

EXCELLENZ

„Urban Family“

Since the foundation of their common label “Excellenz” in February 2011, Susanne Begusch and Sebastian Bauer have been enriching the Viennese designer scene. Inspired by the embellishments and structure of uniforms, their clothes are modern but at the same time familiar. Their favoured materials are wool and fur. Gathered by means of a recycling process, the former fusty image of fur can easily be overcome.

International affairs

“Excellenz” presents its latest collection exclusively at the WHO’S NEXT – Prêt-à-porter fashion week in Paris to the international professional audience and journalists. A limited collection, consisting of five different chesterfields matching the fair’s theme “Industrial Revolution” have been chosen by the fair’s management and will hence be sold in an on-site Collaboration Store.

The new autumn and winter collection 2013/14

The portfolio consists of jackets and coats, ten of which are designed for women and five for men. The items of clothing discreetly contain typical elements of uniforms which gently harmonize. Special attention has been paid to the utilization of recycled fur coats. Short cut rabbit fur decorates the women’s clothing and gives them a special fifties-touch. The long haired nutria adorns the cuffs. As for the men’s clothing, the shawl collar, decorated with fur, evokes times of prohibition to mind.

The current autumn-winter collection 2013/14 is dominated by diverse colours originating those of uniforms: navy blue, brown/green and black. For women, the special colour “berry” dominates.

Profile of the enterprise

„Excellenz“ has only appeared on the Austrian and German market so far. Thanks to recent coordination and investments in different areas, the label is now ready to enter the international market. Its strength lies within its currently small size which allows for flexibility and hence the ability to operate effectively on the fashion market.

Managed in form of a „GmbH“ (limited), „Excellenz“ is able to form business relations with other enterprises and thereby cope with technical professionalism and the search for perfectionism.