

minimum launches new collection in berlin



this season, minimum will host an event during berlin fashion week by making a presentation of the new spring 19 collection.

the event in berlin emphasizes that minimum is a brand on the international fashion scene. *"minimum wishes that the new direction should signal more signature from the brand, which will contribute to an increased level of knowledge,"* explains cco of minimum, josef lützen.

the event will take place on wednesday 4th of july, where the spring 19 collection has become more simplified and trend-based. the collection will be presented to influencers, the international press and key accounts.

take, take, take, minimum spring 19

the collection is inspired by the cinematic universe and the message visually expresses itself in a progressive way, take action, take care and take off.

minimum throw off the passive attitude of previous months and jump into activity. key mega-trends include taking physical action in the new year, taking ecology seriously in our daily lives, and travelling to new and exciting places, in new ways. the aesthetic is one of deluxe outdoors.

hiking aesthetic will become key, with a taste of deluxe safari vibes coming through in sandy tones, premium military inspired finishes and technical construction also see synthetic fabrics contrasted against natural classic cotton hand feels and flowing and sheer fabrics taking over.

the collection is an important step for minimum and shows a more clear signature to keep focus on fewer styles. it is perceived that the individual styles have become more recognizable and therefore raise awareness. the commitment to upgrade the design on the collections adds additional value to existing products called "essentials", as they have a longer lifespan. the frames are set to add value to the brand, which orientates itself to an international spectrum where the modern and uncomplicated are shouted.

take, take, take is the inspiration for spring 19 and at the same time creates minimum's new direction. the mood of the collection is characterized by the message and leads the mind towards the individual person where creativity, freedom and honesty are the foundation.

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