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CLIMATE-CONSCIOUS COUTURE

# If The Shoe Fits, Rent It

Fashion rentals aren't a new concept, but with people growing wary of waste-fulness, more and more retailers from high-end heaven all the way down to fast-fashion hell are hopping on the rental bandwagon. Here's where climate-conscious fashion lovers can grab garb for all occasions – and then bring it right back. **By Wanda Sachs**

### 1. Hot Top Pick

**HIGH-END** A must-know for the fashion and environmentally conscious. Rental-only **POOL** boasts a highly selective squad of pret-à-porter fashion's most sought-after names. From Ganni and Acne Studios to Schnayderman's and Percival to exclusive designer collabs, browse the extensive catalogue of clean cut, pattern-strong and, for the most part, unisex fashion. To rent, sign up for free on the website and get access to their separate 'inventory' Instagram account, then browse and DM your choices – or peruse the wardrobe



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in person. Either way, you can keep your chosen items as long as you'd like or swap for items of the same price category for no added charge.

**Große Hamburger Str. 42, Mitte. €9, 29 or 49/month depending on the item. Register on p-o-o-l.xyz and browse at the showroom or on Instagram @pool.berlin.inventory.**

### 2. Stroll Down Saville Row

**VINTAGE** Appointment-based **OFT** offers (more or less authentic) fashion from the last century. Their 1930s flapper dresses are imitations made in the US in the 1980s, but that doesn't mean they wouldn't be the showstopper at the next Great Gatsby party. Original pieces from the 1950s-80s are easier to come by: looking for a metallic unitard with trumpet sleeve a la ABBA's Agneta? **OFT** is your best bet. Owner and stylist Marita Makasch helps customers find exactly what their old soul desires, whatever the fashion era and item. From photo shoots to theme parties, customers can rent Makasch's pieces for up to two days at a quarter of the retail price, which – being actual vintage – tends not to be cheap.

**Chausseestr. 131b, Mitte. 25% of the retail price. Booking details on ohnefrage toll.de.**

### 3. Next Best-Dressed

**SECOND-HAND** Love a trend? Upscale thrift shop **Homefullofclothes** reliably stocks everything touted by Fashion-tok and Berlinfluencers: cowboy boots and Afghan coats, (lots of) leather bombers and moto jackets, and – perhaps most importantly for the Berlin fashion scene – ubiquitously-worn New Rocks as well as 2010s-nostalgic George Gina & Lucy metal-hardware handbags, saving those twentysomethings who now find themselves full of regret after having long gotten rid of the GG&L bag they owned in high school. While Homefullofclothes is a boutique first and foremost, nearly all pieces can be rented for up to a week. Hop on popular used clothing app Depop and email the owner, Laura Piotrowska, a photo of your chosen item to reserve it or book an appointment.

**€20-30. Browse on Depop/cozycoats. Booking details on homefullofclothes.com.**

### 4. Casual Fridays

**EVERYDAY WEAR** A fairly new arrival in Berlin is the rental **Kleiderei**, imported from Cologne. Since 2022, Berliners brave enough to commit to a membership have been able to choose from an extended, "eternal" wardrobe, as they call it. Here, you'll find a wide range of all your classic wardrobe staples: jeans, t-shirts, coats, hats and jewellery from second-hand and vintage but also brand-new fair fashion brands, such as Christiane Stroble, Dzaino and IKIGO. Everything can be rented out as long as needed and, if desired, added to your own wardrobe permanently at a discount price.

**Oranienstr. 44, Kreuzberg. €29 for 4 items/month; €39 for 6 items/month.**

### 5. Fake it 'Til You Make it

**FAST FASHION** Running a rental doesn't make a fast-fashion brand sustainable, but as a consumer, it's more eco-friendly. Renting can seem expensive compared to buying, so **H&M Mitte Garten's** rental might be a feasible option for fast-fashion addicts wanting to dip their toes into short-term ownership – provided they're H&M members (which, let's face it, they probably are). The brand's not-in-stores rental collection, which launched in 2021, includes seasonal statement pieces for special occasions, like weddings or the annual Christmas work party. Think H&M on steroids: bright pink blazers, pearl-embellished jackets, dotted tulle dresses and accessories with a lot of bling, which can be rented for up to five days.

**Neue Schönhauser Str. 13, Mitte. €10-45. Book appointments online.**



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## Q&A

# Rings To Rule Them All



In December 2021, Anna Engelmann decided to make her mark with a new jewellery brand.

Driven by an urge to create, she hand-carves chunky silver rings that flow and drip like molten lead. We talk to the up-and-coming designer about her brand **ATIX**, artistic inspirations and creating jewellery for the club scene by accident. **By Wanda Sachs**

### You're a born-and-bred Berliner. Does that translate into your jewellery?

I guess the way I make art is quite 'Berlin': I don't sit down and create according to a schedule. It's like a sudden rush of emotions that I have to release, and only then I make art, or jewellery in this case. But my rings are also very popular with Berliners; people from the club and techno scenes – and especially the fancy Berghain people – love my rings (laughs). I never thought they'd be my target group, but here we are, so I guess in that way my jewellery is very Berlin, even though that wasn't what I had in mind when I created ATIX.

### Do you identify with that scene?

I don't necessarily identify with the Berghain scene – I'm not a big clubbing person. But if they like my stuff, that's cool! (laughs) I identify with people who love art and like to express themselves, and people from the club scene definitely fit into that category, so that's fine by me. But I'd also love it if someone who works in a bank wore my rings.

### How did it all start?

ATIX is a child of boredom! It started in December 2021. I was just at home on a Friday night and started experimenting with resin; not completely off-brand – I've always loved painting and drawing and being creative. The ring I tried to make didn't really work out, and then a friend told me how his mum, a goldsmith, makes silver rings using negative moulds made from silicon. So I thought, okay, I'll try that! I made rings for me and my boyfriend and posted about them on Instagram, and then people started messaging me and asking if they could buy them. I thought, fuck, yeah of course, why not!

### Your rings are very unique. How did you come up with the shape?

I always think about what I personally like to wear. I wanted something liquidy, flowy, but I couldn't find rings like that. Most of this chunky silver jewellery that's available is very massive and sharp; I don't like that. So I created something I loved, and other people did as well, so that was great.

### How do you craft the rings?

Every new model starts with hand-carving ring wax into a shape I like, which takes 5-6 hours. It's just what feels right, it's hard to describe. I don't stop until I think it looks perfect. Every rounding, every bulge is there because I want it to. It looks totally random, but it's really the opposite.

### What do you draw inspiration from?

I like dark, eerie art, but I also draw a lot of inspiration from fashion and other jewellery designers. @zwyrtech on Instagram is an amazing example of surrealistic jewellery pieces – they create beautiful art out of everyday mundanities. I also really like the jewellery designer Elza White – she creates angelic works of art that radiate lightness.

### Does ATIX stand for something?

Do you know when you just love a word and how it sounds? That's what it's like for me with ATIX – it doesn't mean anything (laughs). I just like how it sounds and feels. It's the same with creating the rings and giving them names, Onyx, Cyprine, Kyanite... it's all about what feels right to me in that moment.

### You're already selling in Berlin and Vienna. What's next for you?

I'd love to work with fashion designers and sell my rings in more shops across Berlin and the world. The Voo Store in Berlin would be a dream place to see my jewellery on sale!

DM to order on Instagram @atixjewellery or shop at Homefullofclothes, Prenzlauer Berg. €120-130.

