



Euer Gnaden

The AW1617 Collection „Euer Gnaden“ is infused with a sense of historical heritage and brings the aesthetic of Austria’s Habsburg past into the present, offering an opulent, luxurious and quite cosy winter wardrobe for boys and girls. The collection is inspired by the grace, elegance and wild freedom of classical sports activities such as horse riding, fencing and gymnastics.

We personally select only the finest fabrics, wools and materials to produce garments, knitwear and accessories: wool and cashmere from Italy, organic cotton from Switzerland and silk from France, wool fabric from Austria. As a tribute to craftsmanship of the past and to the ethos of worthwhile luxury, the collection repurposes heritage lace and fur from the area it is quoting.

The collection comprises romantic dresses, skirts and blouses in warm shades of royal red and burgundy, enlivened by vibrant touches of emerald and embellished with intricate lace details and dashes of gold. We designed impeccably tailored formal shirts and pants together with soft jumpers and t-shirts in sophisticated silhouettes, complementing the collection’s colour palette with light grey, cream white, sage green and vibrant magenta. Selected styles have been ennobled with entrancing prints featuring excerpts of works by appraised photographer René Huemer, who is this season’s featured artist of our Limited Artist Edition offering soft garments with a very contemporary edge to their historical silhouette.

The silhouettes make reference to the attire of the sporting world with loose volumes developed through soft lines in which high waists and comfortable fits alternate with structured necklines and elaborate, fitted finishes. The inspiration of historical sports apparel is reinterpreted with the goal of casual comfort, freedom of movement and flawless quality while making an elegant and extravagant statement.

GIRLS

Elizabeth Dress & Cecilia Underskirt

Crafted from a vibrant royal red wool and viscose blend, the dress features a fitted bodice with appliquéd hand painted gold lace and a long, voluminous draped skirt. Despite its complex construction and luxurious cloth, the garment can be machine washed, thus combining gracious elegance with outstanding practicality. The dress comes with an iridescent sage, emerald and magenta silk underskirt that can be worn both under the dress and by itself.

Madeleine Blazer

The Madeleine blazer is made from timeless light greige houndstooth wool produced in Austria. It is lined with formidable magenta silk pongé and features a long peplum, resulting in an utterly feminine, playful silhouette, quoting the typical riding attire of the Habsburg Dames.

BOYS

Ludwig Shirt & Tom Trousers

The classic burgundy and white plastron shirt is designed to feel comfortable and airy, making it the perfect choice for adventurous boys. Made from perfect Swiss poplin cotton and resistant gabardine, the shirt is detailed with a skillfully constructed high collar that references to historical Vaternörder shirts but feels loose and comfortable. Pair the Ludwig shirt with the Tom trousers. Their cut is reminiscent of riding breeches and they are crafted from soft corduroy and are entirely lined with cotton for added warmth. Golden breeches complete a very distinguished, dapper and outstanding look.

Rudolf Jacket

The Rudolf jacket is crafted from sage green Austrian wool and a warm cotton plush lining. The double-breasted jacket features hand-gilded buttons from the original Habsburg area and a hood with an inlay of heritage fur, whose tips have been dyed by hand to agree with the soft dark red hue of the lining.

RESERVE

Selected styles of our seasonal collection (like the Elisabeth Dress and Rudolf Jacket) are created in our RESERVE studios, celebrating the heritage of true couture tradition: Each piece is composed by hand, using unique fabrics, laces and furs, buttons and other details of times long gone, creating priceless unique items, impossible to reproduce. They are resource-conserving, since its material is already present - devised with the talent and art of recognizing the most valuable character of prime cloth, and emphasized in this quality by the way it is put to work.

Exclusive by finity.

Particular, modest, extravagant. Ennobled.

THE BRAND

Handcrafted in Vienna, The Small Gatsby combines the gentle and pure idea of luxury with the bold vision of exceptional design. Aesthetics and function are of the same value: We are sourcing the finest material to create garments, worthy of being so close to skin. The perfect cut is hidden in the detail, in the intangible freedom of movement and an impeccable silhouette quoting many details of the European years between 1900-1930.

Our garments promise excellent craftsmanship of designers, pattern makers, weavers, mercers and couturiers who work with us in trusted partnerships, following our standards of *a Deeper Luxury*: Traditional values of handcrafting heritage meet those very contemporary ones of corporate and environmental responsibility and allow us to shake each and every hand involved. And so can you.

The Small Gatsby offers garments which are as unique, genuine and splendid as the children wearing them.