

WILLIAM FAN

SS27 'EXCHANGE'

PRESS RELEASE

WILLIAM FAN "EXCHANGE" Spring/Summer 2027 Collection

Berlin, July 2, 2026 – With EXCHANGE, the Spring/Summer 2027 collection, WILLIAM FAN opens Berlin Fashion Week at The Foundry, a project by Bocci, presenting a season that explores cultural exchange, global interconnectedness, and the emotional value of objects. Inspired by journeys through international marketplaces — from the souks of Marrakech and Tokyo's flea markets to Shanghai's antique streets and the vibrant markets of Hong Kong — the collection reflects on a universal human fascination: the desire to discover, collect, curate, and preserve.

As in previous seasons, the collection is presented by a cast of personalities representing fields beyond fashion, spanning culture, media, and society. This season's cast includes Declan Chan, Wa22ermann, Yasmine M'Barek, and Adriano Sack, among others.

Guests included Emily Gretel, Wana Limar, Tülin & Düzen Tekkal, Monica Bonvicini, and Susie Bubble, among others.

The set design translates the collection's central themes into a spatial experience. The columns of The Foundry are wrapped in transparent stretch film and adorned with more than 800 objects sourced from FAN PLAZA, WILLIAM FAN's gift and souvenir store, which opened three years ago adjacent to the Berlin flagship store and serves as a kind of antechamber to the brand's universe. Featuring carefully curated finds, souvenirs, and unique objects from around the world, FAN PLAZA functions as a place of collecting and discovery. Within the installation, these objects become preserved memories, making visible the way stories, possessions, and personal traces are carried across time and place.

The installation is complemented by lighting from Bocci, whose timeless designs echo the ideas of preservation and continuity. Like the encapsulated objects, the luminaires represent products that endure across generations, are passed down over time, and continuously acquire new meaning through their longevity. As part of the presentation, FAN PLAZA will also launch its own dedicated digital presence for the first time.

The collection moves fluidly between tailoring and relaxed leisurewear, combining precision with ease, and function with form. Sport-inspired details such as zippers structure the silhouettes while offering multiple ways of wearing each piece. Sculptural pleating creates volume with an almost architectural lightness, while washes and treated surfaces lend the materials depth, character, and the appearance of having evolved over time. From subtle textures to deliberately aged finishes, the fabrics appear as though they have already absorbed stories of their own. Memories, materials, and visual references become embedded within the garments themselves, creating a conscious sense of layering throughout the collection. From these intersections emerges a contemporary design language centered on openness, movement, and adaptability. EXCHANGE reflects the complexity of our globalized world while celebrating the shared curiosity that connects us all.

Developed in collaboration with USM, custom-designed stools have been created exclusively for the presentation as part of the set design. Paired with seat cushions upholstered in fabrics from the current collection, materials and details from the garments extend into the surrounding space. The collection moves beyond the body and continues through these objects—fashion becoming part of the environment and expanding beyond the garment itself.

For the hair concept, WILLIAM FAN collaborates with the Swedish brand Björn Axén. Inspired by Asian references, the hairstyles are defined by clean, precise silhouettes. Strongly structured, gel-defined looks reinforce the dialogue between form and function that runs throughout the collection. The hair appears intentionally controlled, adding a sculptural quality that echoes the architectural elements of the garments.

The presentation of EXCHANGE is also part of the BERLIN CONTEMPORARY winners' programme, a funding initiative by the Berlin Senate Department for Economics, Energy and Public Enterprises in collaboration with the Fashion Council Germany as part of BERLIN FASHION WEEK.

The lookbook, campaign imagery, and collection text are available for download [HERE](#). Should you have any questions, please do not hesitate to get in touch.

Kind regards,
Louisa Muffler

in partnership with

