



Press Release

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Carni is a new Berlin-based fashion label that launched in January 2010 with a runway show of its debut collection of jewellery and accessories at the .HBC Couture: Designer Scouts event during Mercedes-Benz Fashion Week Berlin.

Carny is a term that became popular in the early 1930s in North America. It describes the people who work for a carnivale – a funfair that travels through the country. Carnies were not just the people employed to build up the booths and rides, but also the ones working the stages: Magicians, erotic dancers, sword swollowers, snake tamers, bearded ladies, psychics, and all the freaks you can imagine who dared to turn their unusual nature into an attraction.

The first collection features an extravagant range of harnesses, necklaces and bracelets. The main attraction is the re-invented version of a harness. Mainly known from extreme sports or fetish accessories this special type of body wear is usually made out of robust leather or nylon with buckles and studs, worn tightly wrapped around the body. The Carni interpretation is a more fashion oriented approach, made of fine soft leather, shiny twisted cords, Swarovski beaded strings, delicate silver and charismatic center pieces of acrylic hanging loosely around the body.

The diamond symbol of a card game is a very central shape in the collection. An extensive range of necklaces makes use of this shape in various sizes and colors. A vibrant, dark, translucent blue combined with a weaved structure of light green and creme shades is the most unusual and eye-catching color combination, while glossy black or smokey grey create a more classic look. A small selection is also available with silver or copper finish. Every piece is unique and daring and will turn its wearer into an attraction himself.



Lookbook and images available at:
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