

PRESS RELEASE – AW26 RUNWAY SHOW

Berlin, January 31st 2026 – At Berlin Fashion Week, SF1OG presents its Autumn/Winter 2026 collection, an exploration of hiding—the act of concealing, protecting, and revealing only in fragments.

The AW26 collection begins with a central question: **Who are we when no one is watching? When we believe no eyes remain, what do we hide—and what do we share?** Approached through multiple perspectives, the collection reflects on the present zeitgeist, personal memory, and historical ritual, moving between contemporary culture, teenage vulnerability, and the past.

One strand of research focuses on late-2000s paparazzi imagery. Photographs of figures such as Amy Winehouse, Lindsay Lohan, or Adam Sandler capture moments of fragility, imperfection, and exhaustion. Images that feel almost intrusive to witness, yet reveal a collective fascination with uncovering vulnerability. These moments were never intended to be seen, and still they were consumed. The discomfort of looking becomes part of the narrative.

In contrast, the collection looks to the Victorian era, specifically to women in mourning. Mourning was tied to intense inner emotion, yet it was expressed through highly codified garments that created a protective boundary. Clothing functioned as a wall, respected by the outside world, signaling grief while shielding the private experience from further inquiry. Emotion was visible, but contained.

These opposing impulses are translated into the collection through both direct and subtle gestures. Mourning jackets echo the silhouettes and proportions of Victorian mourning gowns. Elsewhere, meaning is hidden more delicately: small artifacts are sewn into garments, revealed on the outside only through a single thread. Layering plays a central role, at times exposing the body, at others enveloping it completely, oscillating between revelation and comfort.

Materials carry their own histories. Repurposed antique linens, cashmere, leather, silk, sequins, velvet, and shearling create a tactile language of wear and touch. Surfaces feel lived-in, rubbed, imperfect. The collection asks to be experienced up close.

Occasionally, garments open into small windows. Screens flicker with fragments from vintage films such as *Un Chien Andalou*. Brief interruptions of reality. Thoughts passing through fabric.

The AW26 runway show takes place at **SAVVY Contemporary**, a brutalist post-war building and former casino, now an art gallery and library. In collaboration with set designer **John Andrews**, SF1OG created a circular center installation around which the models—and ideas—revolve. Inspired by the *Kaiserpanorama*, a popular mass medium of the late 1800s that allowed viewers to glimpse distant, unreachable worlds through stereoscopic images, the installation reflects themes of observation and longing. Models orbit the installation as water spills continuously from integrated sinks.

The soundtrack, composed by Gavriel August, opens with a poem by Tim Gienke. A voice, intimate and unresolved, before sound fractures and unfolds. Familiarity without comfort.

Hair recalls late-2000s side bangs, imperfect, undone and rebellious. Makeup appears strong, intense, and unapologetic. Expression as resistance.

Autumn/Winter 2026 continues SF1OG's exploration of clothing as protection. Fashion not as declaration, but as shelter. A quiet negotiation between what is hidden and what is revealed.

Collaborations and Partners

For AW26, SF1OG collaborates with Converse, reimagining the Chuck silhouette and the Chuck Low in signature SF1OG materials. Hair is developed with ORIBE as Hair Partner. Makeup is created with MAC Cosmetics as Makeup Partner.