

BABY, ONE MORE TIME...

## MALAIKARAISS COLLECTION 30 – *PLAYGROUND LOVE*

After a brief hiatus, MALAIKARAISS is back on the runway at Berlin Fashion Week to celebrate the brand's 15th anniversary.

***Playground Love* refers to a youthful, innocent crush or a fleeting, immature romance**

Malaika's romance with fashion began very early on – not only a love for fashion, but a love for creating.

To this day, Malaika is fascinated by the imperfect – the imperfections in nature, the imperfections in people, and the imperfections in life stories. The imperfect that eventually evolves into beauty.

When you do something every day for such a long time, you really have to stay passionate about it. You have to challenge yourself creatively.

Working on the new collection, it was all about this challenge – being as creative as possible within a very limited framework.

Free yourself from any expectations but your own. Just like it would be your very first rodeo.

Resulting in a collection that is naïve and playful in its styling, consistent and on-brand in its color palette, and precise in its craftsmanship and material choices.

Silhouettes and patterns elevated through the years. Every little trim and detail executed with dedication.

Jewelry is not treated as an accessory, but as an integral part of the overall composition.

Heavily influenced by a trip to Japan last spring, the designs translate historic jewelry and traditional floral motifs into handcrafted sterling silver and beaded statement pieces.

Reimagining beloved archival pieces, turning them upside down, reinterpreting them from today's perspective, and making them even more relevant as part of the brand's core.

Playing with mismatched layers and structures to create new volume. Finding inspiration through conversations with cultural icons and encounters with personal heroes.

A curated selection of legwear designs, including invisible knee-highs and air-light compression socks by *ITEM mó*, subtly yet purposefully completed the looks, adding the little extra something while marking the kick-off of an upcoming collaboration for 2027.

As sustainability is not seen as a selling point but as an everyday mindset, this collection is 99% closed-loop, working not only with deadstock fabrics, but with our own deadstock materials – reused, re-fibred, or even re-woven in collaboration with textile artist *Karlotta Bott*, a recurring collaborator. Of course, friend of the house and muse *Anna Zimmermann* contributed, bringing the female body in all its forms onto the "canvas".

Revisiting these core memories – from playground crushes to coming-of-age references, and reflecting on the path through this industry – comes to one conclusion:

**You are still allowed to dream. It's OK.**

\*The collection is beyond seasons. Selected styles are available ready-to-buy.

## THE BRAND – 15 YEARS IN

Looking at today, MALAIKARA**ISS** has proven itself as one of the most successful Berlin fashion brands, with an emerging international market in Paris, appearances at Copenhagen Fashion Week, and a vibrant customer fanbase across Scandinavia, Japan, Australia, and the US.

### **Remaining independent, to this day. And never alone.**

Dressing women, FLINTA individuals and occasionally men – with a distinct point of view.

With her complex creative vision and deep understanding of what women actually want to wear, Malaika has established herself as a sought-after creative director beyond MALAIKARA**ISS** and across various disciplines, creating campaigns, experiences, and products.

Connecting the dots and bringing together talent has led her to consult for global corporate players, from cultural pioneers to luxury houses.

Looking back, perhaps the greatest achievement is not the longevity of the brand itself, but the people who have become part of its story along the way.

Over the years, the brand has grown far beyond fashion itself, building a community of collaborators, creatives, friends and supporters who continue to shape its journey.

When the idea of returning to the runway took form, this community came together in an extraordinary way, offering their talent, expertise, networks and resources to help bring the vision to life.

### **Proof that after fifteen years, the love is still mutual.**

## THE SHOW

Together with renowned Spatial Designer *Vanessa Heepen* and her colleague *Julia Hartmeyer*, the show space at *PIER 61/64* was transformed into an industrial playground.

*bett1.de* Bodyguard® mattresses were used to build a dialogue between bold forms and soft experiences. Brutalist-inspired centerpieces and daybeds framed the room with patchwork backdrops, incorporating relaxation as a lifestyle.

From the cozy cocoon inside, the venue opened onto an outdoor setting with stunning views of the river Spree.

REALISATION: MANIcreative | CREATIVE CONTRIBUTORS: Anna Zimmermann & Studio Bott

PRODUCTION: Derya Issever | SET-DESIGN: Vanessa Heepen with Julia Hartmeyer & Julia Riedel | HAIR

LEAD: Anna Neugebauer with GHD | MAKE-UP LEAD: Denise Grundmann GUEST MANAGEMENT: h.atelier

## **THIS EVENT WAS MADE POSSIBLE BY:**

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PIER 64**

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