

RICHERT BEIL – LANDEI

AUTUMN/WINTER 2026

LANDEI refers to a state of mind rather than a literal place. The term is commonly used to describe someone perceived as naïve, unsophisticated or lacking perspective. Within the context of the collection, this label is deliberately reclaimed.

The title articulates a conscious distance from fashion as spectacle and from systems driven by scale, efficiency and constant visibility. Instead, it points toward origin, patience and internal orientation. LANDEI frames the collection as an inquiry into how fashion is imagined, valued and practiced over time and under which conditions creative autonomy can be preserved.

INSPIRATION

LANDEI is rooted in the idea of fashion as a long form commitment rather than an immediate response. The collection reflects a formative relationship with clothing shaped in an environment where fashion was not omnipresent, but where craftsmanship, material quality and durability were valued. Fashion existed primarily as an idea, something observed from a distance, imagined, studied and idealized.

This distance created space for projection and fascination. Garments became objects of desire, carriers of meaning, and vehicles of poetry. Independent brands, precise tailoring and carefully constructed silhouettes functioned as reference points not through saturation or market dominance, but through individuality and clarity of intent.

The collection contrasts this mode of engagement with contemporary conditions of fashion production and consumption, where success is often measured through scale, speed and profitability, and where algorithmic visibility encourages replication over differentiation. LANDEI articulates a position that values independence over expansion and creative autonomy over conformity to existing systems.

The renovation of a 135 year old former pharmacy into the brand's new studio and communal space provided a physical and conceptual framework for this reflection. Its historical layers and functional logic inform the collection's approach to working with time.

POSITION

LANDEI proposes fashion as a space of concentration. It questions systems that prioritize efficiency and constant output at the expense of depth and creative autonomy.

The collection does not deny economic reality, but it resists models that require the sacrifice of voice and individuality. It reflects an attempt to establish a sustainable inner structure for working, designing and presenting, one that allows creativity to exist without being fully subordinated to acceleration and market logic.

Sustainability is understood as a cultural and material stance rather than a communicative tool, through the prioritization of long lasting materials, precise construction and garments designed to remain relevant beyond seasonal cycles.

STATEMENT

At its core, LANDEI addresses the loss of attention and autonomy. Not only toward objects, but toward processes, intentions and most important the time required to develop them. It reflects a growing unease with a cultural climate in which imitation is rewarded, originality is filtered through visibility and creative practices are increasingly evaluated through performance rather than meaning.

LANDEI reclaims the position of the outsider and the so called naïve perspective as a site of freedom. It acknowledges the necessity of economic functionality, while refusing systems that erode authorship and silence individual voices. The collection does not seek to recreate an idealized past, but it draws from a time less dominated by constant technological mediation, when reflection and inner dialogue were integral to creative work.

It asks whether it is still possible to remain committed to a personal statement that emerges from within and to sustain a practice grounded in focus, integrity, and continuity in a world that increasingly operates against these conditions.

Creative Direction: Jale Richert & Michele Beil

Design Team: Kirsten Wearne, Jihun Ko, Lilith Baumgarten

Styling: Léon Romeike

Styling Assistants: Tara Malek

Runway Photography/ Video: Tom Funk

Backstage Photography: Jihun Ko

Hair Lead Artist: Noriko Takayama

Hair Assistants: Masayuki Yuasa, Tona Inoue, Masami Hanyuda

Make Up Lead Artist: Sharbel Hasbany

Make Up Assistants: Reem Jarhun, Vin Laminit, Phibi Yeh

Production & Casting Assistant: Zoe Facius

Set Design: John Andrews

Set Design Assistants: Jetti Vooth, Luna Viaene, Kilian Greiter

Music: Faerber/ Leopold Faerberboeck

Light & Sound: Jens Guettes

Public Relations & Guest Management: Redgert / Lisa Wilhelm, Benjamin Schiffer, Philipp Greiner

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