is based on a concept or topic relating to the current issues of our day, to get people thinking. One of the topics that I feel strongly about is the problem of waste in our world. In my collections I would like to show how, with a bit of creativity, clothes that would normally be thrown out, can be redesigned and look beautiful. Re-designing is an important part of the production of my collection and I am continuously inspired by everyday life, religion and keep my eyes open for new ideas".

**SHEELA Housewife Revolution -[www.nelou.com/designer/sheela](http://www.nelou.com/designer/sheela) - presented by nelou/styleaut**

"The Housewife Revolution"

In Summer 2008, the SHEELA Housewife Revolution was born and transformed a dusty, stale apron into a modern, sexy piece of clothing. SHEELA brings cutting edge style, original detailing, unusual fabrics and fun color into the world of domestic duties. Her designs work well as casual wear and her trendy accessories are great on skirts, dresses and jeans.

**SUESTAR.DESIGNED WITH PASSION – <http://suestar.com>**

suestar.dwp - fashion for kids from 0-7 - passion & vintage, designer & mom - Susie Banfield-Mumb Mühlhaim

**Sophie Kim - [www.nelou.com/designer/sophiekim](http://www.nelou.com/designer/sophiekim) - presented by nelou/styleaut**

Sophie Kim lives in her own world, you can retreat into it. It is surrounded and decorated by laces, flounce und shiny materials in a soft colored scale. The collection is between day and night, between everyday life and tradition.

**SQUAT – NATASA PERSU & ZORAN GAREVSKI – [www.squat.si](http://www.squat.si)**

Natasa Persuh is one of the most renowned designers in Slovenia, who present on regular basis their collections at fashion shows and exhibitions in Slovenia and abroad. Natasa Peršuh is also an Assistant Professor at University of Ljubljana, Department for Textiles, Chair for Fashion and Textile design.

Zoran Garevski is also one of the most renowned designers in Slovenia, who present on regular basis their collections at fashion shows and exhibitions in Slovenia and abroad. Zoran Garevski is also a creative name behind the Slovenian brand 'R Exclusive by Rasica'.

**YOUNG @SQUAT by the designer Petja Zorec, Peter Movrin, Ivan Rocco, Katja Magister, Špela Hvale, Nena Florjančič, Ana Jelinič, Anđela Lukanović from Slovenia**



Special collection conceptualized for Lake's Fashion Days related to Squat philosophy of radical creativity, freshness and independency. A great selection of young Slovenian designers, selected and tutored in this specific project by 'Squat'. The 'young Squat crew' has been according to Squat philosophy chosen for their quality of work, most of them already collaborated in various Squat projects. All the designers can show great pieces of work, many of them have already been awarded by local and international institutions.

**TIBERIUS - [www.tiberius.at](http://www.tiberius.at)**

The underdogs of the Austrian fashion scene like to play with the fear of physical contact of people and the simultaneous fascination for their materials. Tiberius considers dealing with it as playful and pleads for more frankness.

**ULLIKO modedesign - [www.ulliko.com](http://www.ulliko.com)**

Ulliko Fashion design stands for Purism in its most modern form. The concept of Ulliko's design is simple and dynamic with straight lines and an eye-catching style. Following a monochrome theme, the collection focuses on black, white and red creating a characteristic and defining look. The designer has a passion for simple geometric shapes, which underline the aesthetic style.

Ulliko Designs is synonymous with simplicity

**UNITED NUDE – [www.unitednude.com](http://www.unitednude.com)**

The founders of United Nude are Rem D. Koolhaas and Galahad Clark. United Nude launched in 2003 and has established itself as an iconic brand at the intersection between design and fashion. United Nude products are about clear concepts, elegance and innovation. Today, the United Nude brand is sold in over 40 countries worldwide flagship stores in Amsterdam, New York, Shanghai as well as proprietary stores in London, Vienna, Tianjin, and two retail stores in Guangzhou.

**ZERUM -[www.zerum.at](http://www.zerum.at)**

Zerum is a young fashion label from Graz, Styria, promoting sustainable lifestyle, producing its wares under fair and sustainable conditions. In response to unfair treatment of workers in developing countries working for big corporate Western fashion brands, Zerum aims to highlight contemporary sustainable production practices.

T-shirts by Zerum are made of organically grown fair-trade cotton. The designs are created by independent artists and graphic designers who make these exclusively for Zerum. The refinement technique is hand screen-printing by expert illustrators. Editions are limited to one hundred pieces per motif, whereas under the brand 'team zerum' unlimited pieces are also produced.

**styleaut / nelou-[www.styleaut.com](http://www.styleaut.com) [www.nelou.com](http://www.nelou.com)**

"The Best of Young Fashion"

Initially starting out as styleaut.com, the goal was and continues to be to develop awareness for high quality Austrian design - an affordable way for those who want to step away from main stream



fashion. The online platform was founded in 2008 and today offers more than 2,000 pieces from around 70 local designers. A growing number of fans visiting the website each month indicate the huge attraction for individual fashion.

Recently launched, Nelou considers individual requests from young fashion designers from different countries. In 2011, they teamed up with existing partner websites such as gestyled.com (Germany) and stylaviv.com (Israel) to create one common platform. Up and coming designers from Slovenia, Italy, England, Sweden, Ecuador, and Switzerland partnered with 'Nelou' to coincide with Fashion Week in Berlin in order to maximize their exposure. The platform [www.nelou.com](http://www.nelou.com) is rapidly growing and offers more than 200 international designers with more than 3,500 designs to showcase.

*A few of the text versions have been taken out of the different websites of the individual labels and designers!*