

NEHERA

NEHERA AW21
MAIN COLLECTION

META

Over the last years, there has been much discussion about the prefix meta-. From meta-modernism, meta-literature, to meta-art, our vocabulary got besieged with this curious prefix. Recently, the morpheme has come to be understood as self-reference, a design about a design, a picture about a picture, and so on.

So why then entitle NEHERA AW21 Meta?

Because NEHERA as a brand represents an ode to essence, timelessness, and functionality, beyond the transitory trends. In this case, Meta references its original meaning, from the Greek μετά which gave us metaphysics.

NEHERA AW21 is like a swing between reflections of the past, the surrealism of the present, and visions of the future.

The collection is a metaphysical essay inspired by “The Song of Love” painted by the surrealist precursor de Chirico. Another inconspicuous muse came from two extraordinary women of the past: Elisabetta Gonzaga, a Renaissance noblewoman, salonnière of Urbino known for her elegance, ardent advocate of the most creative minds of the time, and Emilie Louise Flöge, an Austrian couturier, avant-garde businesswoman, and life companion of Gustav Klimt.

The collection goes beyond what is expected of fashion nowadays and doesn't shy away from being illogical, peculiar, melancholic, but also playful, surprising, and unpredictable.

The strong influence of “beyond realism” is held throughout the whole collection with surprising coats and blazers, unexpected materials, prints, or color selection. It excels in festive shirts, dresses, and skirts that are vibrant and diverse. All the exuberant pieces flawlessly combine with essential pieces such as classic trench coats, tailored jackets, and pants for everyday use.

The core palette used in the collection is the essential NEHERA hue, such as beige, off-white and black, accompanied by special contrast colors, such as flamingo, mustard, gold, and silver; a bizarre juxtaposition that accentuates the dreamy, surreal feeling of the collection.

The expected high-quality materials like virgin wool, wool gabardine, stripe suiting, alpaca, or cashmere Melton are contrasted by unexpected and bold materials such as liquid velvet in gold and silver color, crinkled lining in silver and black mixed in unanticipated structures.

100% cashmere line enhances the NEHERA typical super geelong merino wool offering in knitwear. Asymmetric turtlenecks and dresses in cashmere nurture a dreamy tactile sensation for the skin while chunky reversible cardigans and beanies bring protective outerwear quality and a feeling of safety.

The magical touch of "Surreal Tiles" print applied on see-thru viscose organza changes suddenly its watery invisible substance into the palpable transparent print layer. Once the printed organza is applied over the inner nontransparent fabric with the same print, each movement of the body makes the materials come to life and dance. The harmony of the two layers with the same print conveys a strange optical illusion on dresses, skirts, and shirts.

The second print is an oversized, passionate dance of colors and shapes, a subtle reference to the painting "The Song of Love" by de Chirico. The usage of this type of print is a bold move from NEHERA in breaking its own conventions and exploring new territories.

As always, NEHERA AW21 Collection aims to be an experience and a statement that goes beyond the fashion conventions.

The designs convey the essence of functional comfort for everyday life, not losing sight of bringing attractive and innovative wear solutions that surprise by overstated emotive gestures balancing the essential understated elegance.

About NEHERA

The essence of NEHERA is functional comfort. Relying on creativity and innovation to create exceptional fashion that remains elegant, regardless of the evanescent trends. In a fashion world obsessed with More, NEHERA uncovers the beauty in Less. With a twist.

The timelessness of the designs is reflected in the quality of materials. Along with local craftsmen, every fiber is carefully reviewed to match the most rigorous sustainability benchmark.

NEHERA's culture champions spontaneity, vitality, and sustainability, while the creations feel grounded and unassuming. Removing the unnecessary, and the superfluous to reveal graceful designs that are honest, unique, and quietly compelling. Understated elegance is balanced by emotive gestures.

NEHERA is an independent Slovak brand that revived the heritage of the famous Czechoslovak brand that flourished in the 1930s and made history worldwide in the integration of design, production, and retail.

The artisanal tradition of the Czechoslovak textile industry goes back to the first ready-to-wear factory established in 1868, mainland Europe in Prostejov, the Moravian hometown of Jan Nehera.