

UNVAIN

Autumn / Winter 26

UNVAIN presents its first runway show with a self-titled Autumn / Winter 2026 collection.

The name **UNVAIN** — **not vain** — reflects an interest in beauty beyond polish. The brand values tension over perfection. Its design language is built on contrast: roughness and softness, severity and sensitivity, familiar and strange. The clothes exist in the in-between space — where rawness meets refinement.

With the Autumn / Winter 2026 collection, UNVAIN deliberately avoids an external theme. The focus lies entirely on itself. The first runway show aims to present the brand as clearly and honestly as possible — without narrative overlays or references. The collection distills the core of what UNVAIN stands for.

Rockstar Chic. Mystic. Brutalist.

The runway experience is accompanied by an immersive scent installation developed in collaboration with **RYOKO**, adding an olfactory layer to the spatial and emotional atmosphere of the show.