

PRESS KIT



howitzweissbach



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TRADITION – OWN COSMOS – YOUR FRIEND

howitzweissbach is the fashion label of Eva Howitz and Frieder Weissbach from Leipzig, Germany. We have established ourselves in the international high-end market with fresh noblesse, producing unique design under socially responsible conditions. howitzweissbach is present in Paris, Milan and Berlin and produces semi-annual collections. In addition to the collections, we also produce a line of shoes and accessories including socks, bags and scarves.

TRADITION

Tradition without being traditional. howitzweissbach produces all of their goods locally. Garments, socks and shoes are produced in the Erzgebirge (Ore Mountains) a region in Saxony. This production area is particularly close to our hearts, as the textile industry has been present there for centuries. Such expertise is rarely found right on a fashion label's doorstep. We want to strengthen the remaining workshops of this traditional industry and have established a well running production network. For the manufacturing of our garments howitzweissbach uses only materials of the highest quality. We love our products and want to see them produced with the same level of love.

OWN COSMOS

Our own cosmos, our own world, our own view. The core of our creative work is the visualization of our own particular view of things, of the zeitgeist and of current events. We love fashion as a medium of expression and seek to communicate our values through it. Each of our collections is created as a new howitzweissbach world in itself. We grew up in a land that does not exist anymore. A land with its own aesthetic. We are conceptionally inspired by Eastern-European Graphics like Bauhaus and the Russian Constructivism, our own childhood memories and of course by collaborations with artists and musicians from our home. In Leipzig we are swimming in an ocean of good music, original works of art, fantastic literature and fascinating social and cultural influences. Thus with each new season we add a new essence to the howitzweissbach cosmos.

YOUR FRIEND

Our collections are filled with the love for fashion. Each article of clothing is lovingly treated – from the first idea to the finished pattern. It is this deep appreciation, which we seek to bring to our customers. Whoever wears the howitzweissbach birds on their collar feels the quality of the fabrics and the unusually constructed cuts and boldly confesses their affinity for the colourful. howitzweissbach works with a host of partners. To treat them fairly and to allow for a certain creative leeway is decisive for our work. Every partner adds their own values to the collection. In our opinion, this is the only way to make a product that is coherent in every way. howitzweissbach wants to establish a completely new style, that is always up to date but independent of current trends. We work with a new awareness of everything that surrounds us. We love the process of forming things according to our own rules, which goes further than designing clothes.



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howitzweissbach is a young, international fashion label from Leipzig/Germany. The designers behind the two intertwined birds are Eva Howitz and Frieder Weissbach. They met in 2002 when starting their course at the Burg Giebichenstein School of Arts in Halle and quickly realized that they had a similar perception of fashion. Every morning on their drive to Halle they used the time to speak about their experiences, about fashion, about art, music and the world.

A close personal and professional friendship grew. During their studies they found a studio which they shared and started their first projects for exhibitions and the theatre. In 2007 both took a work placement; Eva at Walter van Beirendonck in Antwerp, Frieder at Viktor and Rolf in Amsterdam. During this time both started to feel the desire to start their own label. Their own fashion with it's own individual language and in their own individual style.

After graduating in 2008 both received a grant to attend master classes which they used to design their first collection under the name howitzweissbach. The central theme of this collection was their quest for a common language. They choose an unconventional approach, deciding to mix their individual designs and cuts using chance and dice which resulted in EINS THE GA ME, their first collection. All of their collections since are proof of their love for strong colours, stark contrasts and graphical lines. They work closely with friendly artists, photographers and graphic designers and each collection flows from a particular narrative, from it's own cosmos which forms an important basis of their work. For these they draw on the common aspects of their childhood in a country which no longer exists, the German Democratic Republic, and a rich local art and music scene. They both engage regularly in art exhibitions and work as lecturers in fashion courses.

They display their collections in Paris, Milan and Berlin every half year, where they explore new ways of presentation. Thus in 2010 they staged their first collection as a One Minute Show taking place just outside Paris Fashion Week hot spots on a 10 meter black carpet with a live drummer and model. Their collection FÜNF AUFRÄUMEN was presented as a video performance on walls, ships and public squares all over Paris in March 2012. howitzweissbach are a strong team for whom fashion is synonymous with joy and passion.

With every new season a growing global fan base eagerly awaits new glimpses of the howitzweissbach cosmos.



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SECHS – ICONS

The newest howitzweissbach collection is called SECHS ICONS.

Our sixth line is a distinct tribute – a melange – but also represents a feeling for the present.

Everything can be mixed up these days. No rules are there regarding what to wear – neither of a special time nor a certain place. Modern people live noiseless eclecticism.

Such freedom is connected to an open-minded feeling for fashion and the own identity. And it is connected to the ability of seeing the roots of the present in the culture of the past.

With collection SECHS ICONS we bow to that interesting and crowded past. Bringing the style references from the past century together in one extraordinarily contemporary collection was one of the greatest joys in howitzweissbach's latest work.

Lady Di meets Twiggy meets Marlene Dietrich. In the design process we started to feel and to imagine visions like the one of Emilie Flöge meeting up with Greta Garbo at a Fast Food Restaurant to talk about new ideas and inventions. Every piece is a 21st century tribute to a decade long ago.

Pure silk is the foundation and creates an exciting variation of transparency and translucency while providing a solid structure in the designs. The pieces play with space between the materials, the dresses include playful transparent details – like universes seen in a snow globe.

SECHS ICONS assembles the connection of former fashion universes but also creates small secret worlds.



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FÜNF – AUFRÄUMEN

The collection FÜNF AUFRÄUMEN is the number five in our label's life. We decided to relocate our studio and start doing things in another way. And if you move out you have to clean up everything. You put your things in boxes – always there is something left that is not needed any longer, or which you forgot and then get stimulated by again. In this process that feeling automatically turned the theme of the collection.

A deep clearing breath: We decided to clear our patterns, choose quiet and clean colours – to combine a pure look. Calming down and offering hidden excitement.

The presentation of FÜNF AUFRÄUMEN followed that spirit: As a "film fashion show" we projected it onto the authentic surfaces of genuine Paris – on people, sculptures, buildings, on rivers and boats, on buses and trees. Thus the new line was transported by the city itself: Paris wears howitzweissbach. The "film fashion shows" were documented and resulted in a new film document catching what FÜNF AUFRÄUMEN is all about.



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VIER – HIGH CLASS ROBBERY

The collection “HIGH CLASS ROBBERY” plays with volume and transparency. Like the impostor stages and sizes illusion, originate pieces that are large, but through transparency appear delicate. The cuts of the dresses, blouses and coats appear like the fragile skeletons of geometric structures. The collection is based on high-quality white cottons, light silk-cotton weave as well as air-treated cotton batiste and receives its colour through red, blue and green silk organza. Partly generously covered or combined with a single silhouette. In the typical colours of howitzweissbach, clear-edged forms are laid over the body. The transparency of the coloured silk organzas allows the base to shimmer through, at times showing and playing with the space between the body and its covering. The large volume is never heavy, instead appears featherlight, and is pulled throughout the collection. The primarily white geometric-cut and draped tops are combined with small pencil skirts and organza-covered trousers. Dresses in a lavish A-silhouette, with wide shoulders and skewed hemline play with the allure of the body beneath, they show and cover the body at the same time. Here is a physicalness displayed that is never vulgar, but appears fresh and noble.

THE RULES OF HIGH CLASS ROBBERY

Arrive late! Go early, because rarity heightens appreciation!

Speak little or incoherently, as it suggests depth of thought.

Scintillate without letting the effort show (no one needs to know you work nights in a bar!)

A slight stiffness of neck can be very advantageous for your posture!

There is no such thing as heels that are too high. Stop your drama! Go on! Keep training!



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DREI – TATRA

It is freezing. Snow everywhere. The woods are right outside the door of the hut.

Hot chai drunk from a metal cup. The mountain awaits. We start the march.
The sledge behind us. Food in our backpacks. The sky clears. Our feet in thick socks.
Snow crystals in our coats. Pine forests deep in snow. A small beaten track for walking.
Freshly hewn wood. The scent of resin and the mountains before us. Like a painting.
Large, looming, mighty, beckoning. The ascent begins. First easy then more and more steeply.
We are slowly rising. Ski runs cross our track. Follow the yellow markers then follow the red.
Down in the valley snow, children, sledges, smoking chimneys. White is everywhere.
A short rest in the robbers den. Each has a Krakauer and a chunk of caraway bread. Then onward.
Snow turns to ice. Panting. The tree line. Ravens circle above us. It has grown late.
The sun is red and ominously low. The ridge. Racing clouds. At last the summit.
The wind blows through the beards. A view without limit. Vastness. Dusk. Homely lights in the valley.
Let's get back there. Crossing the mainline, following the yellow markers.
Towards the warm fireplace. Euphoric exhaustion. A pipe on the wooden bench.
Tomorrows summit already in view.



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ZWEI

FAMILIENALBUM



ZWEI – FAMILIENALBUM

HELLO THERE

We've arrived safe and sound!
The Baltic sea lies before us like a blue ribbon.
Sailing boats are tacking on the horizon.
The Strandkorb colours are flickering in the blazing sun.
At long last Hermine is wearing her striped beach dress again.
This afternoon we'll have coffee in Zingst with aunt Rita and aunt Edith.
I hope the lemon tart will taste as good as it did last year.
Granny Eva tells us stories about the good old days under the mirabelle tree.
They've forecast rain for the weekend so at least Dad did not pack his yellow rain coat for nothing.
Little Lucy was homesick and crying at first but now we are painting pictures with her.
She is sending you one as a thank you for the lovely shoes you gave her for her birthday.
We'll probably bring more than a handful of sand back in our clothes.

Ahoi
We will certainly see you in spring for Arthur's third birthday.
Hugs and kisses,

Eva and Frieder

All stripes and colours of the collection are painted by hand.



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EINS
THE GAME



EINS – THE GAME

„EINS“ (ONE) is for our first collection. “THE GAME“ simply echoes the way that the final pieces were created. For at first two collections existed, each created by one of the two designers. The question how the different cut pieces would be combined and which designer each would come from decided by the roll of a dice.

Through this process new and independent garments were created to form a new, single collection. During this process classical lines disappeared; a sleeve could turn into a collar, a trouser leg became a new kind of sleeve.

The result of this application of chance to fashion is a collection of over seventy pieces that encompasses classics like slender pencil skirts, elegant blouses and plain trousers as well as delicate silk-dresses and jackets blousons.

Vivid colours catch the eye; strong red, yellow and blue blocks contrast each other to create clear lines.



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TENN

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