

HERZENS



READY
TO
WEAR

APRIL - MAY
2027

HERZENS

RUNWAY LOOK
TITEL

Blouse | 25272-6212
97% Cotton 3% EA

Skirt | 25272-6213
97% Cotton 3% EA

Bag | 3263-9002
100% Leather

PRESENTED BY
A&M FASHION GMBH & CO. KG
ALCIDIA UND MICHAEL KRAMER

COLLECTION
272

„Es gibt nur eine Sache im Leben, und das ist die ständige Erneuerung der Inspiration.“
— Diana Vreeland, ehemalige Vogue Chefredakteurin

Liebe Kundinnen und Kunden,

Farbe, die Akzente setzt. Farbe, die den Look bestimmt. Ready to Wear 2027.

Neue Silhouetten bringen Bewegung und Leichtigkeit in die Kollektion. Fließende Seide, feinsten Cashmere und leichte Baumwolle machen sie spürbar. Tropische Prints und raffinierte Details verleihen jedem Look seinen unverwechselbaren Charakter. In einer modernen Studioinszenierung haben wir die Vielfalt unserer neuen HERZENS Kollektion eindrucksvoll eingefangen.

Wir freuen uns, Ihnen unsere neuen Looks mit Liefertermin April | Mai 2027 präsentieren zu dürfen.

Herzlichst,
Michael & Alcidia Kramer

„There’s only one thing in life, and that’s the continual renewal of inspiration.“
— Diana Vreeland, former Vogue editor-in-chief

Dear Customers,

Color that makes a statement. Color that defines the look. Ready-to-Wear 2027.

New silhouettes bring movement and lightness to the collection. Flowing silk, the finest cashmere, and lightweight cotton bring them to life. Tropical prints and sophisticated details give each look its own distinctive character. In a modern studio setting, we’ve impressively captured the diversity of our new HERZENS collection.

We’re excited to present our new looks to you, with delivery scheduled for April | May 2027.

Warm regards,
Michael & Alcidia Kramer



RUNWAY LOOK
01

Blouse | 25272-6210
97% Cotton 3% EA

Skirt | 25272-6520
100% PES

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PASTEL SUMMER CAPSULE

Ein Hauch von Exotik trifft auf sommerliche Leichtigkeit. Lebendige Farben, tropische Muster und florale Prints prägen den Look der Pastel Summer Kapsel. Fließende Seide, luftige Baumwolle und leichter Strick machen diese Styles zu perfekten Begleitern für sonnige Tage und warme Sommernächte.

A touch of the exotic meets summery lightness. Vibrant colors, tropical patterns, and floral prints define the look of the Pastel Summer capsule collection. Flowing silk, airy cotton, and lightweight knit make these styles the perfect companions for sunny days and warm summer nights.



RUNWAY LOOK
02

25272-6233 | Blouse
97% Cotton 3% EA

25272-6163 | Pants
95% Silk 5% EA

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RUNWAY LOOK
03

Blouse | 25272-6152
95% Silk 5% EA

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RUNWAY LOOK
04

Blouse | 25272-6076
95% Silk 5% EA

Shorts | 25272-6077
95% Silk 5% EA



RUNWAY LOOK
05

Pullover | 25272-1051
100% Cashmere



RUNWAY LOOK
06

25272-6211 | Blouse
97% Cotton 3% EA

25272-6055 | Pants
95% Silk 5% EA



RUNWAY LOOK
07

Dress | 25272-6230
97% Cotton 3% EA

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RUNWAY LOOK 08

Dress | 25272-6052
90% Silk 10% EA



RUNWAY LOOK
09

Blouse | 25272-6066
95% Silk 5% EA

Pants | 25272-6068
95% Silk 5% EA



RUNWAY LOOK
10

Dress | 25272-6067
95% Silk 5% EA





RUNWAY LOOK
11

25272-6054 | Blouse
95% Silk 5% EA



RUNWAY LOOK
12

Blouse | 25272-6004
95% Silk 5% EA

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TIMELESS CAPSULE

Zeitlose Farben treffen auf aufregende Details. Sanfte Erdtöne bilden die Basis der Timeless Kapsel und lassen Raum für vielseitige Designs. Verspielte Fransen, zarte Spitze, aufwendige Blumenstickereien und raffinierter Lochstrick verleihen den Styles ihren besonderen Charakter.

Timeless colors meet exciting details. Soft earth tones form the foundation of the Timeless capsule collection and leave room for versatile designs. Playful fringes, delicate lace, intricate floral embroidery, and sophisticated openwork knit give the styles their unique character.



RUNWAY LOOK
13

Pullover | 25272-1203
70% Wool 30% Cashmere

Skirt | 25272-6940
100% PES



RUNWAY LOOK
14

25272-1210 | Pullover
70% Wool 30% Cashmere

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RUNWAY LOOK
15

Cardigan | 25272-1211
70% Wool 30% Cashmere

Blouse | 25272-6216
97% Cotton 3% EA

Pants | 25272-6217
97% Cotton 3% EA

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RUNWAY LOOK 16

Blouse | 25272-6059
95% Silk 5% EA

Bag | 3263-9001
100% Suede



RUNWAY LOOK
17

Cardigan | 25272-1218
70% Wool 30% Cashmere

Skirt | 25272-6931
50% Tencel 50% Cotton



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RUNWAY LOOK
18

Blouse | 25272-6024
100% Silk



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RUNWAY LOOK
19

25272-1205 | Cardigan
70% Wool 30% Cashmere

25272-6014 | Top
95% Silk 5% EA



RUNWAY LOOK
20

Blouse | 25272-6010
95% Silk 5% EA

Bag | 3263-9007
100% Suede



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RUNWAY LOOK
21

25272-6160 | Blouse
95% Silk 5% EA

25272-6161 | Pants
95% Silk 5% EA



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RUNWAY LOOK
22

Pullover | 25272-1214
70% Wool 30% Cashmere

Pants | 25272-6015
95% Silk 5% EA

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RUNWAY LOOK 23

Dress | 25272-6065
90% Silk 10% EA

Bag | 3263-9006
100% Suede





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RUNWAY LOOK
24

25272-5002 | Scarf
70% Wool 30% Cashmere

25272-1051 | Pullover
100% Cashmere



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RUNWAY LOOK
25

Blouse | 25272-6069
95% Silk 5% EA

Skirt | 25272-6070
95% Silk 5% EA



RUNWAY LOOK
26

25272-6071 | Blouse
95% Silk 5% EA

25272-6072 | Pants
95% Silk 5% EA

RUNWAY LOOK
27

Blouse | 25272-6074
95% Silk 5% EA

Pants | 25272-6075
95% Silk 5% EA



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RUNWAY LOOK
28

Blouse | 25272-6221
50% Cotton 50% PES

Skirt | 25272-6222
50% Cotton 50% PES

Bag | 3263-9007
100% Suede

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DENIM BOHÈME CAPSULE

Einzigartige Cotton Styles mit besonderen Schnitten und liebevollen Details verleihen der Denim Bohème Kapsel ihren Charakter. Verspielte Puffärmel, ausdrucksstarke Boho Prints und eine kühle Farbpalette sorgen schon beim Hinschauen für eine erfrischende Abkühlung an heißen Sommertagen.

Unique cotton styles with distinctive cuts and charming details give the Denim Bohème capsule collection its character. Playful puff sleeves, expressive boho prints, and a cool color palette provide a refreshing sense of coolness just by looking at them on hot summer days.



RUNWAY LOOK
29

25272-6092 | Dress
95% Silk 5% EA



RUNWAY LOOK
30

Blouse | 25272-6001L
95% Silk 5% EA

Bag | 3263-9007
100% Suede



RUNWAY LOOK
31

25272-6223 | Blouse
97% Cotton 3% EA

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RUNWAY LOOK
32

Pullover | 25272-1303
80% Cotton 20% Nylon

Skirt | 25272-6224
97% Cotton 3% EA

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RUNWAY LOOK
33

Pullover | 25272-1204
70% Wool 30% Cashmere

Pants | 25272-6053
95% Silk 5% EA



RUNWAY LOOK
34

25272-6080 | Dress
95% Silk 5% EA

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RUNWAY LOOK 35

Blouse | 25272-6051
95% Silk 5% EA

Bag | 3263-9002
100% Leather





RUNWAY LOOK
36

25272-6219 | Blouse
100% PES



RUNWAY LOOK
37

Dress | 25272-6235
97% Cotton 3% EA

IMPRESSUM

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LOCATION
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RUNWAY LOOK 38

Pullover | 25272-1301
85% Cashmere 10% PA
5% PES

Skirt | 25272-6520
100% PES



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RUNWAY LOOK
39

25272-6073 | Dress
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