

GmbH

‘Doppelgänger’ AUTUMN WINTER 2026

Earlier this winter a grotesque German compound word appeared as if out of nowhere – Friedensangst – literally ‘the fear of peace’. It was used to describe the panic in the board room of Germany’s largest arms manufacturer as they feared the prospect of peace in Ukraine – and its disastrous outcome to their stock value. It was a gruesome reminder that the men and women who rule do not care for either this world or its people – and would do anything to keep the world burning in forever-wars to please their shareholders.

Since we started in 2016, soon to be ten years, our work in fashion has been marked by an unwillingness – or perhaps a compulsive inability – to stay silent in the face of the world’s atrocities. Sometimes we wish to scream, sometimes we are paralysed by grief, sometimes we would like to punch a wall. And yet we try to find beauty in the darkness.

For the fourth GmbH show in Berlin, our home, we started out wanting to create a collection that echoes some of our beginnings as a brand closely connected to music and club culture. This led us to find inspiration in the experimental music scene in Berlin (and Germany) in the early 1980s – a Berlin before our time – and in particular the industrial and synth music of DAF and Einstürzende Neubauten and its iconic front figure, Blixa Bargeld.

While the values of the Berlin we know are quickly being destroyed into oblivion by greed and repression – we continue to resist through our work. The collection traces both personal and historical references to bring into the present a time when the city was still counterculture and carried utopian aspirations.

The music, as well as four poems, have anchored us while designing this collection.

And as always at GmbH – clothes become codes and signifiers of belonging.

As we live in a world dominated by men who wish us to be subjugated in a world of violence and fear, ‘Doppelgänger’ is a warning.

A warning to ensure we do not have to relive humanity’s past mistakes.

Benjamin A. Huseby & Serhat İşik
Berlin, January 2026

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Creative Directors Benjamin A. Huseby & Serhat Işık

Styling Ellie Grace Cumming
Hair Dushan Petrovich using Oribe
Make Up Christian Fritzenwanker using Fenty
Casting Affa Osman
Music Simon Parris

Jewellery CC-Steding

Intervention Mumi Haiati
Production EXPERIENTIAL / H
Show Runner Vikki Burns
GmbH Studio Farhud Hamidi, Maximilian Kim, Waiian Aung
Stylist Assistants Bella Kavanagh,
Samuel Thapa, Christelle Owona, Katie Marlborough

Special thanks to the Reference Studios team,
Birgitta Toyoda, Seher and Yusuf Işık, Odny Huseby

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