

ANIMA

SOUL.
BREATH.
LIFE FORCE.

ANIMA, Latin for soul, breath and life force, begins with the idea that life extends beyond the boundaries of the human body. It moves through matter, objects and environments, remaining within the things we create, use and pass on.

For Spring/Summer 2027, IMPARI considers how fashion might restore presence and value to what it brings into the world, not by turning away from progress, but by approaching innovation with a deeper awareness of origin and connection. The collection marks the starting point of IMPARI's rebirth and the beginning of a new chapter for the brand.

The concept developed through an engagement with the work of **Achille Mbembe**. In **The Terrestrial Community: Technology, Animism and the Earth as Utopia**, Mbembe unsettles the divisions between nature and technology, the organic and the constructed, and the living and the supposedly inanimate. For IMPARI, this became a point of departure. Innovation is understood not as a movement away from where we come from, but as a way of returning with new knowledge, breaking existing systems apart, examining them and bringing them together differently.

Animism provides the collection's underlying lens. A garment is not considered a passive object, but a carrier of origin, process, memory and transformation. ANIMA develops through disassembly and reconstruction, opening familiar structures and returning them in altered relationships. Softness meets resistance, organic forms encounter engineered processes, and traditional techniques enter into dialogue with digital creation. Rather than resolving these contrasts, the collection allows them to remain visible.

Presented at MOA Berlin during Berlin Fashion Week, ANIMA expands beyond clothing into an environment shaped by movement, sound, performance, care and technology. The presentation brings the collection's central ideas into physical form while introducing the wider creative world of IMPARI's next chapter.

Connection does not require sameness.

PARTNERS & CONTRIBUTORS

MOA BERLIN
5 JULY 2026

Presented at MOA Berlin during Berlin Fashion Week, ANIMA extends beyond the garment into the space of the show.

MOA Berlin

Hosts ANIMA as the venue and supporting partner of the runway presentation.

Organic Lifestyle

Provides selected products and introduces an upcoming collaboration with IMPARI through the show.

blu3print

Collaborates with IMPARI on 3D-printed accessories created for the collection.

L'Atitude 52°N

Contributes smart glasses to selected looks, connecting the body with wearable technology.

Natasza Therapy

Shapes the facial direction of the presentation through face-sculpting treatments.

Cowrymassage

Contributes massage treatments centred on physical care, release and restoration.

Aron Abraham

Produces the original score and performs live as the show's DJ.

Darell Marley

Activates the presentation through a live performance.

VA | STUDIOO

Captures the show through videography and moving-image documentation.