

HERSKIND SS27

QUIET CONFIDENCE

Spring Summer 2027 embraces the quiet confidence of summer.

A confidence that does not demand attention but reveals itself gradually - in the way a fabric moves, the feeling of sunlight against bare skin, and the ease of clothes chosen instinctively.

The collection follows the rhythm of a summer day, from the clarity of the first warm morning to the softness of its final light. There is a sense of openness throughout - an invitation to breathe, to simplify and to dress without overthinking.

The tension between stillness and movement, structure and fluidity, becomes the foundation of the SS27 show. Here, the collection's quiet confidence is expressed not only through the clothes, but through the women who inhabit them.

THE SHOW

For the HERSKIND SS27 show, the runway is transformed into a gallery of classical sculptures. Art figures stand elevated on raw wooden plinths - idealized, observed and preserved in time.

As the show begins and the models enter wearing the SS27 collection, movement and life are brought into the room. Fluid fabrics shift around the body; transparent layers catch the light and softened tailoring takes shape through movement. Among the motionless sculptures, the distinction between statue and woman begins to dissolve.

The models bring individuality, energy and presence into a setting traditionally defined by stillness. Here, the woman is not an object to be observed, but the author of her own form.

The show culminates in Madonna's *Danceteria*. At the heart of the song is the declaration, "Everyone here is a work of art" - a line that connects directly to the sculptural setting of the show. It expands the idea of the artwork beyond the classical figures on their plinths and towards the living women moving among them.

As the final looks enter the room, the contrast between the classical sculptures and the women of HERSKIND becomes fully visible. One represents an ideal fixed in time; the other is alive, individual and continuously evolving. Together, they expand the idea of what a work of art can be.

"Everyone here is a work of art."

A final declaration that art is not fixed or untouchable. It is alive, embodied and continuously evolving.

THE COLLECTION

The collection unfolds through light, movement and texture.

Crisp linen, washed silk, soft cotton and fluid jersey meet weightless cashmere, creating contrasts that feel both natural and refined. Materials are chosen not only for how they look, but for how they behave: linen creases, silk shifts with the body and natural fibers soften with wear. The clothes are designed to become more personal through movement and time.

Tailoring remains the foundation of HERSKIND, reimagined with a softer expression.

Silhouettes move closer to the body while retaining the clean lines and understated ease that define the HERSKIND design language. Structure is present, but never rigid. Familiar shapes are loosened, lightened and allowed to move.

Transparency brings another dimension to the collection.

Sheer layers catch and diffuse the sunlight, revealing the body without exposing it entirely. Organza creates a sense of weightlessness, while satin skims the skin with a quiet fluidity. There is a constant interplay between what is concealed and what is revealed - between the precision of tailoring and the intimacy of summer dressing.

Sensuality is felt rather than displayed.

It lives in an open back, a bare shoulder, the subtle transparency of organza and the movement of silk against the skin. It is found in the feeling of air on the body, the freedom of an unfastened layer and the ease of a silhouette that follows rather than restricts.

Dresses take center stage.

Fluid and feminine, they express the collection's balance of softness, strength and movement. Relaxed tailoring, denim and leather bring contrast and a familiar HERSKIND edge, creating a wardrobe that moves naturally between structure and release, the everyday and the unexpected.

Layering is intuitive and light.

Transparent fabrics meet more substantial textures; soft pieces are balanced by sharper lines. Garments can be worn with intention or without ceremony, allowing the woman wearing them to shape their expression. Nothing feels overly prescribed. The collection offers possibilities rather than rules.

The palette is drawn from sunlight, limestone and the sea.

Chalky whites, warm sand, soft khaki, earthy browns and deep black form a grounded foundation, lifted by pale olive, vanilla, washed blue and clear aqua. The colours feel sun-faded and elemental, echoing natural landscapes and the changing tones of a long summer day.

At the heart of Spring Summer 2027 is a woman entirely at ease with herself.

She does not dress to perform a role or fulfil an expectation. She chooses what feels right - what allows her to move freely, feel present and remain unmistakably herself.

QUIET CONFIDENCE is an invitation to dress with ease. To layer, simplify and choose instinctively. To find strength in softness and sensuality in the understated.

A summer wardrobe defined not by excess, but by presence.