

HAB AW26 VARIUS - Collection Text

Presented at Wintergarten Variété, VARIUS marks a refined evolution of HADERLUMP. The collection draws inspiration from a legendary figure of her time - not only because of her many iconic films, but rather because of her uncompromising independence, instinctively engaging with expectations and clichés while at the same time defying convention: Marlene Dietrich.

For AW26, HADERLUMP works with lace for the first time, combining it with leather, denim, and thick wool. The brand's signature tension between softness and strength remains at the core of the collection: structured, powerful silhouettes are softened by fluid draping and flowing fabrics. The established color palette of muted browns, blacks, and greys is expanded this season with bold injections of red and blue. This season, HADERLUMP explores classic tailoring more than before, particularly in coats, blazers, and dresses, moving away from avant-garde and rustic influences toward a more elegant approach.

VARIUS translates the legacy of Marlene Dietrich into a contemporary expression of autonomy. The HADERLUMP wearer embodies this spirit: no matter their choice - whether they bend, break, or embrace conventions - they do so with confidence and freedom of spirit.