



KIESEL

Candyland S/S 2014

1 BUBBLEGUM

calf-length, cap sleeve dress
screenprint on silk/ and cotton

2 BEFORE NINE

sleeveless, double-layer dress
A-Line silhouette
Screenprint on cotton

NE b

light green leather
bag
Designerin: Nadine Welches

3 LOLLIPOP

colourful, short-sleeved shift dress
silk/ cotton

4 ZENTER SHOCK

short-sleeved, patterned blouse
cotton

BUBBA BLUE

light blue jeans shorts
cotton

5 SALZIGER HERING

short-sleeved chemise dress
silk/ cotton

6 TICKTICK

short-sleeved blouse
screenprint on cotton/ cotton

SWINGING TOFFI

yellow pencil skirt,
stripes hidden under peplum
cotton

7 CANDY

short Overall
screenprint on cotton/ cotton

8 SPIDER

short-sleeved, calf-length dress
screenprint on cotton and silk

9 LOLA

sleeveless top with curved seam
screenprint on cotton and silk

LAKRITZE

striped full skirt
cotton

BO b

blue leather clutch

10 BRAUSE

short sleeve blouse with snaps on the back,
silk

MARSCHMELLOW

floor-length, double-layer skirt
screenprint on cotton and silk

11 LOTTA

cap sleeve blouse with curved seam
screenprint on cotton and silk

BUBBA

all white pleated pants
cotton

12 ANNETTCHEN TROPICAL

colourful patterned strap dress
ruffled skirt
cotton

13 MÄUSCHEN

white, sleeveless top
silk

BONBON

rose skirt with black and white stripes on back
cotton

NE b

light blue leatherbag
Designerin: Nadine Welches

14 WEISSER HERING

sleeveless chemise dress
screenprint on cotton

15 ANNETTCHEN

short strap dress
ruffled skirt
screenprint on cotton

QUAX

green jacket
wild silk

16 SWINGING BONBONELLA

colourful patterned, sleeveless shift dress
screenprint on cotton/ cotton

17 AFTER NINE

light green, sleeveless dress with curved seam
A-Line silhouette
silk

18 HUBBA

short colourful, crew neck jacket
4 colour screenprint on cotton

MÄUSCHEN

white, sleeveless top
silk

BUBBA CANDY

colourful shorts
4 colour screenprint on cotton



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2



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Alexandra Kiesel, the winner of the „Designer for Tomorrow by Peek & Cloppenburg Duesseldorf hosted by Marc Jacobs“ talent award 2011, presented her new collection at 8.30 pm, July 2nd 2013 in the tent of the Mercedes-Benz Fashion Week Berlin. Since the award 2011, KIESEL is considered one of Berlin's most successful fashion designers. German celebrities like Katja Flint, Palina Rojinski, Karoline Herfurth and Jasmin Gerat visited her shows, Karoline Schuch, Anja Knauer and Pola Beck wear her pieces.

KIESEL's collections are conceptually implemented by a „Baukastensystem“ (modular system), with which she references recurring proportions of the designs of the past decades.

This year, KIESEL will take you to Candyland. Her proven Baukastensystem will be filled with colorful candy colors and striking stripes, which provide structure in the playful arrangements.

A land full of wonder, fascination and illusion opens up. Everything twists, swings and floats and thereby creates a colorful jumble that constantly reshapes and recomposes itself.

Persons appear and disappear. What remains after the show, is a good feeling, a childish charm, a smile in your face. A somewhat different kind of fashion performance.

KIESEL presented her very first collection at the Mercedes-Benz Fashion Week Berlin 2012 in front of 800 invited guests. Her show was discussed in the national and international press and media, such as Die Zeit, RTL exklusiv, Vogue, Elle and Glamour.

Her second collection was presented in St. Petersburg during the „Deutschlandjahr“ by the Goethe Institut. The models were not walking on a catwalk, as one would expect. Instead, a 20 meters long conveyor belt transported them straight to a pallet and the photographers in the front. KIESEL received a lot of applause from the specialized press for her unusual, Constructivism-inspired collection.



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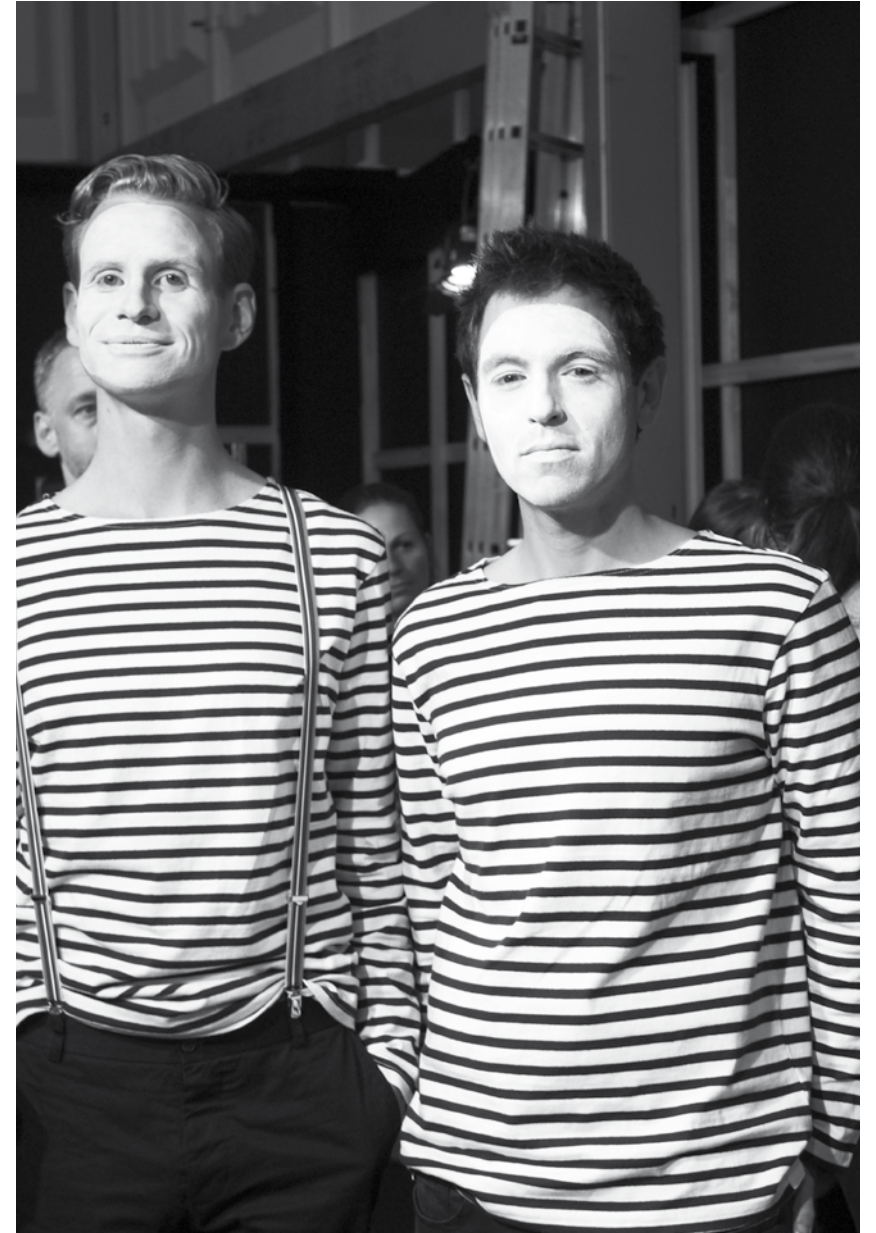


17 AFTER NINE





18 HUBBA
MÄUSCHEN
BUBBA CANDY



Die Helfer



ALEXANDRA KIESEL

THANK YOU

to my family, my assistant Anja Laube,
Steffi Bühlmaier for the design and the
construction of the elements on stage,
Nadine Welches for her bags and the
candy jewellery
Doris Freigofas & Daniel Dolz (Golden
Cosmos) for the design of the invitation,
Simeon and Jonas Spengler for compo-
sing the music
Helping hands: Aisha, Simi, Jan, Ben,
Roland, Elias,
Pantomimes: Dennis Elias, Daniel Gard,
Timo Laubenberger and the wonderful
Models, of course!

IMPRESSUM

Design: Lena Panzlau | lenasbuero.com
Photos: Stefanie Manns, Jan Vormann

Cooperation:
Shoes by Selve
| www.selve.net
Leather by Deepmello
| www.deepmello.com
Stripes by Klebeland & Artist Slava Ostapchenko
| www.klebeland.de

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Alexandra Kiesel, Berlin
*1982 near Leipzig

EDUCATION & TRAINING

2004 – 2011 Fashion design studies at
the art school Berlin Weißensee,
Berlin, Germany

2002 – 2004 Tailor apprenticeship,
Leipzig, Germany

LABEL

since 2011

1. Collection

Baukasten Individualisten S/S 2012

2. Collection

Support your local Heroes S/S 2013

3. Collection

Vom Bauen von Mode H/W 2013/ 14

4. Collection

Candyland S/S 2014

AWARDS

2007 „Crossover-Contest“ of the
Showroom Gallery, New York

2007 – 2011 Scholarship
„Stiftung des Deutschen Volkes“

2009 Finalist at „Createurope“
of the Goethe Institut, Berlin

2011 Winner of the talent award
„Designer for Tomorrow by Peek &
Cloppenburg Düsseldorf“,
Berlin



www.alexandra-kiesel.de

2013