

(CON)TEMPORARY FASHION SHOWCASE: Florentina Leitner

1

MAK – Press and Public
Relations

Press Release

Vienna, 3.5.2024

presse@MAK.at

Press Tour

Friday, 3.5.2024, 10 am

Florentina Leitner (* 1996) will present fantastic, floral, and femininely playful fashion designs in the historical surroundings of the MAK Geymüllerschloß in the context of the *(CON)TEMPORARY FASHION SHOWCASE* series as of 4 May 2024. The designer, who was born in Vienna and lives in Antwerp, creates distinctive looks with characteristic elements like three-dimensional blossom-ornamentation or faux fur as well as sunglasses that look as if they were inflated. In the exhibition, Florentina Leitner, who has already clad stars like Lady Gaga, Kylie Jenner, and Ellie Goulding, will show select pieces from her collections and her most recent fashion films. The *(CON)TEMPORARY FASHION SHOWCASE* provides fashion designers, artists, and fashion enthusiasts with a platform for engaging with contemporary fashion themes and is now entering its third season.

Florentina Leitner graduated from the Hetzendorf fashion school in Vienna, studied with Walter Van Beirendonck at the Royal Academy of Fine Arts in Antwerp, and worked with Dries Van Noten before starting her own fashion label in 2021 in response to lively interest in her graduation collection. Leitner has her often romantically connoted pieces produced in Italy, often using deadstock fabrics and in correspondingly limited editions, as sustainably as possible.

German *VOGUE* referred to Leitner in 2023 as the most promising Austrian newcomer after she had already been distinguished several times in the previous years: in 2020 she was presented with the Fashion Start Grant of the Austrian Federal Ministry for Arts, Culture, the Civil Service and Sport (BMKOES). In 2021, 2022, and 2023 she was honored respectively with the "AFA Support Collection" award of the Austrian Fashion Association and in 2022 with the *Emerging Talent of the Year Award* of the *Belgian Fashion*

M

A

K

Awards. She has presented her collections in the context of the Paris Fashion Week since October 2022.

Important sources of inspiration for Florentina Leitner are art and film, as can be seen from her poetic collection titles, including from those she is incorporating into the solo exhibition in the MAK Geymüllerschloss.

L'Autrichienne (Fall/Winter 2024/25) can be understood as exemplary of Florentina Leitner's love of historical quotations in associatively arranged storytelling. The collection inspired by the former French Queen Marie-Antoinette of Habsburg-Lorraine also refers to Sofia Coppola's biopic *Marie Antoinette* (2006), an opulent period film with contemporary elements.

2

Leitner also turned to another female historical figure, Jeanne d'Arc, for the *Jeanne* collection (Fall/Winter 2023/24), while the *Der Zauberberg* collection (Fall/Winter 2022/23) cites Dario Argento's horror film *Suspiria* (1977)—and not, as one might expect, Thomas Mann's novel of the same name (*The Magic Mountain*). The first part of Argento's trilogy about witches served Florentina Leitner as inspiration for the fashion film connected with the collection and its shooting location, the "Magic Mountain" of Semmering. Some accessories cite contemporary fine art: Jeff Koons' legendary *Balloon Dog* sculpture (since 1994) appears to be interpreted as a bag, while a pair of glasses is reminiscent of Erwin Wurm's seemingly bloated sculptures, for example, his *Fat Cars* (since 2001).

Midnight Vertigo, her 2020 graduation collection from the Royal Academy of Fine Arts, which also flows into the exhibition, intuitively encourages associations with Hitchcock's *Vertigo* (1958). However, it is not only a homage to the world-famous thriller with its legendary, surreal dream sequence. For the designs, including catsuits and faux fur jackets, Leitner was also especially inspired by the color contrasts and the play of forms of op art.

Lace, voluminous details, floral prints, and fruit-shaped jewelry elements characterize the current summer collection *Picnic at Hanging Rock* (Spring/Summer 2024). The jewelry originated in collaboration with Helena Thulin. The somber summer atmosphere is derived from Peter Weir's Australian cult film *Picnic at Hanging Rock* (1975), in which a group of girls disappears. The film takes place in a setting that emphasizes idyllic nature and is set in around 1900.

Designs by Florentina Leitner are part of the collections of the Fashion and Lace Museum in Brussels and of the MoMu – Fashion Museum Antwerp.

Also participating in the design of the exhibition are Alma Bektas with a floral sculpture, Sophia Stolz with wigs as well as make-up artist Nil Stranzinger. Press photos are available for download at [MAK.at/en/press](https://www.mak.at/en/press).



Fashion Lounge

On the occasion of the *(CON)TEMPORARY FASHION SHOWCASE*, the Schlössel garden transforms into a fashion lounge on selected weekends. Culinary highlights with Popchop, Oberwasser Fisch, Buschenschank in Residency, workshops with artists, guided tours, talks, and a vintage market offer a diverse program centered around the theme of fashion in a Biedermeier ambiance.

More details at: [MAK.at/contemporaryfashion](https://mak.at/contemporaryfashion)

3

Fashion Lounge N° 1

Sat, 4.5.2024

10 am–8 pm

Season opening at MAK Geymüllerschloß and exhibition opening *(CON)TEMPORARY FASHION SHOWCASE: Florentina Leitner*.

3–5 pm

MAK-it! Workshop for adults

Kunst!Blumen with Alma Bektas

More information and tickets: [MAK.at/contemporaryfashion](https://mak.at/contemporaryfashion)

5.30 pm

Opening with MAK General Director Lilli Hollein

followed by a Dialogue Tour through the exhibition with designer Florentina Leitner and curator Lara Steinhäuser

On the occasion of the opening, cake artist Sophia Stolz will present mini-creations of meringue, inspired by Florentina Leitner's latest collection *L'Autrichienne*.

2–8 pm

Drinks and music in the garden*

*The outdoor program in the garden will only take place with good weather.



Press Tour

Friday, 3.5.2024, 10 am

Opening

Saturday, 4.5.2024, 5.30 pm

Exhibition Venue

MAK Geymüllerschloß,
Pötzleinsdorfer Straße 102, 1180 Vienna

4

Exhibition Dates

4.5.–3.11.2024

Opening Hours

4.5.–3.11.2024

Sat and Sun, 10 am–6 pm

Curator

Lara Steinhäuser, Curator, MAK Textiles and Carpets Collection

Admission

Admission online € 7.50

Admission on site € 8

Free admission for children and teens under 19

Free admission with MAK Annual Ticket

MAK Press and Public Relations

Judith Anna Schwarz-Jungmann (Head)

T +43 1 71136-213, judith.schwarz-jungmann@MAK.at

Sandra Hell-Ghignone

T +43 1 71136-212, sandra.hell-ghignone@MAK.at

Ulrike Sedlmayr

T +43 1 71136-210, ulrike.sedlmayr@MAK.at

