

Paris, March 5, 2024

MAGDA BUTRYM PRESENTS "MAGDALENA"
Fall-Winter 2025 Collection Debuts at Paris Fashion Week

Marking a new decade of creativity, Magda Butrym unveils her most personal collection yet: Magdalena. Derived from her full name, which she uses privately, Magdalena is an intimate self-portrait that reflects the Polish designer's raw self-expression while staying true to her brand's distinct identity.

For Fall-Winter 2025, Butrym draws deep inspiration from the emotional depth of poetry and the tactile beauty of knitwear—an art form that holds a significant place in modern and contemporary Polish culture. Weaving has been a defining theme in Polish art for over a century, and with Magdalena, the designer pays tribute to this craft through fashion. Influenced by visionaries such as Magdalena Abakanowicz, Paulina Ołowska, and generations of skilled Polish artisans, Butrym infuses the handmade artistry of weaving into key elements of the collection, from eveningwear to the set design of the exclusive showcase.

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

Magdalena is shaped by a blend of influences, all filtered through Butrym's Slavic sensibility. The rich possibilities of loom weaving allow the designer to experiment with texture in unexpected ways. Artisanal dresses, like the striking red mini and the open-knit tutu paired with a black slip, are crafted from intricate blends of yarns and techniques that sculpt the female form in unapologetic beauty. The show's final look, a wedding dress with a crochet veil and cloud-like textured pumps, is one of the designer's most personal pieces. Densely woven and rich in texture, its petal-like silhouette echoes traditional Polish tapestries made from the finest, softest yarns. Kept in white—a color symbolizing freedom and new beginnings—it embodies Butrym's vision of Slavic expressionism, merging handcrafted artistry with a sensual, empowered femininity.

Since Magdalena is a deeply personal project, the collection naturally includes elements of Butrym's everyday style. A sense of modern practicality contrasts with the dreamier elements: a raw shearling coat is effortlessly draped over a luxe tracksuit, while fur shawls are layered atop duvet jackets. To reinforce the brand's signature aesthetic, Butrym incorporates a vivid, floral headscarf—a defining motif of Slavic heritage. A selection of sculpted black dresses, designed with ultra-feminine, hourglass silhouettes, draws inspiration from the traditional

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shapes of Polish folk costumes. These looks also pay homage to the enigmatic, powerful women captured in Peter Lindbergh's iconic photographs—figures who walk confidently along cold, wintry beaches. "I find those images incredibly strong and beautiful," the designer reflects.

The Magdalena collection comes to life in a show space that fully embodies its spirit. For this one-of-a-kind, immersive environment, approximately 200 meters of fabric were woven—an intricate process requiring over 150 hours of craftsmanship. Suspended from the ceiling, these woven linen and alpaca pieces underwent meticulous treatments, including warp winding, threading, and precision tying, creating a mist-like, semi-sheer frill effect. These delicate, handcrafted installations echo Magdalena's approach to femininity and craft. Their deep, saturated red hue references the Enchanted Rose, the eternal symbol of Magda Butrym's brand. As the models move freely through the ethereal setting, they not only animate the space but also embody the essence of the Magdalena woman.

For Magda Butrym, *Magdalena* marks the beginning of a more instinctive, experimental phase in her work—one driven by pure emotion and the joy of creation. **While it presents a bold, new perspective, it is still deeply rooted in the essence of her brand.** The collection embraces novelty, yet its unmistakable spirit—delicate yet strong, sensual yet powerful—remains entirely true to Magda Butrym's vision. It is a daring, fearless exploration of self, revealing the designer's artistry in a way never seen before, yet instantly recognizable.

About Magda Butrym:

Magda Butrym has created her own take on femininity, shaping a unique identity for women around the globe.

She redefines craftsmanship, creating the contemporary vision of romanticism in fashion. She connects the past with the future, minimalism with deep sensuality, elegance with effortlessness, strength with sensitivity. Magda Butrym collaborates with independent artisans from all over Poland, enriching the highest quality fabrics with hand-knitted pieces, plaited leather and hand-embroidered ornaments.

I don't want to define women. I want to empower them. I want us all to feel comfortable in our own skin, happy, powerful and confident. We should all be our own muses - Magda.

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