

ANDREJ GRONAU

SPRING / SUMMER 2027
„Island's Isolation“

Every ecosystem has its rules. Some are written through seasons. Others through pursuit.

Growth and decay, concealment and discovery, patience and transformation exist in constant rotation.
But what appears unchanged is often already becoming something else.

This collection explores the slow process of metamorphosis. Not transformation as a singular event, but as an accumulation of subtle shifts that alter the way we perceive ourselves and our surroundings. Over time, the familiar begins to reveal unexpected possibilities. Echoing the psychological tension found in Francis Bacon's paintings, presence is never entirely stable. The ordinary acquires the potential for surprise.

For centuries, gardens have functioned as miniature worlds. They borrow from distant forests, tropical islands and imagined paradises, compressing them into spaces that can be crossed in a matter of minutes.
They promise escape without departure. A carefully cultivated elsewhere.

Within these landscapes, scale begins to shift. What appears familiar becomes strange. The smallest detail demands attention. A flowerbed becomes a jungle. An ornamental pathway turns into a route of exploration. Inspired by the logic of constructed biomes and fictional ecosystems, the collection embraces the possibility that discovery does not require distance.
The next treasure may be hidden closer than expected.

Recurring screen-printed motifs of hand drawn cats, mice, objects and flowers photographed by Karl Blossfeldt populate the garments like characters within an evolving ecosystem. Part fable, part psychological landscape, they evoke a perpetual game of cat and mouse. Hunter and prey, observer and observed continuously exchange positions.
No role remains fixed for long.

Earthy browns, moss greens and woodland tones encounter tropical florals and saturated botanical colours. Beige, gold, silver and black metallic surfaces interrupt the natural palette, exposing the artificiality hidden beneath every image of nature.
Screen-printed jackets carry floral and graphic motifs that oscillate between ornament and camouflage.
What appears organic reveals itself as carefully composed.

Layering resists fixed interpretation. Pieces overlap, merge and dissolve into one another. Categories become unreliable. Is it a top or a dress? Business attire, airport look or holiday uniform? The silhouettes remain intentionally unresolved.
Dressed, yet somehow undressed. Formality meets leisure. Transit meets arrival. Vacation meets routine.
Prepared for departure, yet already arrived.

Like transformation itself, the collection refuses stable definitions. It inhabits the space between growth and completion, familiarity and reinvention, visibility and disguise. Change unfolds gradually, almost imperceptibly, until the landscape no longer appears quite the same.

We often imagine discovery as something waiting beyond the horizon. Across an ocean. On a distant island.

The collection suggests otherwise. Not every island lies in an ocean.

*Creative Direction by Andrej Gronau
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Lead Make-Up by Reem Jarhum
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Production by Simon Gronau & Sarah Siemering*

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