

Press Release -

## **Laura Gerte presents SS27 — Lost to Virtue**

Laura Gerte sculpts radical silhouettes, fusing raw femininity with future punk. The pieces move, twist, pulse with tension — playful yet defiant, provocative but soft, fragile and resilient. Each garment is crafted from reclaimed clothing, deadstock, or recycled textiles, re-engineered into textile hybrids that carry the traces of past lives.

*Lost to Virtue* is inspired by Mina Loy's Feminist Manifesto, written in 1914 and published in the 1970s. At its core is the destruction of virtue - the idea of the virtuous woman as a mechanism of control, a method to constrain and suppress. Virtue, in its historical sense, demanded that women be invisible in their own bodies, silent in their own desire, grateful for their own diminishment. To be lost to that is to be found to something else entirely.

The collection embodies tension between fragmentation and audacity, which is exactly what makes Loy's manifesto so explosive. Its rejection of imposed virtue runs directly into the clothes: Many silhouettes are built without classical pattern-making or garment construction, instead through textile manipulation and modular draping - full of movement and unruliness. Shirred silhouettes, crafted from hand-dyed vintage silk scarves, cling to the body; their counterparts, plissées upcycled from vintage polyester scarves, flow around the figure. Both work with tucks and drapes to reveal and conceal simultaneously - one with tension, the other with ease.

Several garments are built from Laura Gerte's signature: upcycled vintage t-shirts. This season they get skimpy with white dresses and strappy black pieces. The dresses preserve the original collars, relocated as hip cut-outs, while the straps hug the body and swing with every step. Double-layered mesh rounds out the collection — some pure, some gathered, some adorned with straps and further t-shirt fragments.

*Lost to Virtue* marks the closing of a triptych: three collections of exploring raw femininity, the designer's own womanhood, and the feminine experience at large. This collection lives in the suspended space before the next definition — free, feral, and lightly amused by it all.

The collection is styled with eyewear by Berlin based brand Mykita.

The show is held in the upstairs foyer of Berliner Ensemble, a historic „virtuous“ theatre space, that is re-imagined & re-contextualized: drenched in hazy red and entrancing sound, like a fever dream.

Creative Direction: Laura Gerte  
Production: Elli Crespo  
Styling Direction: Luisa Probst  
Hair & Make Up Direction: Philipp Verheyen  
Casting Direction: Benedikt Verheyen  
Set Design: Marilena Büld  
Movement Direction: Dafni Krazoudi  
Location: Berliner Ensemble  
Eyewear: Mykita  
Guest Management & PR: haebmau Atelier