

# PUBLISHED BY

SPRING / SUMMER 2021

SS21 marks Austrian fashion house PUBLISHED BY's unprecedented digital-first collection: every sculptural accessory was crafted in a 100% digital environment using state of the art 3D modelling and rapid prototyping programs, more commonly found in the production of high-octane Hollywood films and cars.

PUBLISHED BY brings this digital workflow into the material world through the usage of innovative and waste-reducing technology; including 3D printing, the use of recycled car parts, injection moulding, digital animation, 3D real-time rendering and cloth simulation that leave behind the constraints of traditional manufacturing and dated supply chains.

In juxtaposition to this innovative technology, the inspiration for the otherworldly SS21 collection originates from the remote town of Kaikōura in New Zealand. Cut off from the world, founder and designer Christoph Tsetinis 'spent a week diving and fishing at the edge of the universe. There was no cell service, no internet. It's a beautiful, almost prehistoric place like no other, where you wouldn't be surprised to see a Triceratops walk on by.'

SS21 introduces PUBLISHED BY's first use of colour beyond silver and black. A functional vision of Kaikōura's breath-taking golden hour, the Chrome stone bags simulate a sunset hitting a silver surface and casting a glow of subtle gold light.

'Ruby's Lost Stone Bag with Beads' grew from the depths of the South Pacific Ocean. After a diving exhibition, Tsenitis reimagined the SS21 bags as relics emerging from under the sea. Spinning the textures of Jurassic sea anemone and glimmering fish into the smooth, organic chrome surfaces sprawling with beads mirroring those of active sea life. The Oyster Bag, also inspired by Moana, was designed after an afternoon of shucking clams; through observing the bionic closures, abstract structures of the shells and unexpected beauty of the process.

The SS21 Little Secrets accessories are also artifacts of another time, colliding modern sterling silver with structural references of historic vessel rings from the 1600's. These relics hid secret compartments that were often used to carry poison and grew to become special object holders. Each piece in the SS21 Little Secrets collection is a private affair hiding in plain sight.

'As a kid I was fascinated by a locket my Grandmother wore with a secret compartment. Wearing these small keepsakes emits a holy, devotional energy. These accessories hide precious items that are often meaningless to other people but are priceless to the wearer. Locks of hair. A portrait. Private messages. I have a stone at home that means a lot to me but would be meaningless to anyone else.' - Christoph Tsetinis

The SS21 collection hasn't yet formed a single physical presence, currently existing purely as digital files on the way to a 3D printer. The tension between nature, material science, and the boundaries of emerging technology are in a symbiotic process of evolution at PUBLISHED BY, bringing constant hope for a new future to come.

SS21 is available for purchase in physical form this November at [PUBLISHED-BY.com](http://PUBLISHED-BY.com).

## KEY STOCKIST LIST

- BROWNS
- ENG SHANGHAI
- MACHINE A
- INK CLOTHING
- HITCHHIKER
- LE MONDE SHANGHAI
- THERE AND THEN (KING STREET CORPORATION)

## BIOGRAPHY

Since 2017, PUBLISHED BY is an Austrian fashion house, merging state of the art 3D modelling and production technologies with precision craftsmanship to create sculptural accessories inspired by the natural world, architecture, and modern art.

Borrowing from the automotive and high-tech industries, PUBLISHED BY's ambition is to re-examine traditional manufacturing methods within the industry using 3D technologies. In eliminating the need for bulk production, having the ability of craft unique parts within a minimal time frame, and creating designs beyond the constraints of traditional manufacturing, PUBLISHED BY has the ability to reduce by-product waste and push untold creative boundaries.

Austrian Founder and Creative Director Christoph Tsetinis lives and works in Vienna with his partner Ruby Wallen who is the Managing Director of the company. He started his career as a carpenter and later transitioned into fashion accessory design, with work experience at Alexander McQueen and COS.