

PRESS RELEASE



H U M A N T O U C H

INSTALLATION
AND SHOP

05 – 10 FEB 24
11 – 19 H

BRAND LAUNCH
EVENING

SUPPORTED BY FASHION POSITIONS

06 FEB 24
18 – 22 H
WITH DRINKS AND MUSIC

NOTAGALLERY

POTSDAMER STRASSE 124

10783 BERLIN

The essence is in the name: Today and for the foreseeable future, the making of every piece of clothing worldwide will involve sewing by human hands. With the technique of paint-sewing, **HUMAN TOUCH** makes this visible directly on the garment. Each item shows a unique print, created by the handling during the sewing process. The resulting dynamic patterns appear on minimalist, clear silhouettes making the **HUMAN TOUCH** designs artful pieces of tailoring.

Co-Founders and designers Christina Albrecht and Juliet Seger aim to express **HUMAN TOUCH** as a fashion brand but also to expand its potential as a basis for fashion activism. **HUMAN TOUCH** visualizes the role of the often overlooked group of garment workers, while operating out of a positive, optimistic state of mind: "We want to show that sewing is not a 'low-skilled' task – it is so much more. With its dependency on human labor and dexterity and with the incredibly large amount of people sewing globally, sewing technology should be recognized as a *social* technology, one that is vital to be examined and valued as a lever in creating a better fashion system."

During BERLIN FASHION WEEK 02/2024, **HUMAN TOUCH** is taking their studio to street level — allowing the audience to step into the world of garment manufacturing and experience it within an artful fashion installation. Meet the design team as they work on their first full collection centered around the unique paint-sewing technique. The week-long performative showcase will be complemented with the opportunity to shop from the brand's upcycling line **HUMAN TOUCH remedy**. In addition, please join for a drink during the launch evening on Tuesday, 06 FEB 2024, supported by *Fashion Positions*.

BRAND LAUNCH EVENING

TUE 06 FEB 2024

18 – 22 H

INSTALLATION AND SHOP

5 – 10 FEB 2024

11 – 19 H

OPEN TO PUBLIC

NOTAGALLERY

POTSDAMER STRASSE 124

10783 BERLIN

This event is part of the Berlin Fashion Week calendar. To find out more about BFW click [here](#).

H U M A N T O U C H

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