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BY MALENE BIRGER

Spring-Summer 2021

Long-lasting style is often thought of as simple and minimalistic but the most precious pieces – and the ones that actually stay in your wardrobe – are as likely the most unique: a ruffled blouse that combines comfort with polish, a floor-length dress that's both office appropriate and an occasion saviour, or a vibrant vanilla-yellow suit that makes day-to-day life a little brighter. For spring-summer 2021, By Malene Birger focus on those great wardrobe pieces. It's an eclectic collection in four parts, designed with close attention to detail and texture. Contemporary craft and tactile surfaces run through each part, where statement dresses, broderie anglaise, and fine leatherwear are complemented by fundamental tailoring and refined basics. Built on creativity and a natural approach to style, the collection is wearable and easy to adjust to personal preferences, mood, and activity – focusing less on the stories we tell and more on the lives we live.

The first part of the collection showcases the richness of texture and detail. The statement coat Carya is a flowey cape with quilted seams, a detail also seen on blazers, blouses, and bags. By Malene Birger's Signature Flower print is embroidered in beads on the Rosali dress and a new kimono coat dress. Sequins meet natural cotton and linen, feather-light leather and delicate lace knits. Colours are kept neutral with earthy mix-and-match shades of beige and black. A fresh take on tailoring has resulted in modern-shaped suits that double as relaxed yet defined separates and build a reliable foundation for everyday dressing. The launch also introduces a new leisure line in organic cotton or a soft alpaca blend, designed with comfy weekend dressing in mind or when going to-and-from training.

Part two makes a colourful statement with key pieces that are easily dressed up and down into working everyday looks. Soft leather separates, no-fuss suiting, a tweed blazer, light knits and workweek dresses come in a popping combination of deep green shades and rose pink. Dresses that can be transformed to fit numerous occasions are the real spring-wardrobe heroes. This season, the summer strap dress, the feminine midi dress and the woven striped shirt dress provide endless options depending on mood and activity. The voluminous long sleeved Rosali is part of the DNA of By Malene Birger. It's an effortless charming signature dress that comes in different versions throughout the season, from the flower bead print to rose pink and pale blue, and its modern bohemian look is easily switched up from daily work to off-duty dinners.

The third part features refined versions of feminine staples. The new bodycon styles are everyday essentials made from a fine rib knit. The tactile set contains a longer dress and tie skirt, a deep-cut top and a soft collared long-sleeve made with a close, flattering fit, ideal for layering or worn together. The graphic sequin print and beaded flower monogram print from the launch reappears as regular prints on tees, leisurewear and dresses. Shorter dresses – like the 100% silk Diranta dress with bubble stripes – bring vibes of a sunnier season slowly closing in.

Rounding up the season, the final part introduces summer versions of collection key pieces in bleached yellow, soft greys and crisp white. Dramatic sleeves and shoulders are in focus with wide cuts, draping and ruffles. The rounded Deltaria leather top and Diosma dress, the cotton stripe Darcya dress and organic cotton prairie blouses all illustrate the unpretentious style, craft and attention to detail of the collection. Additionally, just in time for garden cocktails and seasonal celebrations, it features a yellow summer suit. Combining timeless tailoring and brightness, the Alexah blazer and Saule trouser make a personal and fail-safe statement that's significant for the season as whole, and that will remain in the wardrobe for years to come.