

From Catwalk to High Street: Pull&Bear Collaborates with Designer Marie Lueder

Published on 26 Sep 2025 | By IFI Correspondent



London, Sept. 2025 — The boundaries between **catwalk couture** and **high-street fashion** continue to blur, as Pull&Bear unveils its latest collaboration with German designer **Marie Lueder**, the creative force behind the Berlin-based label *Lueder*.

Lueder has carved a niche in global fashion with her “**mental armour**” **philosophy**—an aesthetic that fuses medieval references with futuristic silhouettes, transforming vulnerability into a powerful, wearable narrative. Her conceptual approach has earned her spots on both **Berlin Fashion Week’s Berlin Contemporary platform** and **London Fashion Week**, where she recently presented *The Shell*, her acclaimed autumn/winter 2025 collection.

From Runway to Retail

Lueder’s London Fashion Week debut was made possible through Pull&Bear’s collaboration with the **British Fashion Council (BFC)** as part of the *Canvas for Creativity* programme under the **NEWGEN initiative**, designed to champion emerging designers.

For Pull&Bear, the partnership marks a bold step in **bridging high-street accessibility with avant-garde design**. Lueder presented her **spring/summer 2025 collection, *The Shell***, not only on the runway but also at Pull&Bear’s new Oxford Street flagship, integrating her experimental vision into the Spanish label’s global production and retail system.

The Lueder x Pull&Bear Collection

The joint line—now available via Pull&Bear’s online platform—reimagines **contemporary wardrobe basics** with Lueder’s unique codes. Expect clean silhouettes infused with medieval-inspired details, a subtle play of structure and softness, and an emphasis on pieces that balance **wearability with conceptual storytelling**.

With this collaboration, Pull&Bear continues to redefine high-street fashion, while Lueder amplifies her international presence by reaching a wider audience without compromising her distinct vision.

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