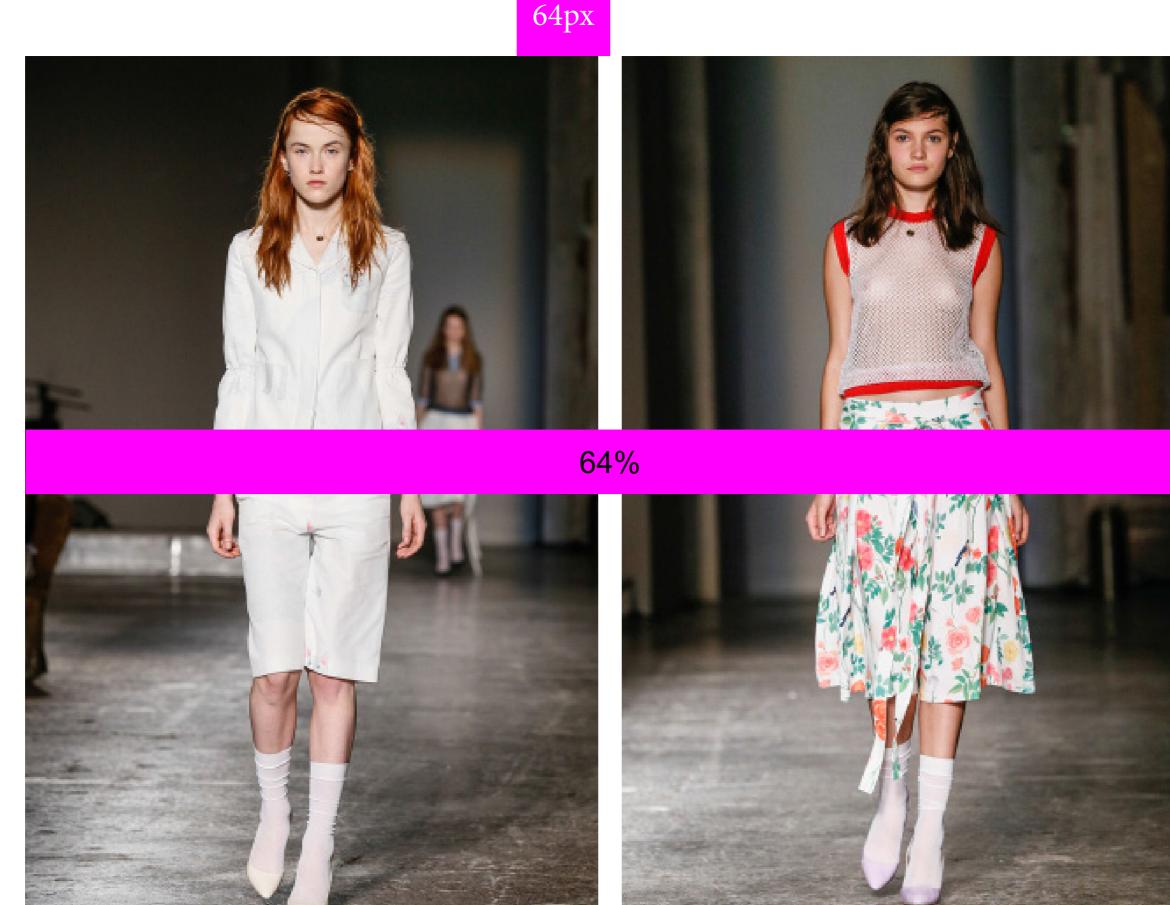
70px

The Milan - based name on everyone's lips right now is **Arthur Arbesser**, especially now he's been appointed as Creative Director at Italian fashion house Iceberg. Unlike other Central Saint Martins graduates, the Austrian chose to make his mark outside of London; which turned out to be a shrewd move. The Italian capital is now championing the kind of eclectic femininity that Arbesser has a real flair for. He only launched his eponymous label in 2013 and was shortlisted for the prestigious LVMH prize two years later.

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Arthur Arbesser SS16 Show Image Ivory Cotton Cat Wrap Skirt

Arthur Arbesser SS16 Show Image White Crepe Floral Aquarelle Skirt

73px

Arbesser's astute awareness of exactly what women now demand from their clothes - premium materials and craftsmanship, originality and versatility - sets his collections further apart. The simplicity of the impeccably tailored silhouettes betrays the seven years the designer previously spent at Armani but also serve as canvases for his collaborators. For Spring Summer 16, it was Agathe Singer's turn to illustrate fluid dresses and soft separates with blue - eyed cats, wild florals and birds. There are plenty of tantalizing textures mixed in too, like woven waffle, mesh and lightweight crepe, emphasizing the Austrian' strong affinity with fabrics. Despite their graceful drama, everything is just so easy to wear- dressed up or down, matched, clashed and layered.



Arthur Arbesser SS16 Lookbook Crepe Floral Aquarelle Dress

88px

"I start really from things that I love. It's mostly artists, exhibitions or women on the street."

> Arbesser said in conversation with Cordula Reyer for nowfashion.com



Matthias Aschauer



Arthur Arbesser SS16 Lookbook Waffle Knit Mini Dress

92px

All of Arbesser's inventive twists are conversation - starters, and naturally instagrammable, which explains why word of his talent is spreading like wildfire. You can't help but admire the confidence and innovation of his clothes and the women wearing them in real life or on screen.

92px

The EDIT



ARTHUR ARBESSER Cotton Cat Wrap Skirt



ARTHUR ARBESSER Crepe Floral Aquarelle Dress



ARTHUR ARBESSER Sporty Knit Sleeveless Top



ARTHUR ARBESSER Waffle-Knit Mini Dress