



For this new autumn/winter collection Hilda.Henri remembers one of the biggest childhood dreams: to fly and rise ABOVE THE CLOUDS.

These are our fresh memories we bring back from our imaginary journey while working on AW16. Bright colors of glowing horizons appearing as though from nowhere, sparkling for moments, and then vanishing back into the darkness. Rich red and orange tones, pink, mustard and turquoise meet plain black and white and muted colors. The silhouettes of our skirts and dresses remind of puffy clouds. By using colorful patches and special refinements we take a playful approach to the topic. For our expressive patterns Hilda.Henri got inspired by the work of the contemporary artist Sterling Ruby, whose paintings we admire from the bottom of our hearts. They give the range a special lightness, providing exciting contrasts to the heavy qualities of milled loden and wool.

Hilda.Henri is an independent brand for children of 2 years to 16 years. Based in Vienna Hilda.Henri is dedicated to sustainable children`s couture made from fabrics of the highest quality. At the beginning in 2013 Hilda.Henri focused on liberating the erstwhile Alpine farming fabric milled loden from the context of traditional costumes, breathing new life into it with their designs and giving it a fashionable focus. In the meantime the brand gives its special handwriting also to other precious fabrics like woven wool, merino, silk and soft cotton. Constant part of the designs and their striking appearance are frayed woven or cut edges and the finishing with wool borders. Hilda.Henri makes modern, sustainable couture for small adventurers, dandies and playground strollers, for urban elves, dreamers and little artists.

Hilda.Henri emphasizes on sustainable and fair production. Partners are old established family businesses with a longtime knowledge - settled in between the mountains and nature. All collections are manufactured regionally, following the rules of a traditional handcraft. The young label from Vienna goes its own way in many respects.

Come and visit us

Pitti Bimbo 21 -23 January 2016

Apartment stand 7 | APARTMENT FASHION SHOW

CONTACT

Hilda.Henri Verena Wondrak & Mirkus Hahn phone +43 660 2954590 PR@hildahenri.com www.HILDAHENRI.com