

# szenario

.birgit sophie metzger.

press kit 2010  
english

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model millinery / designer range



The company Szenario was founded by Birgit Sophie Metzger and her business partner in 1991 and made its debut at the world's biggest fashion trade fair at the time: Igedo in Düsseldorf / Germany.

In 1995 Birgit Sophie Metzger opened her own-label shop and specialized in "wearable" hat couture. Since then she has made a name for herself in the fashion world and her work has been shown on German, Austrian and even Australian TV and has appeared in many newspapers and magazines. At the same time she has been working as a freelance designer and has developed collections of hats and gloves. She has been awarded many important prizes and has sat on numerous juries.

Although she hasn't had the classical training as a milliner she now trains young apprentice milliners. She is widely known as an ardent champion of utilising and conserving worthwhile craftsmanship skills though her products are anything but traditional.

Birgit Sophie Metzger: "The creative individual is at the centre of my work, I wish to sensitise my customers' perception and encourage them to develop their own unique individuality. I create people's favourite objects with a high identification value. To me this represents truthfulness and honesty."

Her origin in the Swabian region of south Germany has influenced the purity of her style. Shapes and patterns are developed to perfection. Clear lines and shapes evoke the German Bauhaus movement rather than the exuberant Baroque style.

"Basically I always work with two geometric forms, the circle and the triangle, which can be found in many materials and textures. I take these basic shapes and make them three dimensional", says designer Birgit Sophie Metzger.

After last year's successful debut Birgit Sophie Metzger is now presenting her interpretations of the current trends for Summer 2011 to the international audience at the Première Classe in Paris. She looks at the general trends and interprets them in her own special and inimitable way. The new collection for the Première Classe first session is more commercial and more concise than her debut collection. With great effort, she has succeeded in maintaining production in Germany with the high German quality and social standards and nevertheless managed to reduce the trade buying price by € 20 from an average of € 80 to an average of about € 60.

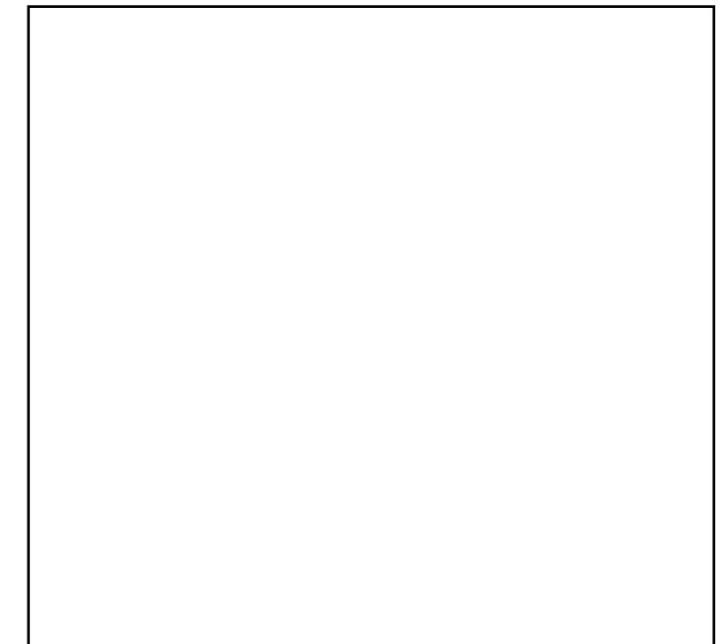
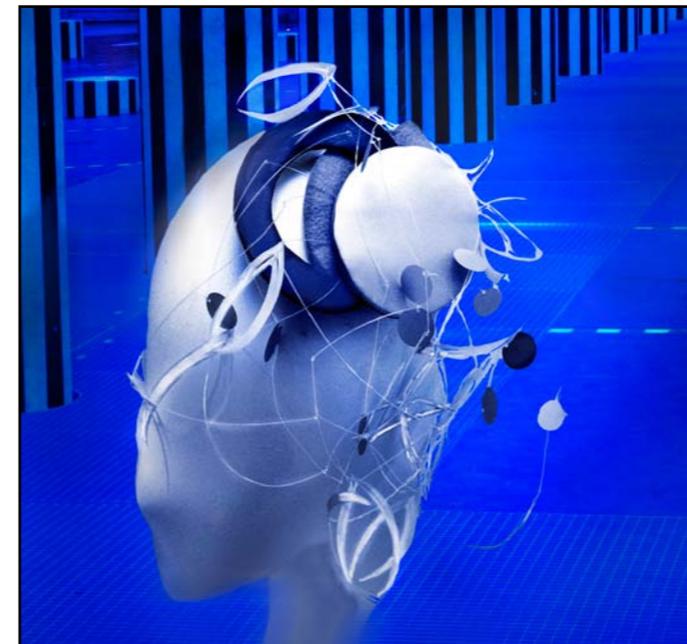
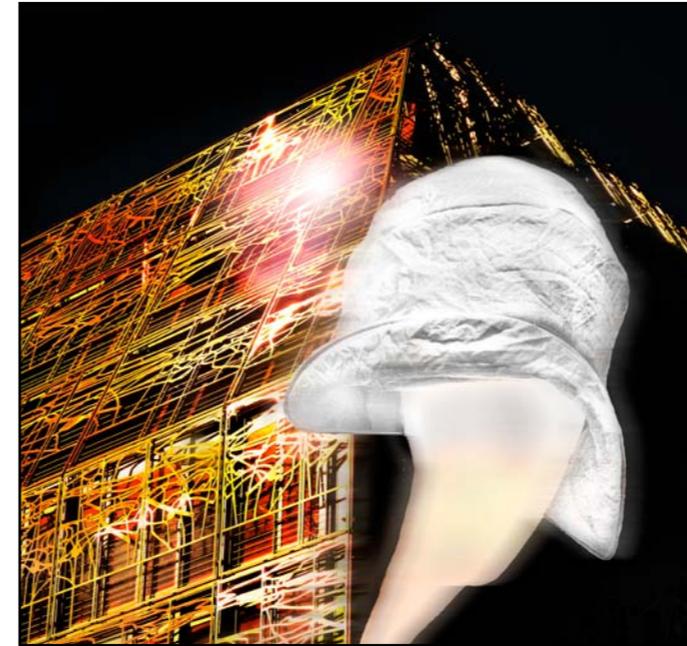
## Collection Trio

The trio is restricted to four basic forms – the popular “Trilby”, the “Twenty”, a shape that is inspired by the 1920s, the “Triangle”, a hat with the basic shape of a triangle and the “Schmetterling”, her own unique creation, a hat with an almost double brim. These four shapes exist in waterproof material as a ‘rain hat’ and a light and permeable Swiss cotton muslin version as a ‘sun hat’.

The Trio is complemented by “head jewellery” based on circle segments. In no time at all, you look elegant prepared for a spontaneous invitation to the opera or to dance through the night at a noble club.

The idea behind this ‘hat set’ is to be perfectly prepared for rain or sunshine during the day and also for surprise invitations in the evening.

The designer has developed various styling themes to this end.



The Trio is available in the following variations:

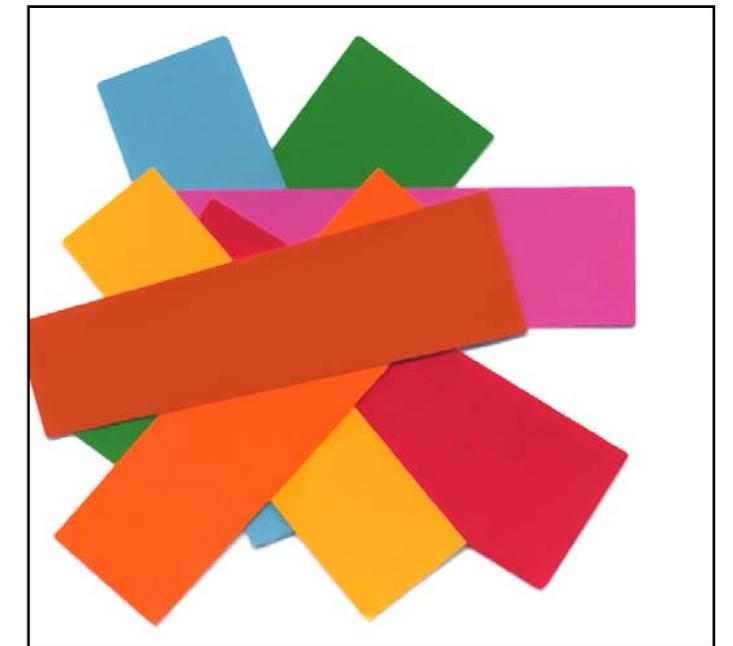
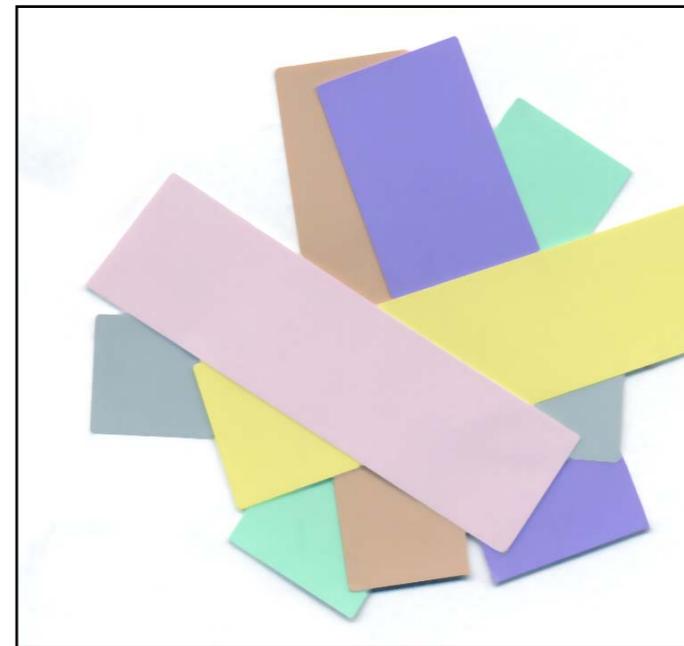
- a) White with a metal tuck in gold or silver.
- b) Nudecolours with a matching colour tuck.
- c) Black, white and pink with a varnish tuck in neon colours.

In addition to these combinations buyers can also create their "own" collections. They can choose from the four basic forms, select the material for rain or sunshine in the colour of their choice and add a matching tuck. Of course the hats don't have to be offered as a trio, you can also decide on a pure rain or pure sunshine collection or choose only the head jewellery.



## Collection silk

Birgit sophie metzger has also created a new edition of her 'crash silk' collection in colours such as orangeade, iroko wood, green jelly, vitamin c, h2o, bougainvillea... and the shapes twenty, Schmetterling with crinol, Schmetterling without crinol, the trilby, ...



## Collection Hat Jewellery – Hat Couture

In addition to the collection, the designer also presents her Haute Couture line – which she appropriately calls “hat couture”. This head jewellery is ideal for weddings and social events such as balls. This line is more exclusive, more luxurious and is elaborately made by hand and hence more expensive. It gives the woman who wears it a sensual touch – it is a promise, an erotic allure, an invitation to dance, a symbol of grace and femininity. The slightest breath will make its feathers move gently...

This line is made using most exclusive materials, from stingray leather through gold and silver to sparkling real diamonds.



# szenario

.birgit sophie metzger.

made in germany

products:

hats, headpieces

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