

PRESS RELEASE

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UNVAIN

Skins

Spring / Summer 2027

ICC Berlin

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BERLIN — UNVAIN, the Berlin-based fashion label founded by Robert Friedrichs, announces its SS27 collection “SKINS”, presented at the ICC Berlin (International Congress Centre). Following a celebrated debut with AW26, SKINS marks the brand’s second runway showing and represents a significant deepening of both its material vocabulary and its conceptual ambitions.

THE CONCEPT

Dressing is not about looking good. It is closer to protection. Or exposure. Or both at once — the way a second skin both reveals and conceals the body and mind beneath it. Fashion has always been called that: a second skin. The layer between a person and the world. The outermost signal of an inner life.

This is where UNVAIN's SS27 collection "SKINS" begins — and the name carries more than one reference. It is drawn, in part, from the British television series *Skins*, in which each episode is structured around a single character: one person, one world, held in full for the duration of one hour. UNVAIN applies the same logic to the runway. Each look in SKINS originates from an imagined character — described in a single sentence, a fragment that holds their entire world — and the clothes are built outward from that center. Each look its own portrait.

"She herself is a mystery, but she likes it that way."

"A thousand dreams softly burn inside him."

Not with a moodboard, not with a color story, but with a sentence. The clothes are their outermost layer. Guests at the show receive an invite booklet containing all of the sentences, in the exact order the looks will appear — so that before the first model walks, the audience already holds the entire cast in their hands. The result is a show that feels less like a presentation of garments and more like an act of portraiture — intimate, specific, and at times unsettling. Because the sentences are specific enough to belong to someone, but open enough that you might recognize yourself in them. Some viewers will find that empowering. Others will find it destabilizing. Either way, the show demands something from the people watching it: not just attention, but an emotional response.



THE COLLECTION

Each look in SKINS begins with a sentence. A cast of imagined characters — each one described in a single line that holds their whole world. This became the blueprint for the collection. Every cut, every fabric, every decision traces back to one of them.

SKINS is UNVAIN at its most considered and most feral simultaneously. If AW26 announced the brand's intentions, SS27 delivers on them in full.

The collection is posh and fucked-up in equal measure. There is real luxury here — in the weight of fabrics, in the intricacy of construction, in materials sourced and chosen with unusual care. And there is something deliberately undone about all of it. A leather jacket that carries its history on its surface. A duffle coat whose military silhouette has been softened, then complicated and put in another context. A slip dress worn beneath a leather jacket, its bias cut visible only at the hem, a flash of intimacy beneath something harder.

Lace appears throughout — playing structural roles within layered looks. It sits against deadstock leather. It meets upcycled fur. It is interrupted by the hard geometry of Hussar lacing — that historical system of looped cord closures borrowed from 18th-century cavalry uniforms — which runs through the collection as both a recurring visual motif and a functional detail.

Sheerness and transparency are central. Sheer fabrics are layered against solids, light against heavy, desaturated tones against sudden saturated punctuation. Fabrics are artisanally aged — a process by which time is applied deliberately. The effect is of clothes that already have a past, even before they have been worn.

The silhouette moves between extremes with confidence. Parkas and duffle coats bring weight and volume. Leather jackets — each made exclusively from deadstock material — bring structure and resistance. Feathers and fur, sourced entirely through upcycling, bring something harder to name: a kind of anachronistic glamour, the feeling of inheriting someone else's extravagance and making it your own. The contrast between sheer and solid, light and heavy, frugal and opulent, desaturated and saturated — these are not just aesthetic decisions but structural ones. The collection is built on opposition held in tension.

COLLECTION THEMES

- ★ **DUFFLE JACKETS & COATS**
- ★ **PARKAS**
- ★ **HUSSAR LACING**
- ★ **UPCYCLED FUR & LEATHER**
- ★ **BOWS**
- ★ **SHEERNESS**
- ★ **LACE**
- ★ **SLIP DRESSES**
- ★ **FEATHERS**
- ★ **ARTISANAL AGING**
- ★ **RUFFLES**
- ★ **DENIMS**

MATERIAL COMMITMENT

The material story of SKINS is as deliberately constructed as the looks themselves. All leather and all furs and feathers in the collection are upcycled or deadstock — no new animal material was produced for this collection.

All leather is sourced exclusively through ZEROW, an Italian platform pioneering responsible material sourcing for fashion, providing access to high-quality deadstock surplus that would otherwise go unused.

All furs and feathers are entirely upcycled, sourced through Sellpy, the Swedish secondhand platform, at scale. Rather than treating this as a constraint, the design process embraced it as a generative one: working with what was available, finding beauty in irregularity, allowing the sourced material to shape the garment. The result is pieces that carry a different kind of value — not the value of the new, but the denser, stranger value of the already-lived.

THE VENUE — ICC BERLIN

The show takes place at the ICC Berlin, a monument of 1970s Brutalist architecture and one of the city's most contested buildings: landmark-protected, periodically threatened with demolition, and indifferent to easy charm.

SCENT INSTALLATION — IN COLLABORATION WITH RYOKO

The ongoing collaboration with fragrance house RYOKO expands significantly this season. A large-scale scent installation fills the ICC's interior, designed as an integral layer of the show experience rather than background atmosphere. The fragrance — developed exclusively with RYOKO for SKINS — is built around blood orange leaves and vetiver: green and earthy, with a faint bitterness that lingers. Walking into the space, before a single look appears, the audience is already inside SKINS.

NOTES FOR EDITORS

- ★ **THE CONCEPT:** Each look is built from a single sentence describing an imagined character: the clothes are their outermost layer, what they choose to show the world — or hide from it.
- ★ **SKINS — THE UK SERIES:** *The collection's character-driven methodology borrows its structure from the British series Skins — but SKINS is not about the series. UNVAIN developed its own cast of imagined characters. That said, a few characters of the TV show are resembled in the collection.*
- ★ **THE INVITE:** *Each show guest receives a booklet containing the full cast of character sentences in runway order — so the audience knows everyone before anyone walks.*
- ★ **THE NAPOLEON-JACKET EVOLUTION:** *AW26's Napoleon jacket— has evolved into the Duffle Jacket and Duffle Coat of SS27.*
- ★ **THE UPSIDE-DOWN DESIGN-PROCESS:** *In fashion, the garment comes first. The wearer is chosen last — fitted to the clothes, not the other way around. SKINS reverses this entirely. Each look began with a single sentence: one imagined person, one inner world. Every department — design, styling, hair and make-up, casting, movement direction — worked from that same sentence outward. Not towards a garment — towards a feeling.*
- ★ **NO NEW ANIMAL MATERIALS:** *Every piece of leather, fur, and feather in the collection is either deadstock or upcycled. Zero new animal material was produced for SKINS.*
- ★ **THE SCENT INSTALLATION:** *The UNVAIN x RYOKO fragrance developed for SKINS is anchored in blood orange leaves and vetiver — bright and dark simultaneously.*
- ★ **END SONG:** *“Wild World” by Yusuf / Cat Stevens closes the show — the same track that closes the final episode of the first series of the UK Series Skins (S1 E9, 2007).*

ABOUT UNVAIN

UNVAIN was founded in Berlin in 2020 by Robert Friedrichs. The label operates on a simple but uncompromising premise: beauty that doesn't require polish. Rawchic — an aesthetic built on the productive tension between roughness and softness, severity and tenderness, the familiar made strange. SKINS is the brand's second runway collection.

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