

Paris, March 5, 2024

MAGDA BUTRYM – FW25 "MAGDALENA" SUMMARY

- *Magdalena* is Magda Butrym's most personal collection to date—rooted in self-expression and inspired by her full name.
- The collection pays homage to **Polish weaving traditions**, drawing from the craftsmanship of artisans and artists like Magdalena Abakanowicz.
- Handcrafted textures and rich knitwear take center stage, seen in **intricate eveningwear**, sculptural wedding dresses, and layered, tactile outerwear.
- The showcase's **immersive scenography** featured **200 meters of woven fabric**, created over 150 hours, symbolizing Magda's connection to craftsmanship.
- While *Magdalena* introduces new experimental elements, it stays true to the brand's **Slavic identity, femininity, and strength**.
- The collection **blends modern practicality with romantic expression**, combining bold silhouettes with soft, handcrafted details.
- The signature **Enchanted Rose**, represented through deep reds and handcrafted elements, remains at the heart of Magda Butrym's universe.

In Magda's words: *"This collection is an instinctive, fearless exploration of self—driven by pure emotion and the joy of creation."*

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