

Show
SS25

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4PM



Berlin

Avenir Unveils SS25 Collection: Focusing on the Modern Commuter of Tomorrow

2024-07-02

Avenir, a Berlin fashion brand celebrated for its meticulous craftsmanship and forward-thinking design, is set to introduce its COMMUTE SS25 collection during Berlin Fashion Week. This new collection promises to redefine alternative commuting attire with a seamless fusion of style and functionality. The SS25 collection will debut on July 2, 2024, at Potsdamer Platz.

Founded by Sophie Claussen, whose illustrious career includes stints at fashion houses such as Givenchy, Lanvin, and Jens Laugesen in Paris and London, Avenir is committed to creating high-fashion pieces that prioritize both aesthetics and sustainability. Claussen's experience and vision have propelled Avenir to the forefront of contemporary fashion, expertly blending innovative tailoring with upcycling. Avenir champions a circular economy model, ensuring that products, components, and materials maintain their highest function and value, thereby minimizing resource waste.

"At Avenir, we believe clothing is a powerful medium of self-expression, both privately and publicly," said Claussen. "Our SS25 collection is designed for discerning individuals who seek style and craftsmanship. We offer inclusive power dressing solutions that resonate with our customers' values and enhance their personal style."

Avenir SS25 Runway Show

Date: Tuesday, July 2, 2024

Time: 4 PM

Location: Varian-Fry Str. 1, 10785 Berlin

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Artistry is central to Avenir's philosophy, and the SS25 collection epitomizes this, with each garment meticulously handmade in the EU by skilled artisans. This diligent approach ensures the highest quality and attention to detail, with countless hours dedicated to crafting each unique piece.

"Our strength lies in our commitment to craftsmanship," Claussen continued. "We prioritize artistry and precise design, ensuring our creations are not only visually appealing but also impeccably made."

The SS25 collection, titled COMMUTE, draws inspiration from the daily rituals of commuting and celebrates the individuality of commuters worldwide. Each piece captures the essence of Berlin's urban landscape, the brand's birthplace, incorporating materials and influences that reflect the rich mosaic of city living. The designs are versatile, seamlessly transitioning from cycling to the office, making them perfect for the modern, on-the-go lifestyle.

Avenir's roots in Berlin provide a solid foundation for its mission to nurture growth and foster exploration. Since inception, the brand's journey has been marked by a deepening sense of purpose, understanding, community, and connection. As Avenir continues to evolve, it remains committed to creating garments that embody shared values of style, craftsmanship, and a profound appreciation for fashion.

To explore the collection and learn more about Avenir's design philosophy, visit www.avenirberlin.de



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