

Press Review

2018-2024



19/01/2024

<https://www.harpersbazaar.de/runway/032c-herbst-winter-2024-paris-fashion-week>

Harper's BAZAAR

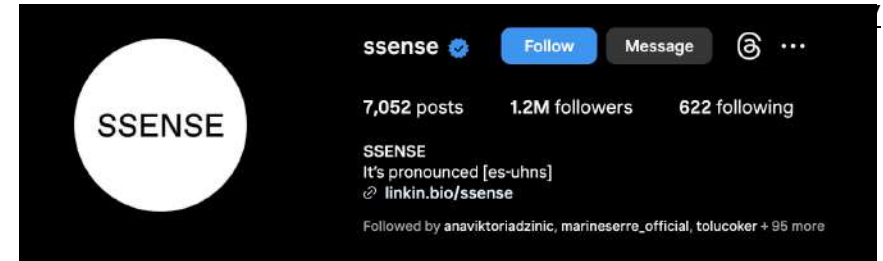
BERLIN LABEL 032C MADE ITS CATWALK DEBUT DURING PARIS FASHION WEEK



Just please don't expect a hype collection at this point. What Maria Koch is presenting on the catwalk for autumn/winter 2024/25, for women and men, is not short-lived and fast - but versatile, enigmatic, even timeless. A uniform for the city. For day and night, even if the collection is titled "Nighthawks". In German: "night owls".

19/01/2024

<https://www.instagram.com/>



SSENSE **ssense** 🌐 New presenting the first ever @032c fashion show in Paris. Not only is the outerwear a FW24 must-have, but Maria Koch is bringing back super-slender skinny jeans. Yes, they're back and best worn with the classiest pumps. Which looks is your favorite?

19/01/2024

https://www.instagram.com/p/C2SKoUtNyY4/?img_index=6



19/01/2024

<https://fashionunited.de/nachrichten/mode/in-bildern-das-laufsteg-debuet-von-032c-in-paris/2024011954864>

FASHIONUNITED

In pictures: 032c's catwalk debut in Paris



Creative director Maria Koch showed almost 40 looks, a mix of men's and women's wear, during men's Paris Fashion Week. For AW24 she opted for a mix of sporty outerwear and elegance, with a touch of glitter meeting the leather look typical of Berlin.

19/01/2024

<https://de.fashionnetwork.com/fotogalerien/photos/032c,52953.html>

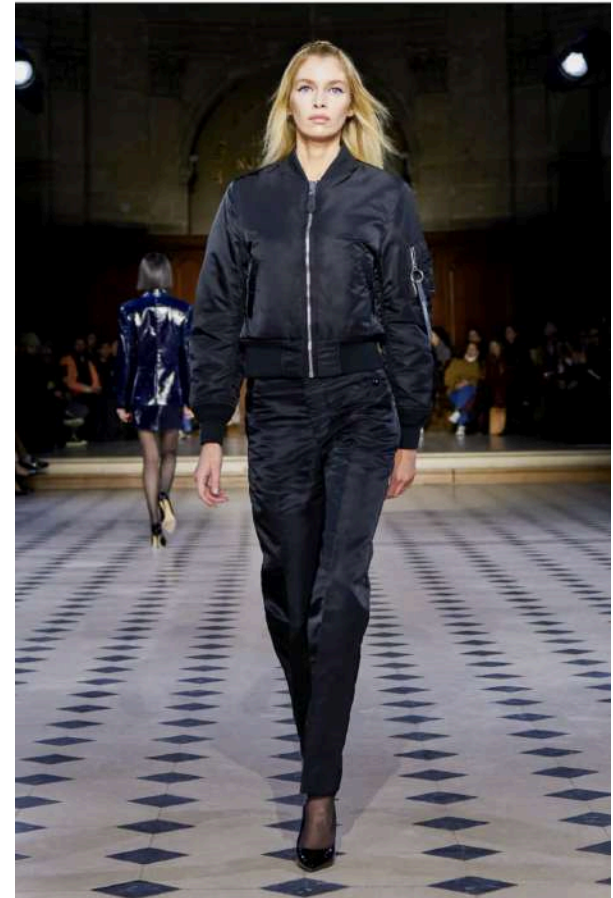


FALL/WINTER 2024/2025 PARIS - MENSWEAR FASHION SHOWS

★★★★☆ 4.25/5

19/01/2024

<https://wwd.com/runway/mens-fall-2024/paris/032c/review/>



RUNWAY / PARIS 2024 MEN'S FALL

032c RTW Fall 2024



032c

FALL 2024 MENSWEAR

HYPEBEAST

032c FW24 Brings Berlin Straight to Paris in Debut Show at Paris Fashion Week



Berlin-based cult magazine [032c](#) has debuted its first ever runway show at [Paris Fashion Week](#). Revealing its [Fall/Winter 2024](#) to press from around the world, the media brand show the fashion industry how it is transforming into a luxury fashion label. [Joerg](#) and [Maria Koch](#) said, "Nobody asked us to do a show at Paris Fashion Week. And nobody asked us to transform a media brand into a luxury fashion brand. Yet here we are."



brendahashtag ✓

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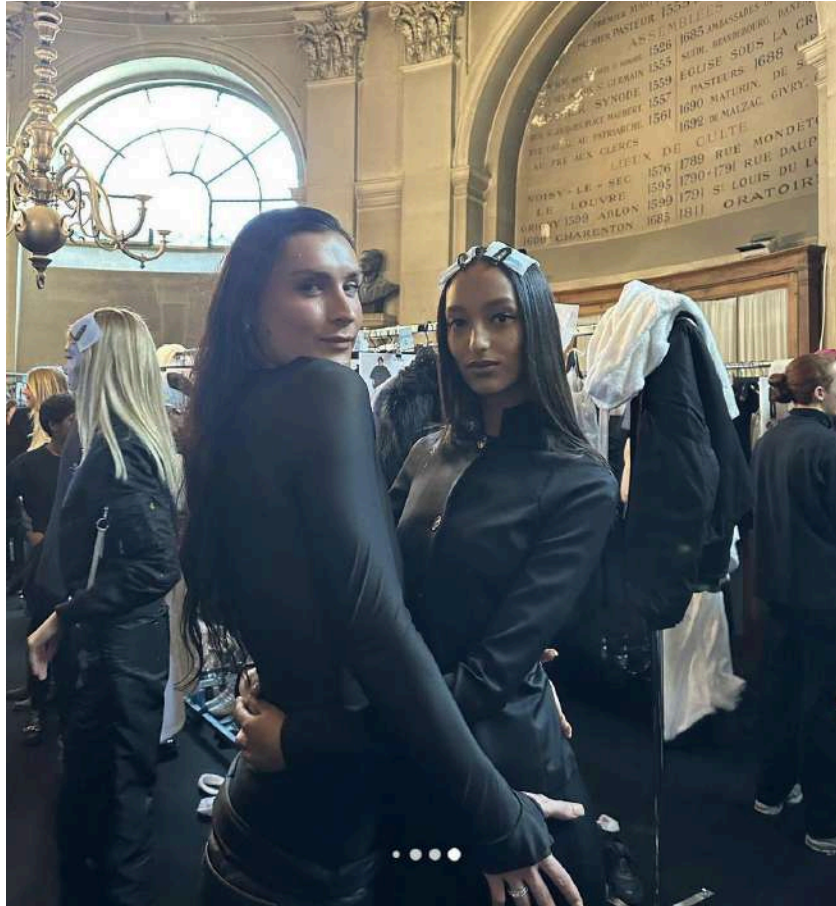
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brendahashtag ✓ OH YOU GUYS DO FASHION? @032c congratulations dear @maria_koch @rasbartram and entire @032c.readytowear team



lucienpages ✓

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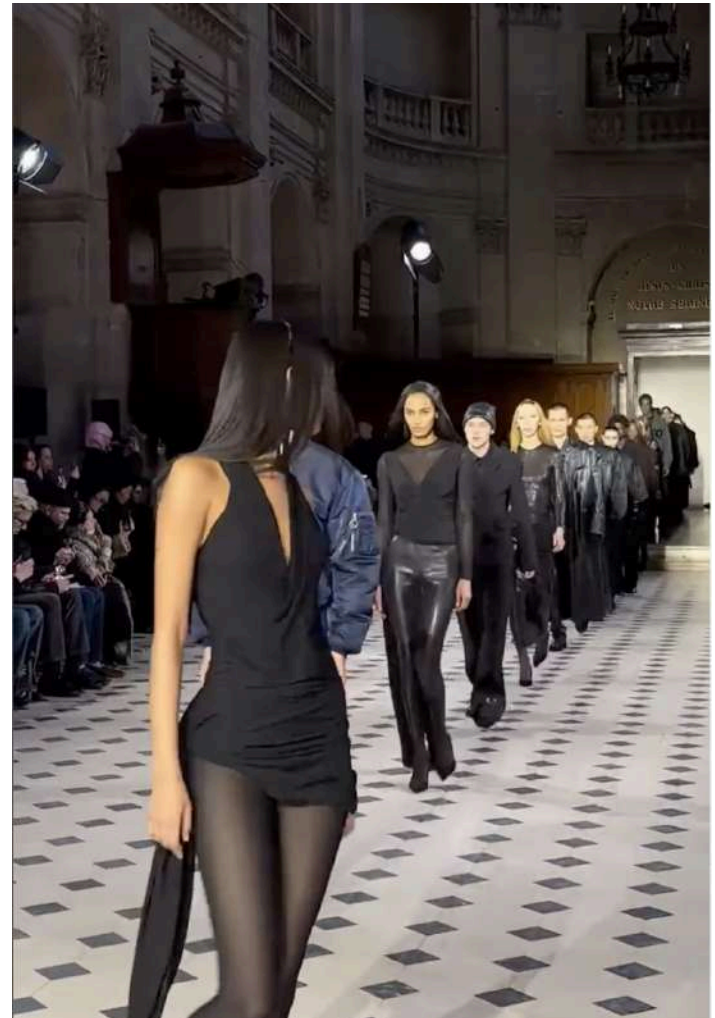
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lucienpages ✓ Congrats @maria_koch for your first Paris show for @032c @032c.readytowear ❤️❤️❤️

18/01/2024

<https://www.berliner-zeitung.de/stil-individualitaet/berlin-mode-label-032c-runway-show-in-paris-kirche-video-li.2178315>

FASHIONUNITED

Berlin magazine 032c makes its debut on the Parisian podium



032c Workshop, the brand associated with the magazine, paraded during the official calendar of Paris Men's Fashion Week, which takes place from Tuesday 16 to Sunday 21 January 2024. The show is accompanied by a showroom, which will take place from 19 to January 23, during which the label's creative director, Maria Koch, will present her FW24 collection.

18/01/2024

<https://www.tag-walk.com/en/collection/man/032c-cosmic-workshop/fall-winter-2024?city=paris>

TAGWALK
THE FASHION SEARCH ENGINE



THE IMPRESSION



Photo: launchmetrics Spotlight for The Impression

Berliner Zeitung

Holy Mary: The fashion show of the Berlin label 032c in a Parisian church (video)

In keeping with the almost religious veneration of 032c, the Berlin cultural brand now staged its first Parisian fashion show in a church. Amen.



On Thursday afternoon, the Berlin magazine and fashion brand 032c presented its collection for next fall at L'Oratoire du Louvre, a church in the 1st arrondissement in Paris. The timing and location of the label's very first fashion show were perfectly chosen because it was Fashion Week in Paris.

PARIS MEN'S PREVIEW **WWD**

Kartik Research, Masu and O32c Are Ones to Watch in Paris

Themes of friction, discomfort and radicalized shapes for an urban uniform are among the ideas the three brands are bringing to menswear for fall 2024. BY LILY TEMPLETON, RHONDA RICHFORD AND JOELLE DIDERICH

PARIS – With themes of friction, discomfort and radicalized shapes for an urban uniform, a trio of international designers from India, Japan and Germany are bringing challenging ideas to Paris Men's Fashion Week for fall 2024.

Kartik Research

Less than a year after being shortlisted for the LVMH Prize, Indian designer Kartik Kumra is preparing to stage his first physical presentation in Paris with a fast-expanding label and a new name.

Following a trademark challenge, the craft-focused menswear brand has changed its name to Kartik Research from Karu Research, but Kumra isn't letting that glitch break his stride. He plans to open his first store in New Delhi next month, to be followed by an international location later this year.

And the fall collection he's set to unveil on Sunday may include his first womenswear pieces, which the self-taught designer is soft-launching three years after founding his brand.

It's all happening much faster than expected. When he applied to be included on the official Paris Fashion Week menswear calendar, Kumra thought he had "a five percent chance" of success.

"It's crazy. I didn't realize it was this much work," he confessed with a laugh. "The idea of presenting and organizing something at this scale is something that I've just never done before. I never even went to a fashion show before, so it's going to be kind of interesting."

Though Kumra's creations are labor intensive – his woven textiles require no electricity to produce thanks to the use of handlooms and natural dyes for the prints – he has an ambitious vision of creating an Indian heritage brand with global reach.

This season he's also introducing a new aesthetic. "In the past, we leaned into this romantic side of India, this idea of India that doesn't actually exist," he said. "This time, I kind of wanted to include some element of friction, so there's more military references. It's a little bit more chaotic, but the traditional stuff is also there."

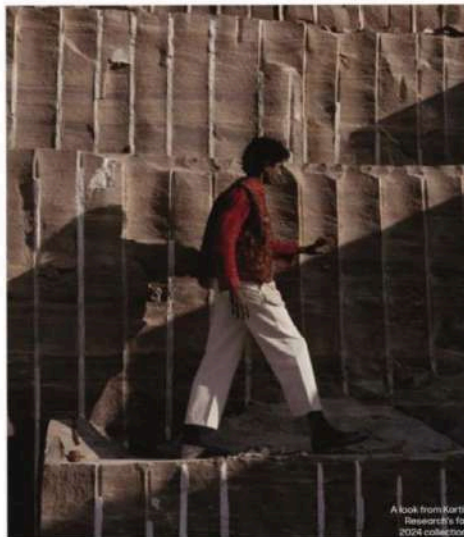
Even though his name is now on the label, he plans to keep the spotlight on craft. "I'm not honestly that focused on it being autobiographical or about me. Our process is at the core of the brand, and that's a collaborative thing with the artisans," he said. "The intention with anything we do is not really to make a spectacle. It's just [to] make good product." – *Joelle Diderich*

Masu

For Tokyo-based designer Shinspei Goto, coming to Paris to show his work was an inevitable gauntlet. "It is the place where the best people gather and the biggest audience, just like the Olympics and the World Cup," he told WWD ahead of his first show in the city.

Fashion is after all something he's been gearing up toward from childhood, when he and his older brother would sneak into the closet of their chic grandmother, who was a painter, to snag a Gobelin weave jacket with shoulder pads or a patterned silk scarf to costume themselves while playing.

"From the age of 15, as I bought leather



A look from Kartik Research's fall 2024 collection.

to make wallets and cut custom holes in jeans with a knife, I naturally began to think that I would become a fashion designer in the future," said the designer, who went on to study at Tokyo's Bunka Fashion College.

As a student job, Goto scored a spot at Laika, a well-known vintage store with a huge cache of hard-to-find and collectible designer wares, where he was tasked with repairing and eventually remarking items. This experience gave him an appreciation for "clothes that can be a vintage for someone, loved beyond the times," from their historical rooting to their materials and cuts.

This approach caught the eye of Masu owner Shoki, a Japan-based textile manufacturer, who appointed Goto designer for the brand in 2018.

Named after the "masu" verb ending that denotes polite speech, the eight-year-old brand has 35 stockists in Japan and 10 doors internationally in South Korea, China, Taiwan and Canada. Its prices start at around 10,000 yen for simple tops and go up to 120,000 yen for outerwear, with trousers and knitwear averaging around 45,000 yen.

Goto's work for Masu netted the brand the 2023 Fashion Prize of Tokyo, which is organized by the Japanese capital's metropolitan government, and paved the way for its debut in Paris for fall 2024.

On Wednesday, the designer will present a fall collection that subverts usually somber ideas such as loneliness and bad weather.

"I want to affirm through my clothes that

there is beauty in ordinary days, dirty things, ugly things, sad events, and even in the culture that has become obsolete," he explained. "I am motivated to design by feelings of discomfort and anger in life. We transform that frustration into humor and kindness to assemble our collection."

– *Lily Templeton*

O32c

Growing from its magazine and branded merch roots, O32c has morphed into a powerful cultural brand led by Berlin-based creative director Maria Koch.

The label launched men's ready-to-wear at Pitti Uomo in 2018, followed by London

Fashion Week that fall, and dipped its toe in the Paris pool with a garden presentation last season. Now it is prepping for its first runway show scheduled for Thursday.

Koch brings the minimalism of Jill Sander and the utilitarian ethos of Yeezy, brands for which she has worked and consulted, to the collection. Collaborations have included sneakers for Adidas and essential bodywear for lingerie brand Skigg as it has expanded from streetwear to a full lifestyle brand that she hopes can be an antidote to the industry's overproduction and constant chasing of trends.

"The biggest ambition is really to create a nearly timeless urban uniform. It's not so much about the season and you can't really say if it's from the past, the present or the future. It's completely detached from the idea of time," she said. "It's my intellectual philosophy right now, that I've tried to answer for myself, and with this new collection."

To achieve that, she looked to Romanian artist Victor Man's "The Lines of Life" show at Frankfurt's Städel Museum. Koch always begins a collection with color, instead of fabrics or silhouette, and Man's muted brights formed the basis of this season. "So it's quite moody," she said of the palette, while the shapes are "radicalized."

Koch swings on a pendulum between baggy, oversized styles and narrow, body-hugging silhouettes. This season she landed on the latter. "I'm into skinny jeans again, and the tailoring is quite sharp."

Though she trained as a womenswear designer, the coed show will be about 60 percent men's, all of which she has learned through experimentation over the seven years since the line launched. O32c opened its own atelier in 2022, with patternmakers and seamstresses on site.

With the increased attention, it has also been able to improve its suppliers, Koch said, and the quality of textiles and tailoring will make a big leap with this collection.

That, she hopes, will result in increased retail presence. Pieces from the brand are already carried in stalwarts such as Selfridges and KaDeWe, but Koch hopes they go deeper into the line's full offering. "It's about the quality, of course, but I feel all these gimmicks in some lines have ended up with a cynical approach, and that isn't something I'm aiming for at all," she said. – *Rhonda Richford*



A preparatory sketch and fitting preview of Masu's fall 2024 collection by designer Shinspei Goto.

16/01/2024

<https://www.instagram.com/hypebeast/>



15/01/2024

<https://hypebeast.com/2024/1/what-were-excited-to-see-at-paris-fashion-week-mens-fall-winter-2024-feature>

HYPEBEAST

What We're Excited to See at Paris Fashion Week Men's FW24

From Pharrell Williams' third LV collection to 032c's PFW debut, here is everything you need to know.



032c's PFW Debut

Berlin-based label 032c is migrating to larger grounds this season, holding its first runway show at Paris Fashion Week Men's. Creative Director [Maria Koch](#) announced the news in late 2023, sharing a hand-written note packed with excitement. The brand will bring its androgynous creations to the capital's L'Oratoire du Louvre, dressing the historic Protestant church in edgy details.



Feid's oversized suit at the 2023 Latin Grammys or how exactly an oversized suit should look



Without fanfare but with an overwhelming presence, Ferxxo proved to be one of the best dressed of the evening.



Audemars Piguet x 1017 Alyx 9SM Dinner with 032c in Berlin



This Monday, we co-hosted a dinner to celebrate the launch of the new collaboration between Audemars Piguet and Matthew Williams' 1017 Alyx 9SM. After having the opportunity to view the four watch models at the 032c Workshop in Berlin-Charlottenburg, guests attended a private dinner at Grace Restaurant. Among others, Andro Wekua, Pierre Jorge Gonzales, Dr. Emi Arpa, Shayne Oliver, Rampa, Anna Uddenberg, Kool Savas, Inga Griese, Micky Rosen, Langston Uibel, and Vitali Gelwich joined us for an evening of sounds by Bill Kouligas and champagne on Ku'damm. In our upcoming issue #44, Williams is one of the six cover stars wearing the piece that disrupts traditional watch design.

08/11/2023

<https://www.instagram.com/ssense/reel/CzY5x4IACcS/>

02/11/2023

<https://www.revistagq.com/articulo/feid-latin-grammy-2023-look-traje-032c>

SSENSE



ssense For SSENSE XX, @032c has re-created its Religious Services sweatshirt, introduced with an SSENSE-exclusive colorway in 2016, as a long sleeve shirt. The exclusive shirt mirrors 032c's typical, subversive fashion. Graphics—including prayer hands and the Benedictine phrase for “pray and work”—play up pious associations, while the contact information offers a direct line to the brand’s office. Get yours from 10 a.m. ET on [XX.SSENSE.COM](https://www.ssense.com)



b1ock_store B10CK X @032c 23AW DESTINY'S CHILD Special Pop-up space

17/10/2023

<https://032c.com/magazine/032c-x-b1ock-warehouse-party-in-hangzhou-china>

032c

032c x B1OCK Warehouse Party in Hangzhou, China



The city Hangzhou is commonly known as “heaven on earth” in China. We made the ancient capital of the Southern Song Dynasty a little more hardcore last Saturday with a legendary warehouse party in collaboration with **B1OCK Concept Store**. The event, which celebrated the opening of our **DESTINY'S CHILD** collection pop-up during Shanghai Fashion Week, was attended by the city's vibrant youth scene as well as personalities such as Wiwen Wang, Ai Zhengrui, and Zhe Wang. For those who were unable to attend, we've got evidence that it was a [banger](#).

27/07/2023

<https://www.soccerbible.com/lifestyle/clothing/2023/07/fashion-brand-032c-lau-nch-collaboration-with-juventus/>

SOCCERBIBLE

Fashion Brand 032C Launch Collaboration With Juventus



Last year, Juventus linked up with [Liberal Youth Ministry for a limited-edition collection](#), remixing the club's 2022/23 adidas away shirt. For 23/24 it's more of the same, with 032c stepping in as the collaborative partner that takes aim at the new 23/24 home shirt, creating two different versions of customisation (short and long sleeve) as well as a cap and a scarf. The collection's flame motif that takes inspiration from 032c archive designs, is a tribute to Juventus supporters.

27/07/2023

<https://hypebeast.com/2023/7/juventus-football-club-032c-collaboration>

HYPEBEAST

032c and Juventus' Collaboration Takes Football to the Rave Scene



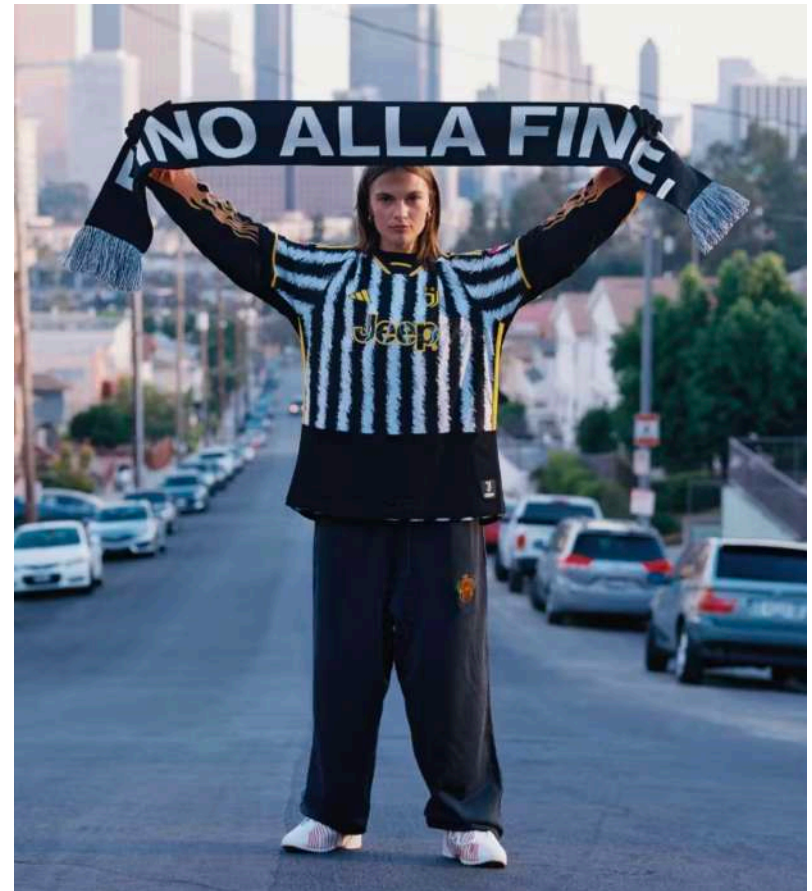
Berlin-based magazine and fashion brand **032c** has connected with Italian football giant **Juventus** to present a brand-new collection — and it looks to merge the magic of the beautiful game with the rough-and-ready side of Berlin's iconic rave scene.

26/07/2023

<https://www.highsnobiety.com/p/juventus-032c-collab/>

HIGHSNOBIETY

032C & JUVENTUS IS PROOF THAT FOOTBALL IS FASHION



032c, the Berlin-based magazine and fashion brand, has united with 36-time Italian champions Juventus for two limited-edition customized adidas Football jerseys and accompanying accessories.

29/06/2023

<https://www.textilwirtschaft.de/fashion/news/berliner-fashion-instanz-032c-von-kopf-bis-kopfkissen-in-paris-240901>

29/06/2023

<https://www.essentialhomme.fr/collection-printemps-ete-2024-032c-paris/>

TextilWirtschaft

032c: From Head to Pillow in Paris



A Taste of Berlin in Paris: 032C hatte während der Fashion Week geladen.

032C is many things. Magazine, fashion label, creativity authority. In Paris, the Berliners were visible in several places at Fashion Week.

MEN'S ESSENTIAL

THE MAGAZINE THAT DRESSES MEN



032c's Spring/Summer 2024 collection reshapes the familiar to offer a fresh perspective

FIZZY MAG

032c and MYKITA's New MARFA Eyewear Collaboration

A fusion of artistic vision and technical brilliance.



In an exciting collaboration that merges the creative forces of two Berlin powerhouses, MYKITA and 032c, the much-anticipated MARFA eyewear collection is set to be unveiled during the 032c Readytowear SS24 Presentation. This joint venture embodies the independent spirit of the city and brings forth a stunning eyewear design collaboration.

TOKION



Eyewear brand "MYKITA" and fashion label "032c" have announced a collaboration model "MARFA". The model was unveiled at the 032c Spring/Summer 2024 collection presentation held in Paris on June 23rd, and will be available at Mykita stores, 032c workshops, and some Mykita stores around the world in early 2024. It is scheduled to be released at stores that carry "032c". The piece features organic lines and a sculptural, voluminous, wraparound design that expresses 032c's pursuit of freedom, exploration and creativity.

24/06/2023

<https://www.vogue.com/fashion-shows/spring-2024-menswear/032c>

VOGUE RUNWAY

032c

SPRING 2024 MENSWEAR



The overall effect of the collection was a bit softer than prior outings. But softer doesn't necessarily mean easier going—these were still pretty serious clothes. “Berlin is always talked about with words like ‘industrial’ or ‘Berghain.’ It’s not all that,” said the designer. “It has beautiful gardens, stately homes. There’s a less intense side of it.”

24/06/2023

<https://www.wwd.com/runway/mens-spring-2024/paris/032c/review/>

WWD

WOMEN'S WEAR DAILY

RUNWAY / PARIS 2024 MEN'S SPRING

032c RTW Spring 2024

Maria Koch wants to show a new vision of Berlin's creativity with a collection including a partnership with high-end eyewear maker Mykita.

By ALEX WYNNE  JUNE 24, 2023, 4:31AM



Maria Koch built on the notion that nothing in this world is truly new, especially when it comes to fashion. “Trying to do something new is a marketing strategy,” said the creative director of the buzzy German label at a cocktail party to celebrate the launch of her collection. “What is new is to find a scenario that changes something existing.”

24/06/2023

<https://hypebeast.com/2023/6/032c-spring-summer-2024-nothing-new-collection-lookbook-paris-fashion-week-maria-koch>

HYPEBEAST

There's "Nothing New" to See Here With 032c SS24

Maria Koch carries over brand staples, reworks them and serves it all up in a washed-out palette, reminding us of the clothes we already have.



Think about it: is there actually anything new in this day and age? Sure, there are advancements, but what's actually completely new, unheard of, never done before? These are the questions 032c, by means of Maria Koch and its ready-to-wear division, want you to think about when it comes to dissecting its Spring/Summer 2024 collection.

11/06/2023

<https://www.faz.net/aktuell/stil/mode-design/die-50-wichtigsten-deutschen-in-der-mode-barbara-sturm-birkenstock-leon-dame-18938583.html>

Frankfurter Allgemeine

The 50 most important Germans in fashion



BRENDA HASHTAG Fashion Editor "032c" and founder DISRUPTIVE BERLIN

43 Brenda Weischer, aka Brenda Hashtag, is a phenomenon. A feed full of exclusively black and white looks (preferably Rick Owens from head to toe), a hip online vintage store that you can only join via a waiting list, and now also a thoughtful fashion critic at the Berlin magazine "032c". Weischer doesn't mince his words. The controversy surrounding Bottega Veneta's after-show party during the lockdown in Berlin started with her. And she was just one of the few who said what many are probably thinking: Where has Karl Lagerfeld's brilliant humor gone at his current retrospective at the Metropolitan Museum of Art in New York?

032c

032c Names **BRENDA WEISCHER** New Fashion Editor



We're pleased to announce that **Brenda Weischer** aka **@brendahashtag** is the new fashion editor at 032c. As an official member of the team, Brenda will continue to disclose fashion enigmas and expose the industry's gatekeepers in her **business column**.

HIGHSNObIETY

FROM KIERKEGAARD TO MRS. KNOWLES WITH 032C FW23

10 MONTHS AGO IN STYLE
WORDS BY HIGHSNObIETY



But the shapes are surprising: there's the inimitable volume one expects from 032c wearables but also snug, form-fitting performance gear and slinky eveningwear. Two forms of velvet — one delicate and sheer, the other scarred by paint — epitomizes the dichotomy.

23/01/2023

<https://www.vogue.com/article/032c-fall-2023>

VOGUE

RUNWAY

032c's Fall 2023 Collection Was Called "Destiny's Child," But Its Inspiration Isn't Who You Think

BY TINA ISAAC-GOIZÉ
January 23, 2023



"She's a classical German intellectual," Koch said. "She wanted to do it, and then she realized it actually hurts." Koch took a similar leap with a collection that spoke to what she calls a "resonant approach." As a visual reminder, a spider circled back in detachable patches, "spider leg" typography, and details of fabrication.

20/01/2023

<https://wwd.com/runway/mens-fall-2023/paris/032c/review/>

WWD

WOMEN'S WEAR DAILY

RUNWAY / PARIS 2023 MEN'S FALL

032c RTW Fall 2023

What do you get when you cross Kierkegaard with a tattoo? 032c has the answer.

By ALEX WYNNE  JANUARY 20, 2023, 1:19PM



"I want to see the body again," Koch explained.

There were shearling jackets with subtly ruched sleeve details and waxed cotton tailoring with a washed-out effect. Among the quirkier pieces, a pale yellow flared skirt in slightly translucent velvet started below the knee, attached with a harness and paired with a matching leather micro-mini, complete with a zip-up crotch.

06/11/2022

<https://hypebae.com/2022/11/sloggi-032c-workshop-collaboration-loungewear-maria-koch-interview>

hypebae

MARIA KOCH BREAKS DOWN HER INTENTIONS BEHIND THE NEW SLOGGI X 032C WORKSHOP COLLECTION



Tell us a bit about how the collaboration with Sloggi came about.

We were originally searching for a strong partner to do an underwear capsule with. My dream partner was Sloggi — as a young teenager I was only wearing underwear by them, and I remember their comfort, quality, and minimal look. In the end, we ended up not doing underwear because they came up with another very interesting proposal on loungewear.

22/08/2022

<https://www.welt.de/iconist/mode/article240237589/032c-bis-GmbH-Berlin-ist-zur-Modemetropole-geworden-wie-konnte-das-passieren.html>



FASHION 032C TO GMBH

Berlin has become a fashion metropolis – how could this happen?

Published on August 2nd, 2022 | Reading time: 6 minutes



By **Adriano Sack**
Head of Style department



“This is the most exciting street in Berlin: busy at any time of day with eccentric original Charlottenburgers, tourists and *young kids*,” says Maria Koch on an early summer evening. She and her husband Jörg are the masterminds behind the magazine “032c” and the fashion brand of the same name. In the next few days they will be opening a boutique a few doors down, the dimensions of which are manageable, but whose standards leave you a little breathless: the customer enters from the street into a bright red room, in the Pantone color, which also gives the brand its name. “I actually wanted to make the walls out of metal,” says Maria Koch. But that was too complicated. And the difference won’t be noticeable in the countless selfies that will probably be taken here anyway.

22/07/2022

<https://www.businessoffashion.com/articles/retail/fashion-magazine-and-brand-032c-opens-berlin-store/>



RETAIL
Fashion Magazine and Brand 032c Opens Berlin Store

The publication, which also created its first ready-to-wear line in 2018, will open its first stand-alone retail space on Saturday, July 23, at 11 am CET.



Designed by husband-and-wife duo Joerg and Maria Koch alongside Davide Rizzo Architects, the space features a gallery in the front. This exhibition will display rotating work by artists and collaborators, starting with Sterling Ruby, the Gagosian-represented artist and the designer behind S.R. STUDIO. LA. CA.

13/06/2022

<https://de.fashionnetwork.com/news/Das-erfolgreiche-Berliner-label-032c-defiliert-im-juni-in-paris.1367988.html>



The successful Berlin label 032c will be in Paris in June



"Clothes today are about communication and the way you communicate. The houses now want to produce all the content. We've done that from the beginning. We're de facto the only ones who started out as a magazine, since "We produced content when we were founded and then became a brand. Success didn't take long to come because we offer real content. We are good communicators and good designers at the same time," says the creative director in a nutshell.

04/06/2022

<https://www.arte.tv/de/videos/106757-007-A/tracks/>



tracks
Rap and fashion



"Tracks" is dedicated to the strong connection between rap and fashion. Maria Koch, creative director of 032c, explains the establishment's new understanding of fashion and its longing for the codes of the "street". BFRND, head of music at Balenciaga, gives an insight into the impressive sound worlds of the hip Parisian luxury label and reveals what makes head designer Demna Gvasalia's designs so irresistible for rap stars. The dazzling rapper Ichon has gone through many style phases and explains at the flea market in Paris-Montreuil that you don't need a lot of money to dress well. "Tracks" also pays tribute to the icon Virgil Abloh: companions such as Boys Noize, stylist Bloody Osiris and Kai-Isaiah Jamal pay tribute to the designer, DJ and first black creative director of Louis Vuitton.

27/01/2022

<https://www.highsnobiety.com/p/032c-fw22-collection-lookbook-interview/>

HIGHNOBIETY

SEA, SENSUALITY, 032C

2 YEARS AGO IN CULTURE
WORDS BY JAKE SILBERT



"'GUILTY' has these themes of logistics and lust, with the industrial port background we have given it, but you also have ideas of connection and exchange - expanding onto the world, blending energies," Koch explained to Highsnobiety.

23/05/2022

<https://www.highsnobiety.com/p/032c-fw22-collection-lookbook-interview/>

MONOPOL

Fashion director Ras Baun Bartram
“Art doesn’t actually need fashion”



At the age of 20, the Danish stylist Ras Baun Bartram became the new fashion director of the Berlin magazine and fashion label 032c at the beginning of the year. A conversation about his generation, about art and fashion

30/03/2022

<https://www.businessoffashion.com/articles/workplace-talent/the-speedy-rise-of-ras-baun-bartram//>

The Business of Fashion

BOF

The Speedy Rise of Ras Baun Bartram



‘I grew up in the digital age — for me everything has gone super-fast,’ said the 20-year-old Danish stylist, who works with Kanye West and recently became fashion director of 032c.

11/02/2022

<https://highxtar.com/en/ras-baun-bartram-es-el-nuevo-director-de-moda-de-032c/>



032c – Ras Baun Bartram becomes the new fashion director



02/11/2022 | A change at the Berlin media and fashion brand 032c: With immediate effect, the Danish stylist Ras Baun Bartram will be the new fashion director for the internationally known company, succeeding Marc Goehring, who spent four years at the helm of 032c. What does the change mean for the visual signature of the Berlin brand and what projects is Bartram devoting himself to when he begins his new position?

31/01/2022

<https://highxtar.com/en/ras-baun-bartram-es-el-nuevo-director-de-moda-de-032c/>

HIGHXTAR.

Danish stylist Ras Baun Bartram, who worked with Ye on his apocalyptic music video "Heaven and Hell", will join the Berlin-based fashion company, replacing Marc Goehring as fashion director.



"Ras is the kind of incredible creative force you rarely find," says 032c founder and editor-in-chief Joerg Koch. *"We couldn't be more excited to begin this new era with him on the masthead."* Bartram will work hand-in-hand with the magazine for both the print version and the collection campaigns in a *"unique and integrated way,"* says Koch.

13/06/2021

<https://www.berliner-zeitung.de/wochenende/joerg-und-maria-koch-die-einzigen-berliner-die-was-von-mode-verstehen-li.164144>

Berliner Zeitung

Jörg and Maria Koch: These Berliners really understand fashion

While Vogue and Harper's Bazaar are fighting for survival, the global following of the Berlin magazine 032c and the fashion label of the same name is growing.



And while in Germany there are increasing reports of departures in the executive suites of large lifestyle publishers and the German fashion industry is fighting in vain against its bad reputation, the signs at 032c continue to point to growth. This smells captivatingly woody, at least in the Kochs' office, which is filled with a heavy Byredo scent. Jörg Koch waves his hand demonstratively and wrinkles his nose, Maria Koch says admonishingly: "Better than cigarette smoke." Both are dressed entirely in black, like the rest of the staff. The mood is good.

26/03/2021

<https://hypebae.com/2021/3/032c-systeme-de-la-mode-spring-summer-collection-campaign-outerwear-jackets-tees-sustainable-where-to-buy>

hypebae

032C EXPERIMENTS WITH NEW TECHNICAL FABRIC IN "SYSTÈME DE LA MODE" SS21 RANGE



"Just as one plays with words, in 'SYSTÈME DE LA MODE' we play with new materials," the brand commented on the collection. "We communicate with textiles that are as sensitive to body heat as we are to the rising temperature of a conversation, and that pick up on the coldness of the outside air as we register the irony in a remark."

25/03/2021

<https://www.vogue.com/article/032c-spring-2021-collection>

VOGUE

RUNWAY

032C's Spring Collection Demands to be Touched



How will we dress after all this? 032C's team in Berlin put forward one of the most compelling proposals yet, centered on transformational fabrics. The brand's new collection, *Système de la Mode*, features UV light reactive prints, heat-sensitive garment dye, and plenty of reflective and glow-in-the-dark details. Together, the pieces are layered with sheer fabrics, rugged workwear, and hardware details, for a mutable wardrobe that can change as you do.

13/03/2020

<https://www.vogue.de/mode/artikel/032c-ready-to-wear>

VOGUE GERMANY

What is 032c today, Maria Koch? "Brutal elegance," says the designer



This seriousness is visible in her designs - they are objective, yet incredibly sharp and sexually charged. There are mini dresses with cut-outs as well as wide suit trousers made from stiff workwear fabric, sleek robes and slightly tailored, ankle-length coats. Maria Koch cites Jil Sander, for whom she once worked, as an influence for her collection. But a Jil Sander would tailor the coats in question to be boxier and wider. Another influence for Koch is Helmut Newton's photography. That's more like it - sexy, timeless, elegant. The shoes in the collection speak the (also sexually charged) language of another influence, namely that of Liliana Cavani's film "The Night Porter".

27/02/2020

<https://wwd.com/runway/fall-ready-to-wear-2020/paris/032c/review/>

WWD
WOMEN'S WEAR DAILY



RUNWAY / PARIS 2020 FALL READY-TO-WEAR

032c RTW Fall 2020

06/09/2019

<https://www.twinfactory.co.uk/a-chat-with-032c-creative-maria-koch-amidst-the-launch-of-buffalo-london-by-032c-at-browns-east/>

Twin

A Chat with 032C Creative Director Maria Koch amidst the launch of Buffalo London by 032C at Browns East



Maria is full of energy and an un-sentimental kind of nostalgia when she talks about how the Buffalo project came about. "It really felt very natural [...] because when I was in my teenage days I was like a rave kid, like a classic Berlin hardcore rave kid, and everybody would wear Buffalos and my parents never, ever would support that ugly shoe, so it wasn't possible! But at the same time I was very much in to dressage riding, and so somehow this is actually really these two worlds of my teenager times." Maria herself is wearing the short jodhpur boot and is clearly delighted with the end product, which she manages to make look at once very tough and very elegant. In person the shoes very much embody the contemporary mood, where cross-pollination of subcultures is becoming the norm. Yesterday's Horse Girl is today's Party Girl.

03/12/2018

<https://www.vogue.de/mode/artikel/032c-womenswear>

VOGUE GERMANY



INTERVIEW

The 032c show in London: fashion like Raven in the basement club

032c initially took its first steps towards a fashion collection with logo-printed basics. Is fashion merchandise a dirty word for you today?

No, not at all. Merchandise is wonderful as long as the materials and production are ethical.

29/11/2018

<https://cools.com/032c-cosmic-workshop-collection>

COOLS

032c Just Debuted Its First Women's
Collection



Sticking with the magazine's famously utilitarian "leitmotifs," Koch designed a 12-piece collection that reads part sanitation worker, part goth raver (in a good way). In addition to the high number of parachute pants that swooshed down the runway, lighter pieces, like sheer, clingy gowns with sequins, were juxtaposed with clunky, white boots (the shoes were a collaboration with Buffalo).

27/11/2018

<https://officemagazine.net/032c-cosmic-workshop>

office

032c Cosmic Workshop



What does the 032c woman look like? What's her vibe?

She is the one who fits the garment and is smart enough to buy them.

27/11/2018

<https://wwd.com/fashion-news/fashion-scoops/032c-unveils-womens-wear-collection-1202913988/>

WWD

WOMEN'S WEAR DAILY



032c Unveils Women's Wear Collection

Creative director Maria Koch described the collection as minimal and sexy.

27/11/2018

<https://hypebeast.com/2018/11/032c-cosmic-Workshop-second-collection-london-backstage>

HYPEBEAST

032c Brings Berlin to London With "Cosmic Workshop" Show

Take a backstage look at the magazine and label's second collection.



Speaking to *HYPEBAE* about the collection, creative director Maria Koch explained that she was "inspired by being a rave girl in the 1990s, when raves were in squats instead of corporate stadiums, and by the strange sense of both potential and isolation we experienced in our teen years as a part of that scene – and maybe as a part of any subculture. There is a lot of romanticism, of dreaming, of searching for something you desperately want but also can't quite identify, that exists somewhere that you just know is 'not here.' We're celebrating that tension and potential." Head over to [the HYPEBAE site](#) to read the full interview with Maria Koch and take a backstage look at 032c's first womenswear collection.

27/11/2018

<https://www.dazeddigital.com/fashion/article/42364/1/berlins-032c-fashion-show-london-180-strand-womenswear-collection>

DAZED

Berlin's 032c brings its 90s rave inspired fashion label to London



"I was a rave kid, a real rave kid," she said backstage afterwards. "When I was into rave culture, you had the feeling that this was really something, that you were part of a community, that it was a special moment." The collection was prompted by her considering what she could gap she could fill in the amorphous, "everything and nothing" world of streetwear. "It's nothing to do with the 90s in the way they are everywhere now – it's more autobiographical."

26/11/2018

<https://www.vogue.com/article/032c-womenswear-launch>

VOGUE

New Wave Rave: 032c Shows Its First Womenswear in London



But watching the cool-brand employee kids head-nod to dull techno at this show as they Instagram-storied it made it hard to shake a suspicion that millennials born in the '90s, or even later, simply can't compute the subtly analogue variations of the the Gen X past that has so meaningfully seeded their memoryless digital present. Whatever. If you were present back in the day, there was recognizable authenticity in this merch-heavy show. And if you weren't, it was cool anyway. Certainly worth an Instagram post.

21/11/2018

<https://www.businessoffashion.com/articles/media/berlins-032c-magazine-expands-its-fashion-ambitions/>

The Business of Fashion
BOF



Berlin's 032c Magazine Expands Its Fashion Ambitions

The cult title will present its first women's ready-to-wear collection in London on Monday, ramping up a fashion strategy that is projected to generate twice as much revenue as the magazine itself in 2018.

13/08/2018

<https://www.refinery29.com/en-us/2018/08/206961/032c-maria-koch-interview>



032c's Maria Koch: "It's Not That We're Looking To Create Hype"



What's the reason for the focus on limited editions?

"It's not that we're looking to create hype. We limit things from the outset so as not to overproduce. We estimate quantities realistically. Limited editions aren't part of a marketing strategy for us. I can't bear when products are discounted pretty much straight away."

09/08/2018

<https://www.brownsfashion.com/fr/story/24-hours-with-maria-koch>

Browns



Where did the name "Cosmic Workshop" come from?

It's a portmanteau, a play on 032c workshop and the 90s trance musician/ DJ Cosmic Baby. I loved listening to him after long rave sessions.

What tools do you keep in the Cosmic Workshop?

The tools aren't the important part of the workshop – the people are. The team can make anything out of anything. They're masters of DIY.