

ROBERTA EINER

SPRING/SUMMER 2017

For spring 2017, Roberta Einer translates the hyperreal colour and art deco architecture of South Beach, Miami into a bold and visceral collection of exquisitely crafted womenswear.

Drawing on the graphics of contemporary illustrators Yoko Honda and Jiro Bevis, the Estonian designer playfully re-imagines 1980's poolside poster art in her trademark embellishment. Highly worked fabrics feature botanicals and tropical birds, layered together with pen-and-ink figures in a vivid homage to the surfside city. "I was looking at Miami's art scene in the 1970's when it was still riding the wave of Pop Art," explains Einer, who toured the city's art galleries and botanical gardens on a recent visit. "Everything is extra big, extra colourful and extra beautiful - just like Miami itself."

For her fourth season, Einer explores the nocturnal life of Ocean Drive with a capsule of silk dresses, shorts and trousers in sleek, womanly silhouettes. She says: "I wanted to recreate what all those strong Studio 54 characters like Bianca Jagger, Janice Dickinson and Debbie Harry would be wearing if they went to Miami." Hems are left undone for a raw, modern finish. While a series of hooded tops (one of which employs an innovative blend of PVC, silk and acrylic) nod to the Dirty South hip hop culture that dominates Miami's music scene.

The pastel hues of the city's archetypal architecture provide a rainbow palette of greens, blues, pinks and fluorescents that are offset by monochrome. Electric neon signage and souvenir patches are re-created in Einer's signature beading and embroidery. The collection's shortened 'Honey' dress (now in its fourth iteration) comes in black and white striped silk/cotton that's clad in a Pepto-Bismol pink patch, with the words "Lonely Only For You" hand-stitched in sequins.

This season Einer collaborates for the first time with the Swarovski on three show piece looks: The tropical bomber jacket, in laser-cut denim whose 3-D floral effect is created with frayed denim, threadwork embroidery and Swarovski crystals and pearls; The crystal dust bomber, a hand-painted leather jacket emblazoned with an oversize hummingbird and covered in Swarovski crystal fabric; and the signature slip dress featuring graphic embroidery and multi-hued rhinestones for a powerful, pixelated finish.

Luxury Womenswear designer Roberta Einer moved from her hometown of Tallinn, Estonia to London to study on the prestigious fashion courses at Central Saint Martins and the University of Westminster. During her studies she completed internships with Mary Katrantzou and Alexander McQueen, before moving to Paris upon graduation to assist at Balmain for a year where she continued to develop her craft.

Establishing her label upon her return to London, the Roberta Einer brand is now in its third season creating experimental, luxury womenswear which focuses on textiles and working with traditional couture techniques. Playful embellishments and hand-embroidery decorate specially sourced fabrics to create her daring more-is-more, feminine aesthetic.

Named as One to Watch by NEWGEN in December 2015, in April 2016 Roberta Einer was selected as a winner of Saks' inaugural Emerging Designer Showcase competition. Her innovative designs have been featured in the likes of American Vogue, Teen Vogue, Dazed & Confused, HUNGER and i-D Magazine. Stocklists of the brand include Saks (USA), I.T. (Hong Kong) and Super (Milan, Italy).

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