

BARRAGÁN SS27,
"SS30" "SS TREINTA" "SPRING SUMMER 30" "PRIMAVERA VERANO 30"
SPRING SUMMER 2027 COLLECTION, BERLIN FASHION WEEK 2026.

ABOUT BARRAGÁN

BARRAGÁN is an experimental Mexico City based fashion label founded and led by Mexican designer Victor Barragán in the mid-2010s.

Since then, the brand has grown into a distinctive ready-to-wear line that often challenges commercial fashion. Barragán's work blurs between fashion and art, reworking classic silhouettes with deconstructive cuts, provocative graphics, and unexpected combinations that explore gender, identity and cultural consumption.

The label is known for its bold fusion of influences: Mexican heritage, New York counterculture, '90s and early-2000s pop references, queer aesthetics and a consistent focus on social commentary.

Barragán has gained international acclaim, consistently presenting as part of global fashion weeks.

Earning recognition in the CFDA/Vogue Fashion Fund and building a devoted following for its irreverent, art-driven approach to contemporary fashion.

SPRING SUMMER 27 **SHOW SYNOPSIS**

Barragán SS27 concerns Mexican identity.

Mexican identity has never been singular, it is plural, shaped by media, politics, colonial history, and diplomacy rather than biology. Yet it is repeatedly reduced to a single image defined from the outside.

Presented inside the Mexican Embassy in Berlin, the show frames the embassy as a nation sustained by agreement and recognition, sovereignty existing through documentation in German land. The embassy becomes a temporary home, a structure standing on foreign ground where identity is formalised and validated through paperwork.

The historical exchange between Mexico and Germany, migration and cultural production through the 1930s and 40s, reinforces identity as something formed through movement and refuge.

The collection is presented as *BARRAGÁN SS30*, referencing the political and symbolic timeframe surrounding the projected end of Donald Trump's current presidential administration in the United States.

The garments translate this into form: embassy and hotel uniforms suggesting hospitality in foreign space, silhouettes that acknowledge transit, and artist-inspired pieces that reflect nationality as image.

LA WATCHFIESTA, STUDIO 1111

Studio 1111 Berlin will host the official WATCHFIESTA and afterparty following the presentation of BARRAGÁN SS30 at the Mexican Embassy in Berlin.

As an extension of the project, the venue will present a large-scale screening of the show through Studio 1111's immersive projection environment, allowing guests to experience the collection and see one of a kind virtual looks beyond the runway itself.

Located in close proximity to the embassy, the WATCHFIESTA creates a second gathering point for collaborators, members of Berlin's creative community, and invited guests to continue engaging with the project after the presentation concludes.

TOR STUDIOS PRODUCTION PARTNERSHIP

BARRAGÁN will partner with Tor Studio to present his SS27 collection in Berlin as part of the schedule for Berlin Contemporary Concept.

It will be the designer's first formal runway presentation since 2023 and the first collaboration between Tor Studio, Barragán, and Berlin Contemporary.

VENUE AND SET DESIGN

BARRAGÁN SS30 will be presented at the Embassy of Mexico in Berlin, a building designed by renowned Mexican architect Teodoro González de León. Within the context of the collection, the embassy functions as a symbolic site where nationality, documentation, and representation converge.

The set design approaches the architecture through a light intervention experience. A custom lighting program will temporarily bathe the building in hues inspired by the iconic color palette associated with Luis Barragán, transforming the space through shifting fields of pink, orange, and yellow.

For one evening, the embassy becomes a symbolic collaboration between Teodoro González de León and Luis Barragán: structure by one, color by the other.

SHOW GARMENTS

BARRAGÁN SS30 presents a series of silhouettes inspired by diplomacy, hospitality, and transit. Uniforms are reinterpreted alongside garments that explore movement, temporary residence, and national identity as a constructed image. Through these pieces, the collection examines how belonging is validated through documentation and made recognizable beyond national borders.

BRAND COLLABORATIONS

A series of collaborations developed with friends, family, and creative partners from different parts of the world. The project draws from the long history of artistic exchange between Mexico and Europe, reflecting how culture is continuously shaped through movement, migration, and collaboration.

These partnerships reinforce the idea of contradiction where nationality is constructed collectively through people, relationships, and shared cultural production across borders. Each collaborator contributes their own perspective, creating a network of objects, garments, and experiences that extend beyond a single geographic context.

Through these collaborations, BARRAGÁN SS30 positions exchange itself as a creative practice, echoing the historical dialogues between Mexican artists while proposing new ones for the present.

TEAM

CREATIVE DIRECTION Victor Barragán

STYLING Billy Lobos, assisted by

CASTING ALTER CASTING, Taka Arakawa, assisted by Jose Maria.

SET DESIGN TOR STUDIOS

PRODUCTION TOR STUDIOS,

HAIR XX, assisted by

MAKEUP XX, assisted by

BARRAGÁN TEAM Dante Itamar, Pamela Espindola, Damian Mata, Rebeca Vargas, Hugo Adrian Marin.

PRODUCTION ASSISTANCE XX

BRAND COLLABORATIONS Trashy Clothing, Self Indulgence, etc etc