

End of the season

BERTHOLD steps away from fashion calendar and launches Core collection

Launching 5 September 2019



Behind the scenes of the Core collection photo shoot. Photo Credit: Iolo Edwards.
Garments pictured: Uri Shirt, George Trouser, Issy Bag.

BERTHOLD

After 10 years of seasonal collections, BERTHOLD has officially announced that Dune, its SS19 release launched in May, will be its last to observe the traditional model of twice-yearly collections. Instead, the London-based brand is adopting a new model of design and production, one that will give it greater creative freedom; wider scope for interdisciplinary collaboration; and a less transient approach, more suited to the social, commercial and creative realities of the future.

This bold new chapter begins on 5 September 2019 with the launch of the BERTHOLD Core collection – a range of 14 key pieces that encapsulate the values and aesthetics that the brand is known for. Always available to customers, the Core collection will be accompanied by a series of limited-edition, season-independent projects, released at intervals throughout the year, as opposed to when Fashion Week dictates.



Garments pictured from left to right: Jordan Bomber, George Trouser, Marten Jumper, Seth Trouser.

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The two-season fashion calendar has historically been the backbone of the industry. It dictates what designers do, when they do it and whom they do it for, and it keeps the endless cycle of make-show-sell spinning. For a brand like BERTHOLD and its eponymous designer, Raimund Berthold, this AW/SS model is increasingly unsustainable, inhibiting and irrelevant.

"Thinking in only four seasons or two genders or one style is limiting. We have pulled away from cyclical shows and disposable trends, shrugging off convention, opening up opportunities for collaboration and multidisciplinary thinking. The fashion industry is constantly rethinking on its feet. The traditional format of a catwalk show and a seasonal collection doesn't feel right in a fast-paced, eco-conscious global world."

– Raimund Berthold



Wet-plate photography by Kasia Wozniak. Garments pictured: George Trouser.

BERTHOLD's Core collection comprises 14 non-gendered pieces, including outerwear – bomber, raincoat, parka and puffer cagoule – a range of shirts and trousers, a pouch and a crossbody bag. All pieces are black, and the dominant

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materials are cotton (both natural and coated) and neoprene, a long-standing favourite of Raimund on account of its sculptural quality.

The collection has been distilled from several years of research, refining the fit and developing the form of some of BERTHOLD's most beloved garments from previous seasons, and taking note of which BERTHOLD garments the brand's global network of advocates choose to wear everyday. The collection includes some of Raimund's signature design features, such as dropped-crotch cargo-style trousers, roomy coats designed to work on every body type, high-shine patches and graphic silhouettes. Confident but unshowy, functional but elegant, the Core collection is, in effect, the BERTHOLD uniform.

Since its establishment in 2009, BERTHOLD has always sat uneasily in the realm of fashion; a resolute outsider that seemed to fly in the face of trends and conventions, and to pioneer a new territory more akin to the world of design or fine art. By acknowledging and embracing this distinction, Raimund and the BERTHOLD team plan to evolve the brand into a bold new proposition for an international art-and-design audience, without sacrificing the utility, elegance, and materiality that have been its lifeblood since the beginning.



Wet-plate photography by Kasia Wozniak.

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Wet-plate photography by Kasia Wozniak. Garments pictured: Oscar T-Shirt, Bunny Vest.

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As well as strengthening BERTHOLD's connections to the art world it has always been more comfortable in, the move beyond the flow of fast fashion enables BERTHOLD to adopt a more streamlined production strategy. Because it is not selling products to large retailers who are liable to overstock, the brand only produces what it needs – a much more sustainable approach.

In keeping with BERTHOLD's ethos of creative collaboration, the Core collection lookbook has been shot by London-based photographer Kasia Wozniak using the wet-plate collodion process, an early photography technique that dates back to the 19th century. Shooting on a handmade 1920s Gandolfini camera, Kasia creates a series of one-off images, each on a single aluminium plate. This approach – the opposite of the disposable Instagram-fuelled fashion imagery that has become the norm – shares an emphasis on touch, time and tone that complements Raimund Berthold's own process as a designer.

The Core collection will be available at berthold-uk.com from Thursday 5 September onwards.

Notes to editors

For more information about the Core collection and BERTHOLD, please contact Jodi Moss at jodi@zetteller.co.uk or Chris Hayes at chris@zetteler.co.uk, or reach them on +44 (0)20 3735 5855.

About BERTHOLD

Founded and led by Austrian-born designer Raimund Berthold, BERTHOLD is the London-based clothing brand for the makers and shapers of culture. Raimund draws from the worlds of contemporary art and architecture to create bold, elegant and inventive non-gendered garments that go their own way; clothes defined by design, not catwalk trend. With a pronounced emphasis on quality and craftsmanship, BERTHOLD is characterised by precision, materiality, a utilitarian approach to colour, and silhouettes that resist defined shapes.

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Garments pictured from left to right: Ed Shirt, Seth Trouser Ed Shirt, Seth Trouser.