

# PUBLISHED BY

AUTUMN / WINTER 2021

## EUKOLIA

Inspired by an exploration of heritage and the discovery of parallels over generations, this season PUBLISHED BY founder Christoph Tsetinis uncovered stories of his Greek forefathers who worked as leather craftsmen, further inspiring his craft and singular vision.

EUKOLIA is PUBLISHED BY's first foray into leather accessories, effortlessly wrapping the gender inclusive brands distinctive Ruby's Lost Stone, Oyster and Phil's Third Eye Stone Bags. The process of coating the bags, paying homage to Tsetinis' lineage by hand stretching soft lamb leather over the structured moulds, was also a practice in extending the ease and ergonomics of the sculptural accessories. Every piece is designed to mould to the form of the body and fit neatly into the PUBLISHED BY communities' varied lifestyles. The Tote Bag in particular, a new leather silhouette with custom chrome 3D printed hardware, was born from a desire to translate the ease of the Greek shopper bag into the PUBLISHED BY universe.

During a trip to Greece, the deep azure of the Mediterranean Sea and the pristine Mytros Beach, informed the new colours of the season - Maritime Blue and Sand Leather.

As a digitally native brand, a virtual launch was a natural fit for the globally sparse PUBLISHED BY team who actively work to leave behind the fashion industries traditional restraints. By manufacturing through the use of 3D real-time rendering, animation and cloth simulation, PUBLISHED BY bring designs to life before they're born in a physical presence. Designing almost exclusively in a digital environment makes sense to Tsetinis who says, 'From every angle - environmentally, practically and aesthetically - designing using the technology that's available to us just makes logical sense. Ingesting the physical world and filtering it through the infinite possibilities of virtual reality is a constant and often untapped source of inspiration.' These processes include the use of technology often found in the production of luxury car manufacturing and cinematic visual effects.

Virtually directed by Christoph Tsetinis while visiting family in New Zealand, the AW21 presentation was filmed at the Landestheater in Linz, Austria by his brother Phillip Tsetinis.

## KEY STOCKIST LIST

- BROWNS
- LN-CC
- MACHINE A
- ANCHORET
- HITCHHIKER
- CASMIR PULASKIDAY
- THE REPUBLIQUE

## 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.