

**IOANNES**

***Salon 01***

**Berlin Fashion Week SS27**

**Thursday 2nd July 2026**

**Rosa-Luxemburg-Straße 14, 4th Floor**

**10178 Berlin Mitte**

**In collaboration with Escentric Molecules**

Following the presentation of *Apokalypsis*, IOANNES' AW26 collection, the interdisciplinary label returns home.

Creative Director Johannes Boehl Cronau hosts *Salon 01* at his apartment and studio in Mitte during Berlin Fashion Week, marking the first in a series of intimate and immersive experiences by the designer. Clothing is encountered within the environment from which it was conceived, in a setting shaped as much by instinct as by design.

Lacquered furniture and shearling rugs created by Boehl Cronau sit alongside objects he has collected meticulously over time, including pieces by Italian design icons Mario Bellini and the Castiglioni brothers. The rooms carry the traces of everyday life and ongoing work, lending an atmosphere that is inherently personal.

Realised in collaboration with Tor Studio, at the centre of the scene, a table is lavishly laid with towers of glassware, platters of ripe cherries and peaches, and adorned with dahlias and calla lilies, as though guests have arrived in the midst of a decadent soirée. A haze drifts through the airy space, softening its edges and creating a sense of suspension. Models move inconspicuously from room to room. They do not perform so much as inhabit the space, appearing unexpectedly in mirrors, seated among guests or passing through pools of light. The presentation unfurls gradually, allowing moments to be discovered, and transforming gestures of idleness into expressions of elegance.

*Salon 01* revisits IOANNES pieces from previous seasons. The decision reflects Boehl Cronau's ongoing interest in working with what already exists, returning to garments through processes of transformation and wear.

The sensory experience is extended through a collaboration with independent fragrance house Escentric Molecules, enveloping the space and its inhabitants in the brand's cult-favourite scent, Escentric 01. Co-founded by Berlin-based perfumer Geza Schoen and London-based creative director Paul White, Escentric Molecules has earned cult status for its pioneering, radically minimalist and genderless approach to perfumery. Built around the inexplicably addictive aroma-molecule Iso E Super, Escentric 01 is celebrated for its cocooning, skin-like radiance and its ability to interact uniquely with each wearer.

*Salon 01* is part of the FCG Studio2Retail programme, and IOANNES' work is available to purchase directly from the space, with personal appointments available in the days after the event.