

Desert life by BERTHOLD

Designer Raimund Berthold reveals Dune. A fashion collection inspired by adventure and uncertainty

From the threatening serenity of the desert, the lure of the unknown, and the lurid, flickering neon of the future, comes the new collection from BERTHOLD – Dune.



Dune collection by BERTHOLD. Photography by Peter Warrick.

Designed and made in the UK, the Dune collection exemplifies the emphasis on utility and precision that characterises Raimund Berthold's work, taking recognisable garment archetypes such as the bomber, parker and stormtrooper jackets, and reinventing them in a stark and startling new context. It draws influences from the light, vastness, uncertainty and danger inherent in the desert landscape, and takes cues from military and survival wear.

Crafted in a palette of deep black, camo-esque putty and a vivid electric pink, Dune's jackets, coats, trousers and shirts deploy textural and material contrasts to attention-grabbing effect, teaming the heavy matt finish of Japanese cotton

BERTHOLD

twill with the high-shine of engineered leather and the opulent lustre of featherweight nylon.

"Dune is my response to the vast and eerie peacefulness of the desert – the aggression of utopia. The individual pieces feel familiar and reflect a very real wardrobe, but one that has been shifted beyond familiarity into uneasy and intriguing new contexts."

– Raimund Berthold



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The Dune collection is now available to order from berthold-uk.com. New collections will be announced in the coming months.

Notes to editors

For more information about Dune and BERTHOLD, please contact Jodi Moss at jodi@zetteler.co.uk or on +44 (0)20 3735 5855.

About BERTHOLD

BERTHOLD is a convention-defying fashion label from the Austrian-born designer Raimund Berthold. A graduate of Central St Martins, Raimund blends the world of contemporary fine art with function to bring conceptual, performative angles into workaday fashion. He founded the brand in 2009, after spending four years working for leading fashion houses in London and New York. Since launching with a five-piece collection of bags that transformed into coats, BERTHOLD has become renowned for bold, elegant and inventive non-gendered garments that don't follow fashion, but go their own way: clothes defined by design, not catwalk trend. BERTHOLD's aesthetic is characterised by precision, a utilitarian approach to colour, and silhouettes that resist defined shapes.

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