

Press Release AW26 -

Laura Gerte presents *Deviant Defiant*, an exploration of willfulness and the trope of the female villain.

Laura Gerte sculpts radical silhouettes, fusing raw femininity with future punk. The pieces move, twist, and pulse with tension — playful yet defiant, provocative yet soft, fragile and resilient. The items are crafted from reclaimed clothing, deadstock, or recycled textiles, re-engineered into textile hybrids that carry traces of past lives, each resulting in a transformative garment.

Deviant Defiant, her latest collection, is inspired by the cultural trope of the female villain as well as themes of willfulness, mythology, otherness, and womanhood. It reflects a refusal to be contained by societal constraints and reimagines villainous females not as cautionary tales, but as embodiments of agency and power. The female villain exposes cultural fears surrounding female power, autonomy, maturity, knowledge, and sexuality - women become narratively “evil” as they cease to be controllable.

The figure of the villainess is reimagined without cliché or costume. Dark hues of sculpted wool, fluid jersey, rigid leather, tight satin, and mesh are accentuated through texture, drape, and closure, forming a slim, elongated silhouette disrupted by unexpected volumes.

A special moment within the collection is the artistic collaboration with Dr. Martens. It reflects a conscious engagement with the Original Icons styles of the footwear brand, known for their craftsmanship, material quality and durability. Through **Laura Gerte**'s upcycling approach, the shoes are transformed into garments and accessories, shifting their function while retaining their structural and cultural integrity. The developed show pieces evoke dark, subversive references and reinforce the collection's feminine mood through unexpected volumes and shapes.

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While the result remains, at its core, **Laura Gerte**'s signature interplay of strength and fragility, this season it feels more serious, more adult, and more erotic.

The show is held in a vast, reclaimed department store, subtly transformed to intensify the collection's atmosphere. A monologue precedes the presentation, reflecting on the collection's central themes.

Team

Creative Direction: Laura Gerte

Production: Elli Crespo

Styling Direction: Luisa Probst

Hair & Make Up Direction: Philipp Verheyen

Casting Direction: Benedikt Verheyen

Set Design: Marilena Büld

Light Design: Lars Murasch

Movement Direction: Dafni Krazoudi

Monologue: Samja Zad

Photo: Emilio Tamez

Video: Thilo Garus

Guest Management & PR: haebmau Atelier