

Nowrubi presents the FW26 collection INNOCENCE, inspired by the fragmented yet vivid memories of childhood.

The collection traces the tension between innocence and discovery, between the freedom of playful naivety and the restless search for identity that accompanies youth. Childhood is remembered here not as a perfect idyll, but as a constellation of blurred images, emotions and gestures - sometimes bright and full of lightness, sometimes heavy with the weight of self-questioning. Walter Benjamin once wrote that "it is not what we experienced, but how we remember it that makes up our story." This understanding of memory as fragile, incomplete, and always reinterpreted forms the conceptual foundation of the collection.

Aesthetically, the collection translates these themes into contrasts of structure and softness, playful elements set against refined tailoring, and details that hint at improvisation - as if pieces were assembled in the same unselfconscious way children create worlds from fragments. Shapes recall the freedom of movement, the urge to explore without boundaries, while material choices and craftsmanship anchor these gestures in the present.

In its essence, the collection asks: who are we, when we look back? Which moments of our youth have shaped us, and how do we romanticize them in hindsight? Nowrubi seeks to make this process tangible: a dialogue between past and present, naivety and maturity, memory and imagination.

Like earlier explorations of Nowrubi collections, this collection represents a continuation of Nowrubi's central search for identity and belonging. It is not only an aesthetic study, but also a way of creating resonance: each look becomes an echo of childhood, refracted through the lens of adult reflection.

