

ROBERTA EINER
AUTUMN/WINTER 2016

LONDON FASHION WEEK
PRESENTATION



























































VOGUE

SEARCH BY DESIGNER

Roberta Einer

SEASON

Autumn/Winter 2016-17

SHOW TYPE

Ready-To-Wear

AUTUMN/WINTER 2016-17 | READY-TO-WEAR

Roberta Einer



ROBERTA EINER

The Bridge Co Showroom
- 24 Rue Beaubourg - Paris 75003 -
2nd March - 8th March 2016

Sales information:
marco@thebridgeco.uk
All other enquiries:
info@robertaeiner.com



LOOK_1



LOOK_2



LOOK_3



LOOK_4



LOOK_5



LOOK_6



LOOK_7



LOOK_8



LOOK_9



LOOK_10



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LOOK_13



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LOOK_15



LOOK_16



LOOK_17

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Meet the New Wave of Fearless Fashion Talents

These five young designers are sticking out from the crowd.

Edited by Andrew Bevan
Photographs by Rory Payne
Makeup by Nobuko Mookawa using M.A.C.
Fashion by Helena Saito
Hair by Louis Ghewy of The Book Agency
FEB 11, 2016 4:07PM EST



ROBERTA EINER, 23

It's no surprise that Roberta was selected as One-to-Watch by the British Fashion Council's Newgen committee for fall 2016—the University of Westminster grad has interned at Roksan, Mary Katrantzou, Alexander McQueen, and Balmain. "I specialize in experimental embroideries, handcrafted knitwear, and luxury outerwear," Roberta says.

roberta einer makes clothes for girls who are too pretty to work

She's the young Westminster graduate who's putting a lush pink and blue filter on the fashion world.



With an Instagram full of Clevea quotes ["Do you think she's pretty?"] "She's a full on Monet. From far away it's okay, but up close it's a big old mess." Detail shots of delicate sequined embroidery, and soft-focus, dreamlike photographs of her latest collection, Westminster fashion graduate Roberta Einer is making fashion for girls who—in her own embroidered words—one for "too pretty to work". Clocking another first year as the standout in her Class of 2015, Roberta's blue and pink filtered world is a reflection of her love of teen movies, her longing for the life of Cher/Regina/Torance when she was a kid growing up in Estonia, and her desire to create luxury for the modern girl. Roberta was the only graduate from her year to go on and show at London Fashion Week, and as one to watch on everyone's list, we caught up with her to chat chick flicks, loose-cutting a million sequins, and why her muse is more into love letters than Bum Books.

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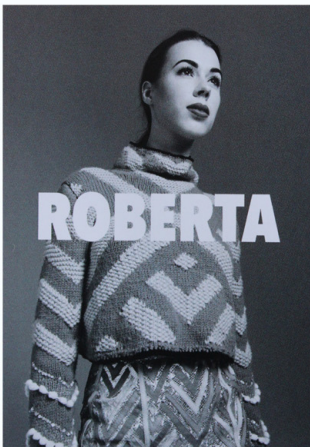
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NEWGEN : CLASS OF AW16

NEWGEN CLASS OF FEBRUARY 2016

Season after season, London continues to prove itself as a fashion capital of unparalleled originality, offering a platform for both established and emerging designers to showcase their creativity. Since 1993, The British Fashion Council (BFC) has proudly supported young up-and-coming talent as part of its NEWGEN initiative sponsored by Topshop, and this year is no exception. As its name suggests, the biannual project provides a new generation of UK-based designers with funding and a space to show their work at London Fashion Week (LFW). Shows, presentations and installations all appear on a tightly-packed schedule alongside meetings with global buyers and business mentoring.



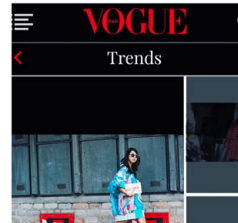
ROBERTA EINER (ONE TO WATCH)

The Estonian born designer has been hailed as a *TIME* *WIRE* "one to watch" by the discerning panel. Even before establishing her own label, designer had already built up a substantial CV, having spent a year in Paris as a print and embroidery assistant at Balmain before completing her degree in fashion design at Westminster University.

Einer's clothing is brazenly feminine, which she describes as straddling "the line between good and bad taste." Baby pinks, baby blues, turquoise and purples are common accents within her embellished collection. "My ideal client is someone who gives my clothes a life rather than the clothes giving someone a life." Vibrancy and intricacy are recurring touchstones, whether exemplified through beading, appliqué or embroidery. Einer's designs are almost confrontational with their mass of overt details and frivolity. Layers of dense textures build to create an abundance of movement and, importantly, fun.

Knowing her own mind, Einer designs for women who know exactly who and what they are. While gender fluidity may well be the word of our fledgling fashion talent embraces a bold-yet-playful femininity. "Clothing is about bravery. I want to give you confidence."


Fashion Week Streetstyle Sept 2015



Vogue US / Designer Profile
2015

VOGUE FASHION BEAUTY CULTURE LIVING RUNWAY CITY GUIDES

MEET THE BREAKOUT LONDON DESIGNER WHO SCORED A JOB AT BALMAIN DURING COLLEGE



Even in these days of super-heroes, high-achieving millennials, it's rare for a fashion graduate to land a job at a famed design house ahead of graduation. But such is the brilliance of **Roberta Einer** that the London-based designer spent a year in Paris at **Balmain**. First as an intern then as a print and embroidery assistant, before even completing her Westminster University degree this summer.


"I didn't plan to do this," explains Einer, who grew up in the picturesque Easton town of Tallin, but went to a British boarding school when she was ten fourteen. "I was visiting my parents when the letter arrived. By the end of that week I was on a research trip to the Paris Open with the Balmain team."

To say that the opportunity to work alongside world-famous **Olivier Rousteing** was life-changing is a bit of an understatement, of course, but proved especially pivotal in helping Einer define her own fantastical range of embroidery. "At the time my aesthetic was minimal and monochrome, but at Balmain there are no limits—it's all about adding more. It gave me the courage to really go for it."

The 23-year-old's graduate collection showcases a shiny, maximalist world of high school sweaters and cheerleaders, paired a fabric with an eye for League staples. Drawing on the traditional embroidery of her fish-erick homeland, a throng of sliver skirts, baseball caps, and slip dresses are hand-stitched with a veritable rainbow of applique, sequins, ribbons, and beads.

The most noteworthy among them is an ornate French-wound baseball jacket, stitched with more than 800 meters of ribbon, and a T-shirt spelling out the words **Chevrolet Club Girls** in a jagged patch of sequins. "The most important thing is the weight," she says of these hand-made showpieces that will set eyes through from Balmain beach tents to city cocktail. "Like a good watch on your wrist to me, that's the feel of luxury."

Next month the designer reveals her first stand-alone Spring collection with a presentation at **London Fashion Week**. "It's a more wearable and affordable version of the graduate show," explains Einer, whose unconventional evening statement is sure to be snapped up come fall when it will be available to buy on her online store. "Now I've had time to figure out how the pieces work on the body, and really get everything right—from fit to finish."



W Magazine / 3 Designers to watch
LFW Fall 2016

5 Designers to Watch at London Fashion Week Fall 2016

February 21, 2016 02:03 PM by Caroline Giannone

Roberta Einer

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The Telegraph / Emerging Designers Feature
2016

The Telegraph LIFESTYLE FASHION

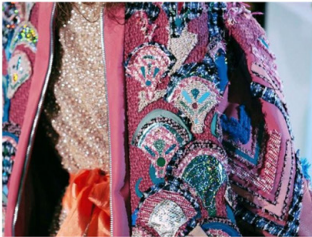
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Emerging designers to watch at London Fashion Week

By Emma Spedding
17 FEBRUARY 2016 - 3:39PM

London Fashion Week is traditionally seen on the global fashion stage as the city where young, fresh talent is given a platform. So who are the new wave of emerging designers following in the footsteps of the Christopher Kanes and the J.W. Andersons? Ahead of **London Fashion Week**, which kicks off this Friday, we present 12 of the most exciting up-and-coming names on the schedule for AW16...

1. Roberta Einer



Roberta Einer only graduated from Westminster University in 2015, and then launched her own eponymous label a few months later in September. The 23-year-old Estonia-born designer spent a year working in Paris with Olivier Rousteing at Balmain as an intern and a print and embroidery assistant, and has also interned at Mary Katrantzou and Alexander McQueen. She is the definition of a maximalist; rich embroidery is at the core of all she does. The British Fashion Council NEWGEN committee have labelled Einer the 'One-To-Watch' for AW16 and she is one of eight designers with NEWGEN support this season.

Vogue Korea Feature
2016

VOGUE KOREA

FASHION BEAUTY LIFE PEOPLE VOGUE GIRL #VOTD VOGUE TV RUNWAY SUZY MENKES

#LFW - Shrimps, Faustine Steinmetz, Sibling, Roberta Einer, Holly Fulton 16F/W



로베르타 아이너(Roberta Einer)는 전통 우뮈르 기술을 연마하고 발명(Balmain)에서 경력을 쌓은 신진 디자이너. 다양한 텍스처의 소재와 섬세한 수공 디테일로 완성한 서양산 컬렉션.

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