

Pull&Bear Debuts on London Catwalk in Bold Lueder Collaboration

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Pull&Bear, the youthful fashion label under Inditex, made its runway debut on 20 September. It presented a collaborative collection with emerging designer Marie Lueder in London Fashion Week. The show marked a milestone for Pull&Bear, which has been more retail- and streetwear-oriented until now. Moreover, this was its first full catwalk presentation.

Collaboration & Creative Vision

The capsule collection combines Pull&Bear's youthful brand identity with Lueder's conceptual aesthetic. It explores medieval imagery reframed through contemporary lenses. Additionally, the designs reference club culture codes, experimental silhouettes, and urban street style. Thus, historical inspiration meets modern attitude.

Styling

Technical fabrics dominate the collection: washed denim, structured knits, sheer nylon. The colour palette uses earthy, distressed tones that evoke grit and vintage texture. Accessories number six pieces alongside twenty garments. Inclusive and genderless spirit runs throughout. Also, silhouettes blur lines between menswear and womenswear.

Commercial & Launch Details

After the runway show, the collection officially launched at an after-party hosted at Pull&Bear's Oxford Street flagship store. The capsule is now available via Pull&Bear's e-commerce platform. Selected stores also carry it. Price points range from **€29.99** for simpler items like tank tops to **€149.99** for items like quilted jackets.

Strategic Significance & Brand Context

The launch is part of the BFC (British Fashion Council) NewGen programme, which supports emerging UK designers. Pull&Bear became lead sponsor of the NewGen initiative in 2024. Through its "Canvas for Creativity" project, the brand has been placing resources behind young creators. Hence, this show underscores Pull&Bear's push from fast-fashion retailer to creative collaborator.

Furthermore, Pull&Bear is part of Inditex group, which includes Zara, Massimo Dutti, Stradivarius, Bershka, Oysho, Lefties, among others. In the 2024 financial year, Pull&Bear increased its revenue by 4.6%, reaching €2,469 million. Meanwhile, Inditex overall saw a 7.5% revenue increase to €38,632 million.

Reception & Broader Trends

The collection's fusion of medieval themes with club culture resonated in a cultural moment where fashion draws heavily from subversion, nostalgia and gender fluidity. Also, Pull&Bear leveraged its mass-market reach to give higher visibility

to Lueder's design voice

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