



FALL / WINTER 2026 „ROOM-FOR-PLAY“

Welcome inside.
Behind closed doors, taste loosens its tie.

We turn the private interior into a public statement. Initially inspired by the idea of the dollhouse — not as a toy, but as a system — the collection steps into domestic space and asks what happens when adulthood moves into rooms once coded as decorative, feminine, masculine or quietly excessive.

Carpets, blankets, curtains and their ornamental patterns migrate from living rooms into wardrobes. Comfort takes centre stage. French terry stretches into elongated trousers, sherpa fleece defines everyday silhouettes, elastic waistbands replace formality. The fabrics we reserve for ourselves — for rest, for softness, for pleasure — are made visible and wearable.

At home, taste behaves differently. In public, it is trained and performed. Inside, it slips. Drawing on Pierre Bourdieu, taste appears as a social code — but the home offers a loophole. Here, “too much” is allowed. Sentiment, excess, contradiction. The collection thrives in this tension between good and bad taste, between style and fashion sins, between what we show and what we hide.

Velour meets brocade reminiscent of ornamental stucco. Hoodie hoods fall long like curtain drapery. Interior logic becomes silhouette. These gestures are serious, not ironic. They echo Walter Benjamin’s idea of the interior as a place where traces of the self accumulate — where memory, desire and identity settle into objects.

Here, adulthood doesn’t erase girl- or boyhood; it absorbs them. Growing up is not linear.
It’s layered, emotional, and unfinished, not unfurnished.

Saturated yellows, turquoise, mint and gold recall the era when velvet and velour ruled interiors with confidence and warmth. Whimsical patterns, worn proudly, never with shame. These tones clash deliberately with several versions of bureaucratic greys — the uniform we slip into when leaving the house.

Outside: restraint. Inside: indulgence.

Celebrating comfort as confidence and privacy as power. Reclaiming the domestic as Room-For-Play — expressive, indulgent, rule-free.

My house. My Rules. My Pleasure

Note to the Press:

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*Creative Direction by Andrej Gronau
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Original Music by Tara Hanajima Pellegatta
Press & Management by Agnès Kausoko &
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Production by Simon Gronau & Sarah Siemering
Sales & Strategy by Michaël Krekels*

Andrej Gronau won this season’s Berlin Contemporary Prize, awarded by The Senate Department for Economics, Energy and Public Enterprises / Projekt Zukunft.

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