

# C M A G

AW 2022

STEP UP  
FOR YOURSELF

Impressive  
women talk about  
the power of  
self-assertion

Casual and elegant  
looks that make  
us feel confident

comma,





# STEP UP FOR YOURSELF

The ability to step up for ourselves is an important part of discovering our personal strengths, making our goals and dreams come true and living the lives we want to live. Model and activist Lauren Wasser learned that when she got sick and lost both her legs. In an interview she told us how she turned her perceived weakness into a strength. “We all face hurdles and challenges at some time in our lives. But it isn’t until we have overcome them, that we realise what we are capable of.” Lauren, the woman with the golden legs, is the best example of what we can achieve if we really want to.

The motto of this issue is “Step up for yourself” and it celebrates strong women who have demonstrated that we have an incredible amount of power within us – and we shouldn’t be afraid to use it or share it to help others. That’s also the statement of the new comma looks with their interesting mix of textures, colours and fabrics. The designs are just as diverse and rich in contrasts as the personalities of their wearers. Soft business styles, fascinating outerwear for cold days and elegant party outfits are the perfect looks to step up for your power, for your goals and for your freedom.



FRANCISCO DROEGE  
Global business director at comma

## CONTENTS



8



34



52

Lauren Wasser	4
Step up for yourself	8
Antonia Rados	26
Timeless elegance	30
RITA IN PALMA	32
Cold days in Iceland	34
Tribute to a strong woman	50
Denim statement	52
Needles, wool and passion	58



At the age of 24 model Lauren Wasser suffered toxic shock syndrome caused by tampon use and had to have both her legs amputated. But instead of giving up her modelling career, Lauren reached for the stars. In an interview she told us how she learned to be her own advocate and to survive in an industry where prostheses are the exception to the rule.

# LAUREN WASSER

#theimpossiblemuse

## **Tell us who you are and what you do.**

My name is Lauren Wasser. I'm a model, activist and athlete.

## **You once said that losing the first leg gave you life, and losing the second gave you freedom. What does freedom mean to you?**

Freedom is a luxury. It's a luxury to be able to get up every day. To shower, to go outside and to do all the little things that we all take for granted. I had to use a wheelchair for eight long months, and during that time I wasn't able to do those things. When my legs were amputated and I got the prostheses I could do them again. For me, mobility means freedom: the freedom to be active and do everything I want.

## **How has your body awareness changed since the amputations?**

It's changed massively, but in a positive sense. I've realised how unique and special I am. We all have things about us that we don't like. But it's these things that can turn out to be our strengths if we use them.

## **What personal milestones in your life are you proud of?**

I'm proud to be a survivor. I'm proud that I didn't give up. I'm proud that I never accepted no as an answer and that I've come through everything that was thrown at me.

## **Your Instagram name is @theimpossiblemuse. What does that mean to you?**

Both my parents were models and I grew up in the fashion world. I never really wanted to follow in their footsteps. I preferred playing basketball, and my goal was to join the Women's NBA as a professional player one day. I always had a kind of love-hate relationship with the camera. People were always wanting to photograph me, but I preferred being on the basketball court with the boys shooting goals and wearing Jordans – that's where the impossible muse came from.

## **What is your vision for the fashion industry's future?**

I think the fashion industry is slowly changing. We're not there yet, but Rome wasn't built in a day – and it will take a while. But I think we're taking small steps in the right direction. Ten or fifteen years ago I definitely wouldn't have been accepted in the fashion industry. I never thought people would look at me the way they do today. Sometimes I can't believe how lucky I've been – lucky to have survived, and also lucky to be living this incredible life. I'm the proof that the fashion industry is becoming more inclusive.

## **What's your motivation to continue working in the fashion industry?**

I want to break down barriers and stereotypes. I want people like me to be seen

on the catwalks and in the magazines because it has an educative effect – especially in an industry that tends to have its own definition of beauty and acceptance. By being a model I can show the world that there are people like me out there and I can also show people what I am capable of despite my handicap.

## **You appeared on the cover of Vogue with your mother. Since then you've done modelling work, even though it certainly can't have been easy after your illness. Did you ever think of giving up and doing something easier?**

The illness and its consequences have been a nightmare, but I lived through them and overcame them. I had to accept this completely new life, adapt and rebuild my mental strength – as well as rebuilding my physical strength. I had to get used to my new legs, a new way of moving and a new kind of mobility. I had to embrace the prostheses, to become one with them and then I had to find my way in a world with rigid perceptions of beauty.

## **Your legs are golden and you don't hide them. How did you come to make this bold decision?**

Why should I hide who I am? My legs are my trophies. I love them. They remind me of who I have become on this journey. I think that's the best thing God gave me:





KNIT JUMPER

EUR 99.99

Item no. 2125372

available from November


TROUSERS

EUR 89.99

Item no. 2121992

available from September





I'm proud that I never accepted no as an answer and that I've come through everything that was thrown at me.

LAUREN WASSER

BLAZER  
EUR 329.99  
Item no. 2120205  
available from September



a platform for activism in the beauty and fashion industries. I've always been a fan of the rapper A\$AP Rocky. He rocks the golden grills, I have my golden legs. They're like pieces of jewellery that I wear every day.

**You use your personal experience and story to raise awareness for toxic shock syndrome and its causes. What have you achieved so far?**

People are talking about it. I think both women and men should finally start talking about things that used to be taboo, that people were ashamed to talk about, or that we simply didn't know enough about. We can only learn from each other, grow and educate ourselves through communication and discussion. It's the only way to find out what has to be changed and how we can bring about that change.

**Toxic shock syndrome is often associated with tampon use. There had been very little discussion about menstrual hygiene before you put it on the agenda. Why do you think it is a subject that is still associated with so much shame?**

I think people simply lack awareness and education. Toxic shock syndrome has been injuring and killing women for

decades. I'm one of the lucky ones who survived. But there are many women – including mothers who lost their daughters – that we never hear about. I see myself as an ambassador who is raising awareness and encouraging people to question things: Why are young women getting illnesses today that never used to exist? What role do menstruation products that we use inside our bodies all our lives play? Which female hygiene products are safe and how do I have to use them so that I don't endanger my health? Women deserve to be protected. We have to realise that we have a voice and that our voice counts.

**Has your attitude to beauty norms changed as a result of your experience?**

Definitely! I think that growing up with two parents who were models I only saw one side of beauty. I was always surrounded by beautiful people and I never really thought about it until I got sick and lost my legs. That was the time when I discovered what life is really all about. It's not about what we look like, what colour our eyes or hair are, how big or small we are. It's not about the car we drive or the job we do. It's about our heart and how we change the world to make it a better place.



**Is there anything you'd still like to achieve? What are your personal goals?**

My only goal is to enjoy life to the full and do what everybody else is doing. I also want to have a family and be a mother, but right now I'm too busy in my job for that. I'm also training for a marathon at the moment.

**Has preparing for the marathon taught you anything?**

The importance of perseverance and responsibility. I think that applies to all areas of life. Missing a day's training is a setback – so I have to keep on making myself go out for a run, even if it's only for 30 minutes. It's so important to be consistent and stay on the ball. Running is also very therapeutic. It helps me to process things.

**"Step up for yourself" is our campaign message. What can we do to step up for ourselves?**

The most important thing is to believe in yourself. To believe that you can do anything you want to do and not to let anything in your life get in the way of you and your future. We all face hurdles and challenges at some time in our lives. But it isn't until we have overcome them that we realise what we are really capable of.



BLAZER  
EUR 149.99  
Item no. 2123584

TROUSERS  
EUR 89.99  
Item no. 2133928

all available from August



# STEP UP FOR YOURSELF

The easiest way to do that is by wearing clothes that underline your personality. Women express themselves in different ways through fashion, yet they all share the desire to feel empowered and comfortable in the clothes they wear. Versatile business looks, soft knits and statement dresses are the key to self expression.





DRESS  
EUR 129.99  
Item no. 2125711  
available from November





*Left*

DRESS  
EUR 119.99  
Item no. 2121924  
available from August

*Centre*

BLAZER  
EUR 329.99  
Item no. 2120205

SKIRT  
EUR 199.99  
Item no. 2119797

all available from September

*Right*

BLOUSE  
EUR 169.99  
Item no. 2123508

available from October

TROUSERS  
EUR 249  
Item no. 2119795

available from September



“To me, personal freedom means not letting people who are negative about your dreams hold you back.”

MINI ANDEN

BLAZER  
EUR 129.99  
Item no. 2121328

OVERALL  
EUR 159.99  
Item no. 2123427

all available from October





COAT  
EUR 299  
Item no. 2117451

DRESS  
EUR 99.99  
Item no. 2120199

all available from September









*Left*

BLAZER  
EUR 149.99  
Item no. 2120447

TROUSERS  
EUR 99.99  
Item no. 2120570

all available from September

*Centre*

BLAZER  
EUR 149.99  
Item no. 2120385

BLOUSE  
EUR 69.99  
Item no. 2120364

TROUSERS  
EUR 99.99  
Item no. 2120396

all available from September

*Right*


KNIT JUMPER  
EUR 59.99  
Item no. 2119608

available from September

TROUSERS  
EUR 99.99  
Item no. 2120602

available from October





“I feel strongest when I’m being authentic. When I can be myself and when I am 100 percent sure that I’m doing the right thing.”

MAYA STEPPER

BLAZER  
EUR 139.99  
Item no. 2128529  
available from August





*Left*

DRESS  
EUR 139.99  
Item no. 2125505

*Right*

DRESS  
EUR 129.99  
Item no. 2125711

all available  
from November





*Left*

T-SHIRT  
EUR 49,99  
Item no. S2121365

JEANS  
EUR 99,99  
Item no. 2121545

*Right*

KNIT JUMPER  
EUR 59,99  
Item no. 2121759

DRESS  
EUR 109,99  
Item no. 2122155

all available from October










BLAZER  
EUR 129.99  
Item no. 2121455

KNIT JUMPER  
EUR 99.99  
Item no. 2123309

TROUSERS  
EUR 99.99  
Item no. 2121512

all available from September





“My super power is being a mother  
and teaching my son to be a  
loving, confident and respectful  
person.”

DANIELLE LASHLEY

KNIT JUMPER  
EUR 169.99  
Item no. 2123406  
available from October

TROUSERS  
EUR 99.99  
Item no. 2120187  
available from August





KNIT JUMPER  
EUR 99,99  
Item no. 2121483

available from October

TROUSERS  
EUR 99,99  
Item no. 2120869

available from September

KNIT KIT  
BEANIE & SCARF  
EUR 79,99  
Item no. 2126447

available from November





*Left*

BLOUSE  
EUR 169.99  
Item no. 2123508

TROUSERS  
EUR 89.99  
Item no. S2121099

*Right*

CARDIGAN  
EUR 99.99  
Item no. S2121753

TROUSERS  
EUR 99.99  
Item no. 2120602

all available from October





KNIT JUMPER  
EUR 119.99  
Item no. 2121478

CARDIGAN  
EUR 139.99  
Item no. 2121482

all available from October





*Left*

KNIT JUMPER  
EUR 89.99  
Item no. 2121350

SKIRT  
EUR 89.99  
Item no. 2121853

*Right*

DRESS  
EUR 139.99  
Item no. 2121760

all available from October



# Courage – how women deal with crises

Austrian TV journalist Antonia Rados had to learn to step up for herself during her work in crisis zones. She talked to comma about her life as a war correspondent – and the freedom we need to be brave.



The shadows were getting longer. In two or three hours the sun would disappear and night would fall. I kept glancing at my watch: 5 pm. 5.15 pm. I would still be able to do what I had planned. Everything was still possible if nothing unforeseen happened. Our driver skilfully avoided the pieces of metal scattered on the road. A burst tyre was the last thing we needed on our way to a small town in northern Iraq. I'd heard that the radical Islamic State troops had withdrawn from there, so I decided to go and take a look for myself. To see it with my own eyes. Not depending on others has become part of my DNA since I have been a war correspondent. So has making my own decisions. We continued on towards our destination, past destroyed villages and burning oil refineries. I was tempted to ask the driver to turn back around on a couple of occasions. My cameraman was looking questioningly at me the whole time. "Let's go," I finally said to the driver, who had taken his foot off the accelerator in fear. "Let's keep driving!"

I've learned to make fast decisions. Obviously, there's always the possibility that I'll make the wrong decision. But doing nothing isn't my thing. It makes me feel like I'm in prison. That I'm not free.

Courage is associated with freedom. If you don't have freedom, you can't be courageous. That's an insight we have the ancient Greek statesman Pericles to thank for. He said: "Freedom is the sure possession of those alone who have the courage to defend it." When we apply





“War zones look just like they do on TV  
in real life – just worse.”

ANTONIA RADOS



that wisdom to the present day. women have to take advantage of the freedoms that are available to them.

I've often put that to the test, as I did on that afternoon with dusk approaching. When we arrived at the town it was more terrible than I could ever have imagined in my worst nightmares. There were dead bodies all over the place. Hardly anyone on the streets. Men looking at our vehicle with distrust. The mood was doom-laden.

But everything turned out OK. I recorded the footage and we drove away again unharmed. I'd made the right decision.

Often being courageous is easier said than done. I'm more your average coward than a heroine. Fear has always been a part of my professional life. I've occasionally got things wrong and found myself in precarious positions, like the day in that small town in northern Iraq. In fact, I'm still amazed that nobody shot at us. In other words, I'm no trailblazer. I'd never call myself that.

But, on the other hand, how do you define a hero? I only know a few, if any. My experiences in war zones have confirmed that men are faster than women to give themselves titles, and they give little thought pretending they are heroes, even when they aren't. I know what I'm talking about.

Some years ago I was travelling on another trip to Iraq with a security man. It was a time when foreigners and reporters were being locked up and kidnapped. My security man was an American. He had war experience. I trusted him completely. Until I realised that he was more afraid of being kidnapped than I was. I asked myself what would happen to me if we got into a dangerous situation. Would I have to take care of him?

After that, I was a lot less impressed by bodyguards. I took care of myself. Putting my fate in the hands of another person who had less courage than I didn't seem to make sense. Or, in other words: There's a regular person with weaknesses in every hero. That's why I decided, however difficult it was as a woman, to take responsibility for my own safety. It's better to make decisions yourself than to let others make them for you. Who knows what will happen if they do? At least, if we're making our own decisions, we play a role in the outcome.

People all over the world are born to be heroes. There have been a multitude of surveys, especially in armies, to find out why some people are brave and others aren't. The results of those scientific experiments are brief. Nobody knows what makes a person brave. It has nothing to do with their training, their background or their gender. That's why the military is still searching for the perfect soldier – luckily! People are different. Like my American bodyguard, they're



Antonia Rados with her camera man in Kabul before setting off on a trip with the Afghan police to remote villages.

unpredictable. According to French philosopher Jean-Paul Sartre, only one thing is sure: "All humans feel fear." If you don't feel fear, you're not human.

But all this shouldn't prevent women from going outside their comfort zone to find their calling. Or giving their daughters all possible options. Young women are often capable of a lot more than we believe.

I remember once visiting the beautiful Iranian town of Isphahan. If you've been there, you'll know that Isphahan has some stunning Persian architecture. I wanted to get to know the city, so I hired a local guide on my first visit. He was well-informed and very conservative. At midday he took me to a local internet cafe so that he could say his prayers. His niece was waiting for me there to keep me company. She was only around ten or eleven at most. She was wearing a chador, a sign that she was from a traditional family. She immediately began to fire questions at me: What are you doing here? So you're a reporter? Are you travelling all alone? Aren't



you afraid? What does your family say? I answered all her questions. I said I love my job. And that some things were possible that she couldn't imagine. I told her all the places I had visited, from Afghanistan to Somalia. That sometimes it was better to take the road less travelled and so on. Soon her uncle returned. She looked straight at him and spoke very clearly, pointing to me: "I think this woman has some very good ideas!"

I don't know what happened to the Iranian girl, but she wasn't an individual case. Iran, an Islamic republic, isn't the only country where it is difficult for women and girls. There are obstacles for women that people aren't always aware of everywhere. Even in our region. Sometimes, when I talk to women from Germany or Austria, I discover things about their lives.

They tell me about their childhood dreams. Some of them would have liked to have had an exciting job or their own business. To have done something.

A long time ago an elderly woman in expensive clothes told me her husband had ignored her wish to get her driving licence for years. So she planned a holiday, sent him off on his own and got her driving licence. She passed first time. And she sounded so proud of herself. What a cool lady. Other women told me they would have loved to have travelled around when they were younger. I generally ask them why they didn't. Because they had a husband or children, they answer. Now, they say, it's too late. I have a good answer: it's never too late. And you don't have to be a war correspondent to find fulfilment.

Antonia Rados in the north of Afghanistan with German soldiers on patrol, wearing a helmet and a bullet-proof vest.





# TIMELESS ELEGANCE



## DINNER WITH FRIENDS

The slim-fit dress, with shiny threads integrated into the black fabric, makes an elegant statement. A low back and leg slit are additional details that make this dress the eyecatcher at any dinner party.

DRESS EUR 119.99 Item no. 2123288  
available from August SANDALS The Attico



## FAMILY PARTY

This black-and-white patterned midi dress is the perfect choice for any occasion. Long sleeves keep the arms warm on cool days, and the all-over print and fine crêpe texture are guaranteed to attract compliments. It's the epitome of cool femininity!

DRESS EUR 129.99 Item no. 2122157  
available from October SANDALS Gianvito Rossi



## BUSINESS EVENT

Jumpsuits are our favourite all-rounder: they are confidently casual and can easily be transformed into an evening outfit with a pair of heels. The belt at the waist conjures up a feminine silhouette.

JUMPSUIT EUR 159.99 Item no. 2123427  
available from October  
COURT SHOES Stuart Weitzmann





DRESS  
EUR 149.99  
Item no. 2123513

available from October

COAT  
EUR 299.99  
Item no. 2117451

available from September





# Empowerment through handicrafts

Luxury fashions and social projects are two things that most people don't immediately associate with each other. Fashion designer Ann-Kathrin Carstensen unites two worlds that couldn't be more different at first glance with her label RITA IN PALMA.

**How did you come to found the label RITA IN PALMA in 2012?**

Indirectly and by coincidence! After graduating from high school I studied medicine. On a spontaneous trip to Berlin I fell in love with the city and everything changed. I moved there and soon realised that it was time to rethink my life and my career. So I switched to fashion design and, when I graduated, I naively and with very little money decided to set up my own business. When I was thinking about what I wanted to specialise in I remembered the Turkish women in my childhood crocheting and knotting their daughters' artistic dowries. There is a large Turkish community

in Berlin, so I decided to work with female Turkish artisans and set up a craft business with them.

**What does the label's name RITA IN PALMA stand for?**

Rita was my grandmother's name. I had a really strong relationship with her. She survived two world wars and many twists of fate. I wish she hadn't had such a hard life. "Palma" isn't the city. It represents a place full of promise where my grandmother would have wished to live.

**You work with women from Turkey, Syria, Pakistan, Lebanon and Kosovo.**

**What gave you the idea to connect high fashion with integrative working?**

At first glance, social work and haute couture are two things that couldn't be further apart. There is a mental trip around the world between the Paris and Milan catwalks and institutions for the socially deprived. Yet these seemingly opposite poles are no contradiction at RITA IN PALMA. Our company employs women who are migrants and have special life stories, people with special needs who deserve to be seen and supported. These women all share something very special: artisan expertise that has been passed down from one generation to the next and is at risk of becoming extinct.





Ann-Kathrin Carstensen, founder of the label RITA IN PALMA

**What prompted you to found an association for integration, education and handicrafts alongside your fashion label?**

It was an experience I had when I was trying to establish contacts in the Turkish community: I realised how difficult it is for people in a minority social group to become integrated in mainstream society and build trust when they don't speak the language. Because building trust is what I had to do to get the women to support my idea. When I produced my first collection at home with a small group of women, I gained insights into their family structures and how difficult it is for them to find a place in our society. Most of the women hardly spoke any German and their only roles they knew were those of wives and mothers. I decided that I wanted to do more than simply turn them into 'producers'. So I set up the association as a way of making the integration process better, different – and more women-oriented – with German lessons, advice and support with day to day problems, and by treating the women as equals. The factory is the second pillar of the association in addition to the support structure. The main objective is to protect women's handicrafts from becoming extinct and to have them recognised as official artisan trades.

**What inspiration do you draw from your employees' cultures?**

I gain a lot of inspiration from their handicraft skills, their warm-heartedness and the many dissonances between us, and I interpret them in our designs. Each woman contributes her individual skills and together we create something new that is distinctive for its 'otherness'.

**How do your employees migration experiences influence your label's style?**

Migration and refugee experiences are full of fears and uncertainties. Our artists also express these emotions in their design work. They often underestimate themselves and it takes a while for them to feel comfortable about volunteering their own ideas. I always encourage them to be OK with making mistakes – because mistakes are often the starting point for fabulous new designs.

**How does the multinational composition of your team affect your company's culture? What can you learn from the women who work for you?**

That's actually a very important part of our work! Every day we share our different views and feelings in enriching conversations. The women also pray several times a day in our studio. Sometimes things get a bit cramped, because the studio is quite small. For example, they block the way to the printer (she laughs). But I admire those women's ability to regularly stop what they are doing for a few minutes and put their busy workday aside to pray. I could do with some of that inner calm.

**RITA IN PALMA makes hand-crocheted collars, scarves, necklaces and jewellery items. What do you want your accessories to convey to the wearer?**

The items of jewellery we make are designed to be worn for a lifetime. They stand for women of all ages and types who share one thing: a strong personality. Our famous supporters, such as Michelle Obama, Nazan Eckes, Chloë Sevigny and Linda Zervakis all have strong personalities.

**What does female empowerment mean to you?**

I have a feminist background. Even as a small child I had to be strong to protect my mother from being abused by my father. I am absolutely committed to helping women, especially those who didn't have the best start in life.

**How did you learn to step up for yourself?**

I'm still learning. It's a big challenge. My family history meant that I had to learn to look after my younger sisters and my dying mother at a very early age. That's why it's always been one of my priorities to stand up for other people who are less strong. But it's equally important to be able to stand up for myself! I'm still practising. The older I get, the better I can do it.







COAT  
EUR 299  
Item no. 2117451

KNIT JUMPER  
EUR 49.99  
Item no. 2126900

all available from September





# COLD DAYS IN ICELAND

Chalk, sand, misty grey and ocean blue: the natural colours in our outdoor collection draw inspiration from harsh winter landscapes – such as you’d find in Iceland, the location of our photo shoot for the winter season’s trends.





*Left outfit*

COAT EUR 249 Item no. 2117233  
KNIT JUMPER EUR 119.99 Item no. 2121478  
JEANS EUR 99.99 Item no. 2121545

all available from October



COAT  
EUR 299  
Item no. 2117387

available from November

KNIT JUMPER  
EUR 119.99  
Item no. 2121478

available from October









COAT  
EUR 299  
Item no. 2117451

SCARF  
EUR 39.99  
Item no. 2117471

TROUSERS  
EUR 99.99  
Item no. 2120570

all available from September





JACKET  
EUR 299  
Item no. 2116902

KNIT JUMPER  
EUR 89.99  
Item no. 2121637

TROUSERS  
EUR 89.99  
Item no. 2121099

all available from October



KNIT JUMPER EUR 89.99 Item no. 2121637 available from October





COAT EUR 259 Item no. 2117437  
KNIT JUMPER EUR 99.99 Item no. 2123309  
all available from September





VEST  
EUR 99.99  
Item no. 2116873  
available from August

KNIT JUMPER  
EUR 59.99  
Item no. 2119608  
available from September

TROUSERS  
EUR 99.99  
Item no. 2120396  
available from September





JACKET  
EUR 169.99  
Item no. 2117050  
available from September

KNIT JUMPER  
EUR 99.99  
Item no. 2125937  
available from December

TROUSERS  
EUR 109.99  
Item no. 2125353  
available from December





VEST EUR 59.99 Item no. 2116912 available from August  
KNIT JUMPER EUR 99.99 Item no. 2123309 available from September  
TROUSERS EUR 109.99 Item no. 2110573 available from August





KNIT JUMPER EUR 59.99 Item no. 2121759 available from October  
JACKET EUR 199.99 Item no. 2117110 available from October  
TROUSERS EUR 99.99 Item no. 2125728 available from December





BEANIE  
EUR 29.99  
Item no. 2126647

SCARF  
EUR 39.99  
Item no. 2126646

KNIT JUMPER  
EUR 69.99  
Item no. 2126648

COAT  
EUR 229  
Item no. 2126656  
all available from September



# Discover Iceland's beauty

Iceland not only has spectacular natural landscapes that are perfect as a photo shoot backdrop, it is also an amazing holiday destination. We discovered a few highlights on our trip that we'd like to share with you.

## **SULPHUR FIELDS**

The sulphur fields are one of Iceland's top attractions. These geothermal areas, with their steaming, bubbling and hissing pools, are so fascinating that it's difficult to tear your eyes away from them. The vast landscapes are characterised by deposits of sulphur and other minerals that make them look surreal and otherworldly. This genuine spectacle of nature makes the perfect backdrop for this season's favourite pieces.

## **GULFOSS WATERFALL**

We were particularly impressed by the Gullfoss waterfall in southern Iceland. From the top you can watch the water plunging down through a rugged canyon into an enchanting valley. With an awe-inspiring total width of more than 229 metres, the waterfall has a special power and grace that every Iceland visitor should experience.

## **VATNAJÖKULL GLACIER**

Vatnajökull is Iceland's largest glacier and a magical place just waiting to be discovered. Even the journey there with its breathtaking views is enchanting. Visitors can explore the mighty glacier by snow mobile to see an entirely different side of Iceland.

## **SELJALANDSFOSS WATERFALL**

The Seljalandsfoss waterfall is one of Iceland's most fascinating natural phenomena. What makes it special is that visitors can walk behind the 66 meters-high curtain of water. The view through the water veil, between the spray and the magical mist, is spectacular!

## **DIAMOND BEACH AND GLACIER LAGOON**

Another of Iceland's highlights is the Diamond Beach with its Glacier Lagoon. The black volcanic beach is covered in big chunks of ice that glitter in the light like giant diamonds. The gigantic ice floes on the water make this lagoon a fascinating place that makes visitors feel as if they have landed on another planet.

## **REYKJAVÍK**

In addition to its natural attractions, Iceland's capital city has a lot to offer. There are lots of street art, shops and restaurants, plus a big music scene, all of which make Reykjavik an exciting holiday destination. We were also very impressed by the excellent coffee and the well-established barista scene during our photo shoot trip!

From left to right:  
sulphur fields,  
Gullfoss waterfall,  
Vatnajökull glacier,  
Diamond Beach,  
Reykjavík





# TRIBUTE TO A STRONG WOMAN

We are very sad to say goodbye to our much-loved colleague and friend Eva-Maria Staud, who passed away suddenly at far too young an age this July. As Head of Design Eva orchestrated our outdoor collections with love, expertise and dedication.

Eva was the epitome of a strong woman and she had been a firm member of the comma family since 2013. She managed her outerwear department with an absolute passion for our label and her incomparable professional expertise. Her bright and affectionate nature made her a role model for female employees at comma and we will miss her very much. Without Eva, the company would not be what it is today.

Eva was a colleague with masses of positive energy and an infectious smile. She always showed people respect, found time to listen and was always willing to offer a helping hand.

For these qualities Eva was not just known and appreciated by her team, but throughout the entire comma organisation and in the industry. She was incredibly dedicated to our product and her field of expertise. In fact, Eva lived and breathed Outdoor, and was instrumental to the creation of our new autumn/winter collection. She was a dependable colleague whom we were all fond of, and her sudden passing has left a big hole in our lives. Everything Eva did was done with optimism and energy. We will always fondly remember the strength and goodness that she radiated right up to her last day on Earth. For her personal and professional contributions at comma Eva will always remain in our hearts.

Our company has lost an amazing individual with a big personality. We mourn her and will continue her life's work as an expression of our thankfulness and respect. In this important respect Eva will live on.

*Thanks for everything, Eva.  
We love and miss you very much.*



As a comma designer Eva channelled her incredible creativity into our outdoor collection. With infinite devotion she never failed to develop exciting looks with coats, jackets and vests.



# DENIM STATEMENTS

Casual, figure-hugging or relaxed: with new cuts, favourite fits and surprising details our denim styles fulfill all our needs.



## MOM FIT

Mom jeans are an absolute must for the upcoming autumn and winter season.

With exciting details such as denim belts they're never boring.

KNITTED TANK TOP EUR 69,99 Item no. 2120039  
JEANS EUR 99,99 Item no. 2120814

all available from August



## RAW DENIM

All-over denim is one of this season's biggest trends.  
Combine a denim shirt with jeans to create a clean, casual look.

JACKET EUR 99,99 Item no. 2121121  
JEANS EUR 89,99 Item no. 2120811

all available from August









## FULL COMFORT

These skinny jeans have been jazzed up with contrasting pink seams, one of this season's trend colours.

JEANS EUR 119.99 Item no. 2120816  
JACKET EUR 119.99 Item no. 2114707

all available from August





## FLARED

We all know that trends come and go (and then come back again). The latest statement silhouette to experience a revival this season is the flared trousers of the sixties and seventies.

SWEATSHIRT EUR 69.99 Item no. 2120861 available from August  
JEANS EUR 99.99 Item no. 2121545 available from October



### **USED-LOOK BOYFRIEND JEANS**

These loose-fit, hip-height boyfriend jeans are the perfect item for chill-out days. Scratchy details make them look even more cool.

BLOUSE EUR 79.99 Item no. 2121607 available from October  
JEANS EUR 99.99 Item no. 2121120 available from August





# Needles, wool and passion

Time to get cosy in knitwear items with different textures and thicknesses – because they're a key element of our autumn look. comma CI Designer Andrew explained how knitting became one of his biggest passions. We took a look over his shoulder to show you how our unique knitwear items are created with you.

At the age of around six or seven Andrew was given a children's knitting set – with little balls of wool and plastic needles. He used it for his first attempts at knitting, encouraged by his grandmother, who was also a passionate knitter. Today Andrew is a designer at comma CI. His area of expertise: knitwear. You can immediately tell how much Andrew loves knitwear when you hear him talking about his craft. "Knitwear is wonderfully versatile because there are so many different kinds of knits, from ultra-fine jersey tops to chunky cardigans with giant stitches." This versatility is one of the things that got Andrew so interested in knitting. Even as a young man the Brit was fascinated by art, textiles and clothing. After school he would sit drawing Egyptians and Romans from illustrations in books because he loved ancient garments. Andrew started to sew and experiment with fabrics and textures. But he soon realised that he could channel his creativity most effectively into knitting. "When you work with fabric there are limitations on what you can do. But when you knit you can use any yarn you want to create something unique. Knitting is a real handicraft," said the designer.

Andrew recalled his high school teacher telling him: "You're talented – one day you'll be going to the Central Saint Martins University of the Arts." And that's exactly what happened: Located in London, the university is considered to be one of the best art and design colleges in the world, and it only takes the very best and most creative students. Andrew studied fashion and knitwear design there. It allowed him to give his love of drawing and knitting free rein – and he even created knitted sculptures. Since graduating in 2008 Andrew has been working as a designer. In the first five years he designed and produced knitwear fashions for the London catwalks and the experience he gained in that time gave him an excellent grounding for the work



he does at comma today. Andrew knows everything about yarn, knitting techniques and styles, and all the factors that have to be taken into account in the production of knitwear.

He showed us how a new comma collection is created: "First we have a creative camp with our head designer Isabelle Mi-A Ko. She presents her concept to us and we work as a team to flesh out the details. At the same time I do research: in magazines, on the catwalks and anywhere else I can find inspiration for the upcoming season." When Andrew comes up with an idea the first thing he does is to knit a sample. Then he works very





“When you invest in a piece of knit, you invest in a work of art.”

ANDREW



closely with the factories to decide on the perfect yarns and fabrics for the items in the next season's collection. Once the designs have been sketched and all the suggestions have been discussed with the rest of the team, the designers familiarise themselves with the material and make the first prototypes. But it doesn't end there. Adaptations are made to the prototypes until the garments look – and feel – exactly the way Andrew and his team had imagined. After another stint of industriousness, the final designs are made up into salesman samples.

It can take over three months to get from first design to final sample, because producing knitwear is such a complex process, said Andrew. All the effort that goes into creating every piece of knitwear makes it a work of art. Knitwear designers have to be more creative than other fashion designers – real artists, according to Andrew. That's also why he thinks every woman should have a knitwear item in her wardrobe. “When you invest in a piece of knit, you invest in a work of art.”

Above all, the designer loves chunky knits. “The bigger the needles are, the more fascinating textures you can create.” However, he always ensures the perfect balance of fine and thick knits in the comma knitwear collection. This season different textures have been combined, with both jacquard and rib knits playing an important role. Colours are another key factor. “Last winter people spent a lot of time at home. Now they want to be seen again and to make a statement with fashions.”

Andrew prefers to combine knitwear with basics. A simple pair of trousers, a plain T-shirt and a statement knit cardigan. “Knitwear speaks for itself and it should be the central piece in any outfit.” A luxurious scarf or a cosy hat can also add that special something to an everyday look. This is how the designer imagines the women who wear his knitwear pieces: “They are confident individuals with a feeling for trends who like casual basics but also want to wear something special.” Offering those women a great selection of favourite knitwear items isn't just Andrew's job, it's his passion.





JUMPER EUR 69.99 Item no. 2126648 available from September CARDIGAN EUR 109.99 Item no. 2127559 available from November  
JUMPER EUR 69.99 Item no. 2126648 available from September JUMPER EUR 119.99 Item no. 2120893 available from September





This season's knitwear items feature fascinating patterns and textures. One of our favourite pieces: the jacquard jumper with abstract zebra print.

JUMPER EUR 99.99 EUR Item no. 2121809 available from October



Light and sensuous: the fine-knit jumper made of a yarn containing alpaca feels soft and silky on the skin. The lace stitch details on the back make the jumper a real eye-catcher.

JUMPER EUR 99.99 Item no. 2121752 available from October



Warm and chic: the chunky-knit alpaca blend tank top and matching cardigan with bouclé effect make a cosy statement outfit.

CARDIGAN EUR 139.99 Item no. 2121250  
TANK TOP EUR 89.99 Item no. 2121251  
all available from September







Knitted in a cotton blend yarn, this jumper is wonderfully light. It's the perfect choice for in-between seasons. A cable pattern adds interesting texture that is shown off perfectly by natural cream and soft brown shades.

JUMPER EUR 89.99 Item no. 2121231 available from September



The trendy lilac cardigan looks absolutely stunning: delicate details such as the fine-rib texture and pearlescent buttons make it an elegant statement piece.

CARDIGAN EUR 109.99 Item no. 2127559  
available from November





According to designer Andrew a knitwear piece should always be the central element of any outfit. That can certainly be said of this half-zip poncho with graphic print. It makes a real eye-catching statement.

PONCHO EUR 129.99 Item no. 2120658 available from September





"It's not about what we look like, what colour our eyes or hair are, how big or small we are. It's not about the car we drive or the job we do. It's about our heart and how we change the world to make it a better place."

LAUREN WASSER

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# STEP UP FOR YOURSELF WORKSHOPS

Sometimes we need support and encouragement to take the first step.

At our **COMMA FOR WOMEN WORKSHOPS**, which start in October, you can discuss all the things that are important to you with other women. There will also be experts from various fields to share their valuable experience with you. If you would like to attend our workshops register for our comma Fashioncard Programme.

*Looking forward to seeing you there!*







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