

BERLIN
SS27

32°C
78% HUMIDITY
18:43

THUNDERSTORM
WARNING



PETRICHOR

Forecast

Spring / Summer 2027
rebekka ruétz

LOCATION
BERLIN

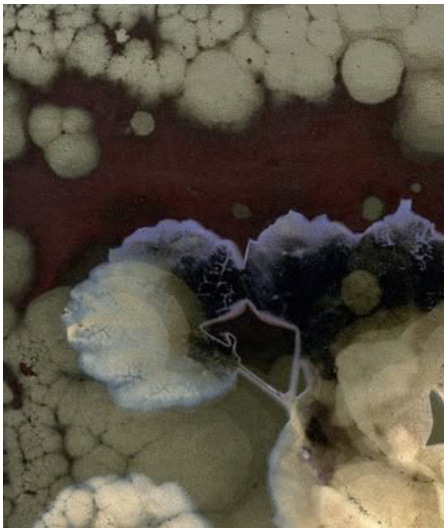
DATE
JULY 2026

TEMPERATURE
32°C

HUMIDITY
78%

AIR PRESSURE
1012 hPa

STATUS
UNSTABLE

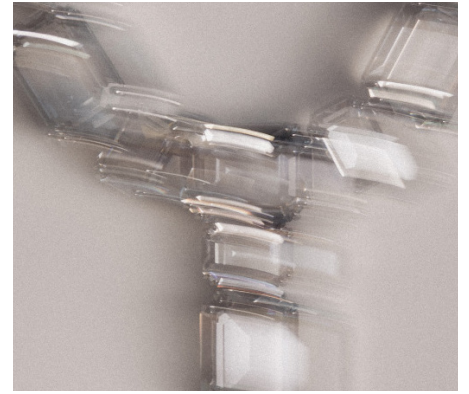
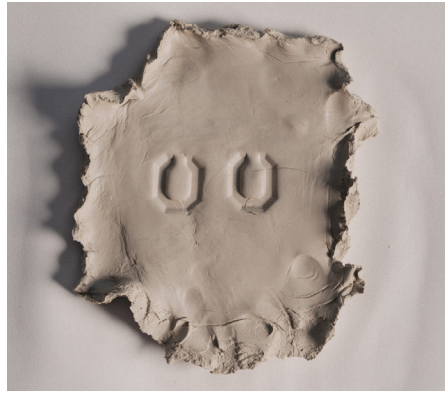


THE AIR — — — . BECOMES HEAVY

Petrichor, the new Spring/Summer 2027 collection by rebekka ruétz, takes as its starting point one of those rare moments that feels familiar to almost everyone and yet retains something mysterious: rain on dry earth.

Everything begins with the tension before the storm. Heat lies on the skin, the air thickens, the light changes, as if the world were holding its breath for a moment.

Dark clouds gather, a crackling in the air signals the shift, and then the built-up energy breaks with lightning, thunder and rain. Heavy drops hit the parched ground and release the scent that gives the phenomenon its name: damp earth, dust, warm stones, a trace of sun in the air.



From this movement between pressure and relief, density and release, rebekka ruétz develops a collection that carries the tension of this moment forward in form, surface and atmosphere.

The silhouettes of Petrichor move within a minimalist avant-garde with a clear line. H- and X-shapes form the structural framework of the collection. Sculptural corsets, dropped shoulders and short oversized jackets give the looks sharpness and precision. Volume is created through firm, hard surfaces and carefully constructed proportions.

In contrast, a small number of soft lace dresses, voluminous mesh pieces and occasional transparent layers reveal more skin and break up the strictness of the Apple Skin. It is from this interplay of density and permeability that the collection draws its tension.

HIGH PRESSURE SYSTEM

ATMOSPHERIC
PRESSURE
RISING

VISIBILITY
LOW

WIND
STILL

PRECIPITATION
0%

ALERT LEVEL
HIGH

CONDITION REPORT

DENSITY
SEVERE

MOISTURE
INCREASING

STATIC CHARGE
DETECTED

LIGHT CONDITIONS
CHANGING

EVENT STATUS
IMMINENT



DENSITY
AND
RELEASE

The materials, too, are built through contrast. Deadstock fabrics form the foundation, complemented by lace, mesh, cotton knit and the soft chenille design developed exclusively for FEILER.

The firm Apple Skin made from apple waste brings density, stability and a dry, almost paper-like surface to the collection. Alongside it are fabrics that feel softer, lighter and more open.

Swarovski crystals and pearls take up the theme directly: they stand for water and light, for droplets, reflections and moisture on fabric and skin. This is further expanded through large, expressive jewellery pieces by Swarovski, which intensify the visual world of the collection and sharpen its moments of shine, reflection and charge.

In the knitwear, this continues in beige tones with gold accents and black with silver, like fine traces of light within the material.

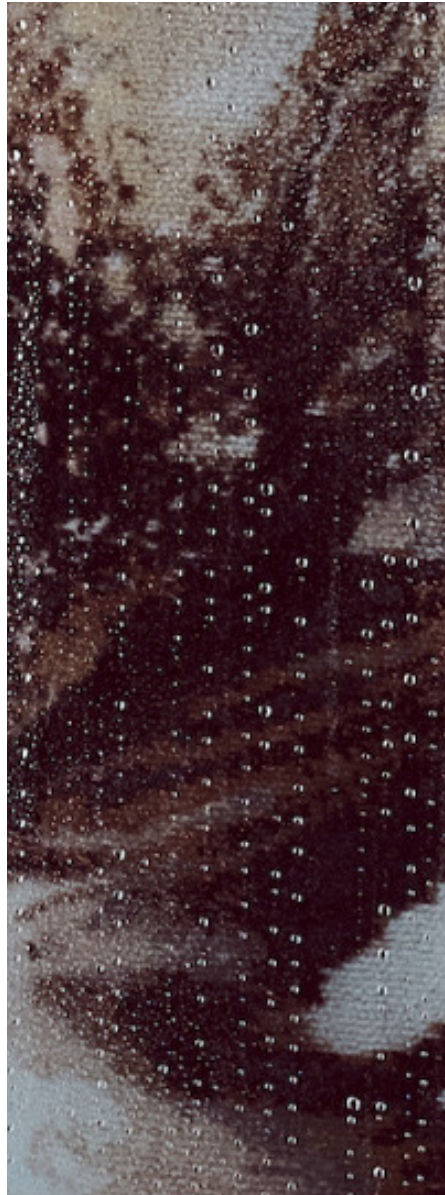
FIRST IMPACT
18:47

SURFACE
DRY EARTH

AIR TEMPERATURE
24°C

PRECIPITATION
ACTIVE

EVENT
PETRICHOR



FIRST RAIN

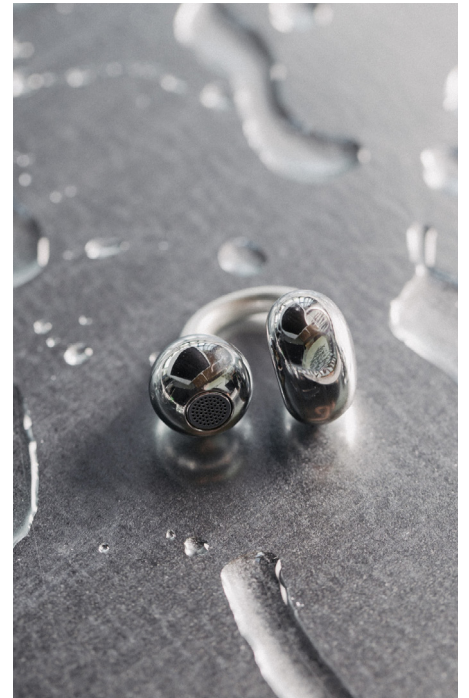
The colour palette stays close to earth, air and weather. Midnight black, chalk white, smoky white, pearl beige, sandstone, clay ochre and a subdued moss green form the base. Gold and silver appear as fine reflections within the collection.

The result is a visual world that captures the moment after the first rain: clearer, cooler and filled with light.

For hair and make-up, key hair and make-up artist Sam Hill develops, in close collaboration with rebekka ruétz, a beauty language that draws on central motifs of Petrichor: moisture, light, movement, and the way surfaces shift after the first rain.

Together with the team of the Inclover Academy, she brings these looks to the runway.

The beauty looks work through contrast. Matte, almost dusty textures meet fine glossy accents, as if light were moving across damp skin and hair. The palette remains light, cool and clear. Hair and make-up are conceived in motion, loosened and shaped by air. In combination with the Swarovski crystals, a restrained play of light emerges, recalling droplets, reflections and the charged atmosphere before release.

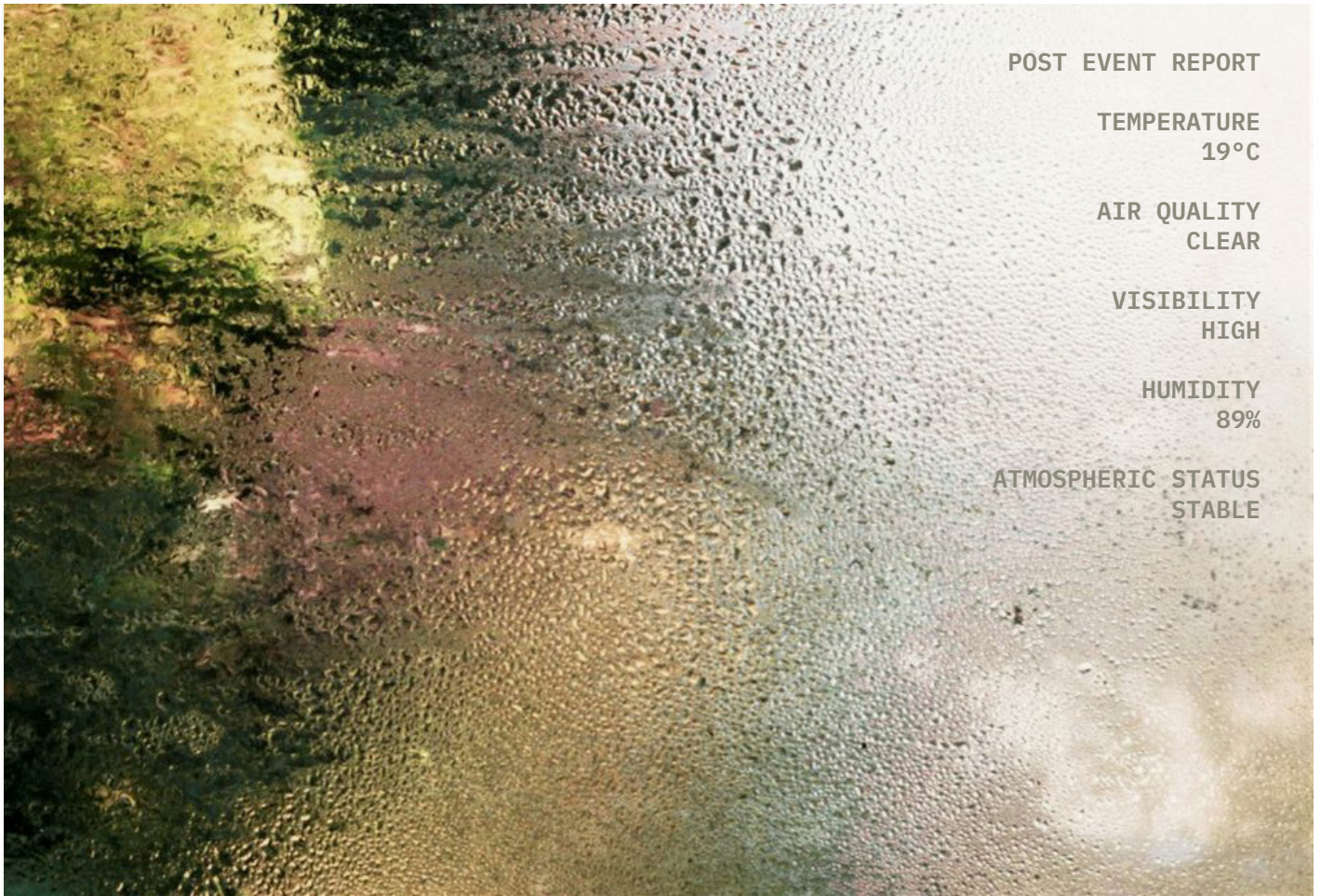


“I love that moment when a summer storm rolls in and suddenly everything shifts. The air is electric, the thunder crashes like a mountain collapsing, the lightning flashes, and then the rain comes.

To me, it feels deeply alive, almost ecstatic, and at the same time it brings enormous relief.”

-Rebekka Ruétz

ELECTRIC CONDITIONS

**POST EVENT REPORT****TEMPERATURE**
19°C**AIR QUALITY**
CLEAR**VISIBILITY**
HIGH**HUMIDITY**
89%**ATMOSPHERIC STATUS**
STABLE

AFTER THE STORM

PRESS CONTACT

For requests regarding print-ready image material, please contact: presse@rebekkaruetz.com

rebekka ruétz
Attn. Ella Jönsson
Valiergasse 58
6020 Innsbruck
Austria

THE LABEL

rebekka ruétz works in a contemporary avant-garde shaped by cut, material and body. The collections combine clear lines with sculptural forms and a precise eye for surface, proportion and contrast.

A process-driven approach is central to the label's work. Silhouettes develop through direct engagement with fabric and form. Firm materials meet softer sections, strict lines meet more open structures. From these oppositions emerges a signature that feels precise, sensual and distinct.

Sustainability forms the foundation of the brand. The work centres on upcycled, recycled and deadstock materials, complemented by durable fabrics, innovative surfaces and artisanal collaboration.

1. What are the theme and title of the collection?

The title of the collection is Petrichor. It refers to the moment when rain hits dry earth and the air changes instantly. The collection revolves around tension and release, heat, moisture, light and the relief that comes after the storm.

2. What is the inspiration behind it?

The starting point is a very specific moment: the tension before a summer thunderstorm and the scent that rises when the first rain hits parched ground.

What interests me is that shift from one state into another: from heat into cooling, from pressure into relief, from charge into release. It was exactly this intensity that I wanted to translate into a collection.

3. Which materials, colours and silhouettes play the leading role, and why?

A key material is Apple Skin, a firm material made from apple waste that gives the looks structure and sharpness. It is joined by deadstock fabrics, lace, mesh, cotton knit and a soft chenille design developed exclusively for FEILER.

Swarovski crystals, pearls and large jewellery pieces bring light, reflection and the idea of water into the collection. The palette moves between midnight black, chalk white, smoky white, pearl beige, sandstone, clay ochre and a subdued moss green. Gold and silver appear as fine reflections. The silhouettes follow a minimalist avant-garde with H- and X-shapes as their basic structure. Sculptural corsets, dropped shoulders,

short oversized jackets, voluminous mesh pieces, transparent layers and a small number of soft lace dresses create a clear tension between construction and dissolution.

4. What is especially significant about the collection?

What is significant is the translation of a fleeting atmospheric moment into material and construction. Petrichor works with the contrast between solidity and permeability, dryness and moisture, matte surface and reflection. Apple Skin brings density and strictness; lace, mesh, transparency and knit reopen the collection.

Crystals and pearls set points of light like water on fabric and skin. It is precisely these oppositions that define the collection.

QUESTION & ANSWER

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5. What are the three highlight looks, and why?

The highlights of the collection are defined less by individual looks than by the materials and the way they act on the body. Particularly striking are the looks made in Apple Skin, whose firm, dry surface gives the collection its sharpness and constructive rigour.

Another central element is the use of Swarovski crystals, pearls and jewellery, which bring water and light into the collection. They appear like droplets, reflections or damp traces on fabric and skin, intensifying the visual world of Petrichor. A third layer is formed by the knit and chenille elements. They introduce softness, surface and movement into the collection and create a deliberate counterpoint to the harder, more constructed pieces. These material groups define the collection more strongly than individual key looks.

6. What can we expect in terms of show location, music, models and atmosphere?

The presentation of Petrichor takes place at Motorwerk Berlin. The space is large and open and gives the collection room to breathe. This suits the theme exactly: the charge before the storm and the moment when everything releases. The show combines installation with a staged runway presentation. From the moment guests enter, they are led into the world of the collection through light, space, scent and a distinct musical concept. The theme is meant to be experienced through all the senses.

A fashion film marks the opening and draws the audience into the show's atmosphere. The models are part of this overall picture of tension, charge and relief. The mood of the show is sensual, intense and spatially conceived. Motorwerk gives the theme the scale it requires.

7. Are there any specials, such as collaborations?

Yes, there are selected collaborations and special elements that deepen the collection both conceptually and materially. They are embedded in the concept and take up central motifs of Petrichor, above all light, reflection, surface and material. At this stage, however, I prefer not to reveal all details in advance, because part of the effect lies in the element of surprise.

8. What makes BFW special?

Berlin Fashion Week draws its energy from the city in which it takes place. Berlin is a melting pot where many things exist at once: noise and emptiness, freedom and overwhelm, glamour and despair. That is exactly where its energy comes from. It is this friction that makes the place so strong. Fashion can be more open, more direct and more present here. For me, it is one of the few contexts in which a collection can truly be read as part of a wider cultural moment.

FORECAST COMPLETE