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Over the course of time. Kleidermanufaktur Habsburg was christened a quarter century ago, at Jagdschloss Blühnbach close to Salzburg. With its twinkle-in-the-eye reminiscences of the wardrobe of the Habsburgs, the subtle interpretations of the folkwear theme, the incomparable play of color and form, as well as the use of time-honored techniques, for 25 years this family business has stood for new directions and traditional paths. In doing so, the Habsburg concept not only strengthens the image of fashion `Made in Austria`, it may also be seen as a statement for the gentle ongoing development of folk fashions, for Salzburg and for the cultivation of traditional craftsmanship.

The aristocratic attitude, like fashion itself, is subject to significant transformation over time. The latter is especially tangible in the current fabric selection and the sensitive use of natural resources. Accordingly, in the coming season sustainable qualities such as alpaca and Mongolian cashmere are in high demand. Furthermore, we find priceless mixtures of finest cashmere with merino wool, inlays and jacquard patterns in a selection of knits. It is likewise impossible to envision Habsburg collections without elaborately fulled loden fabrics. High-quality jersey pieces flatter the silhouette and, whether structured or as a Habsburg piqué, add the finishing touches to the selection. With satin and check designs along with woolen lace and luxury piqué, Habsburg is reacting to this year's highly lauded extravagance. Elaborate velour-leather pieces are and will remain key garments that transcend seasons.

Noblesse oblige – also when it comes to reacting to the demands of modern life and more recent trends. Correspondingly, the Habsburg silhouettes of 2017 feature classic tailoring alongside innovative couture ideas. The variety of the repertoire is manifested in the refined reinterpretation of the classic Hubertus coat, the contemporary staging of the famous cape, as well as the flowing lines of silk and cotton blouses. Youthful accents are added in the coming winter through combinations of broad skirts and tapered, short jackets. With valuable uniform details and the revival of the stand-up collar, the `Habsburgs` charmingly invoke their glorious past. The collection is lent an exclusive upgrade by fur pieces made exclusively of wild animals such as hamster, marten or weasel, and may also be seen as a (fashionable) reminiscence of the imperial tradition.

Art in every detail. Valuable elements such as metal-, coin- or raised uniform buttons give the collection its noble finish. Refined craftsmanship is also clearly evident in silk- or braided-leather trim, diverse heraldic symbols, as well as a variety of prints and heraldic embroidery. Exciting accents are added by plays with color reminiscent of nature in bloom, even in winter. Corals and crimsons make fiery statements, complementing which we encounter more greens than ever before, including greenery and olive tones. The label also has more than a passing liaison with expressive variants of blue, which extend this year from deep royal blue to intensive ocean. Timeless fair weather is promised by constantly returning natural tones in gentle nuances.

Familiar faces with a fresh new look. The A/W 2017 Collection has the air of a season-transcending “all star” presentation of design, quality and craftsmanship, though without ever denying the spirit of our times. The latter is acknowledged through constantly adapted designs, a wealth of combination options and, above all, in daily reinterpretations by our customers themselves. After all, it is our customers who have been creating their very personal Habsburg look for a quarter of a century, quite literally keeping their fingers on the spirit of the times.