

PRESS RELEASE ATRIUM SS27, HADERLUMP ATELIER BERLIN

Saturday, July 4th, 2026
Hotel Adlon Kempinski,
Unter den Linden 77

For HADERLUMP's SS27 fashion show "ATRIUM", 400 guests gathered next to Berlin's most iconic landmark, the Brandenburg Gate – in the Grand Palais Room of Hotel Adlon Kempinski. Even before the first model walks in, the scene unfolding in the palatial hall mirrors the collection's premise: a choreography of bodies finding their place beneath the chandelier light, where institutional grandeur is disrupted by subversion and contemporary abstraction.

ATRIUM takes its name from the architectural heart of the ancient Roman house — a central, often open court that draws light and nature down into the building's core, and later lent its name to the human heart: the atria, the antechambers through which everything passes before it moves further inward. For HADERLUMP, ATRIUM is a personal homage to Creative Director Johann Ehrhardt's time training as a waiter at the Park Inn — a chapter he recalls as pivotal, yet shaped by relentless routines and rigid hierarchies.

The collection unfolds across 28 characters, each with a distinct backstory — among them the concierge, the bellman, a nightwanderer wrapped in a fleeting blanket. The looks draw inspiration from the attire of both staff and guests of the grand hotels of the 1930s, as well as the social dynamics embedded in these spaces. Together, they form the anatomy of a particular kind of institution: one built on status and the quiet alienation of people who cross paths daily without truly meeting.

For ATRIUM, HADERLUMP works with waxed denim, crushed cotton twill and tweed, the latter appearing as a sweater-like jacket including wide sleeves. Purple jacquard with an organic, swirling pattern appears next to frayed edges, introducing a sense of roughness. Timeless fabrics are offset by distinctly modern silhouettes: Hoods, raglan shoulders, exposed waists, and shorter hemlines further articulate Haderlump's contemporary design language.

HADERLUMP returns to light blue denim as a field of experimentation, moving it beyond the mundane toward the avant-garde. The selvedge, traditionally hidden in garment construction, is deliberately exposed in one of the collection's key looks: a draped dress inspired by a bedsheet hastily wrapped around the body, conveying a sense of urgency. idk if it is a bells levee tho think thats a stretch

Architectural ornamentation and typical hotel paraphernalia speak the collection's formal language. Silver cutlery inspires silhouettes, while the key is a recurring motif, expressed both as an abstracted element within the cuts themselves, and physically in blazer closures, prints, and knit patterns. Button lines, drawn from the concierge's uniform, run through coats and dresses alike. HADERLUMP's signature coat stays, expanded through new details — a shawl collar and notched lapels. The brand's characteristic wrinkled sleeve is now joined by a new rounded sleeve shape for outerwear. As in every season, HADERLUMP continues its commitment to knitwear: A dress with its skirt made entirely of knit panels featuring hand-manipulated loop stitches is shown alongside distressed tops.

Accessories include broad belts with metal hardware, worn at different heights on the body, alongside laced gaiters, and handbags strung with cord straps. HADERLUMP takes the opportunity to unveil its two new shoe styles in collaboration with footwear designer Matthias Winkler, with whom the label created two pairs of leather boots.

HADERLUMP also continues its partnership with German jeweler WEMPE as the exclusive jewelry partner for ATRIUM, marking the second milestone together. Beyond the HADERLUMP shoe

collaboration with Matthias Winkler, Converse provided additional footwear, with select styles reworked by the aforementioned. Makeup was supported by Anastasia Beverly Hills, coordinated by Haebmau Atelier, with complementary hair artistry by REZA Hair, Fabian Gosselke and their team.

ATRIUM reflects on the spaces where people encounter one another without ever truly knowing each other, and on the invisible boundaries that define routine, status, and belonging. Guest and host, observer and observed, subject and object alike — they all move through their lives with the same quiet attention the collection asks of its audience.

CREDITS

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ABOUT HADERLUMP ATELIER BERLIN

Haderlump Atelier Berlin has been showing at Fashion Week since 2023. The Berlin label stands for the expression of a progressive urban aesthetic, blending resilience with delicacy, rebellion with elegance. An important aspect of creative director Johann Ehrhardt's work is the exploration of self-confidence and strength amidst the complexities of modern life. Experimental silhouettes and sharp tailoring are signatures of the label. Haderlump uses deadstock fabrics for its collections.