

House of the Very Island's



The FW 2016-17 collection of this Austrian brand is inspired by art's most obvious signifier, the frame



June 29, 2016 6:30 AM

Created initially by a collective of four Austrian artists and designers, [House of the Very Island's](#) exclusively refocused its activities on fashion through the perspective of Markus Hanleitner and Karin Krapfenbauer in 2008. Since then the brand, whose work is closely linked to the vibrant Viennese queer art and music scene, has developed collections which are “addressed to any sex”: **they transgress the standard gender, image and beauty codes, and interrogate on the political, social and cultural aspects of fashion.**

Markus and Karin reclaim the traditional masculine ready-to-wear codes by designing sophisticated yet elegant looks, almost couture-like, while remaining relevant and casual. **House of the Very Island's FW 2016-17 is inspired by art's most obvious signifier, the frame.** This season actually uses the frame as a physical representation of the context that makes art recognizable as art. Moreover, the collection translates the label's signature blend of global street style with classic menswear details and patterns into a mixture of casual organic cotton, high-end Italian wool fabrics, recoloured houndstooth patterned fabrics produced in France and heavy Austrian outerwear materials.

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