

Fashionable looks to represent Austria at Expo 2020 Dubai

The Viennese fashion label CALLISTI is designing the corporate wear for Austria's contribution to Expo 2020 Dubai. Designer Martina Mueller Callisti has created an elegant collection for the hosts and hostesses at the Austria pavilion, inspired by the architecture and colour scheme of the pavilion - with an unmistakable Austrian touch.

Expo 2020 Dubai - the first world expo in an Arab country - is set to start on 1 October 2021 with 190 participating countries and organisations. The Austrian programme will be presented under the motto "Austria makes sense" and will show off the country's innovative and creative side. Countless contributions towards a better, more sustainable world will be exhibited. All of the many facets of Austrian research, development, and creativity will be on display for visitors.



Foto-Download: <https://www.wko.at/site/expoaustralia/de/presse.html>

The highlight and flagship of Austria's participation in Expo 2020 Dubai is the spectacular pavilion designed by querkraft architekten, which features 38 interlaced white cone towers and combines natural building materials with a smart low-tech approach. A team of around 40 employees will work in the pavilion and will be responsible for maintaining the exhibition, serving guests from around the world, and representing Austria with plenty of charm. The Viennese fashion label CALLISTI is responsible for outfitting the hosts and hostesses.

Calling card for Austrian design

CALLISTI previously won the closed design competition for the corporate wear of the hosts and hostesses at the Austria pavilion for Expo Dubai that was organised by the Expo Office

of the Austrian Federal Economic Chamber in cooperation with the Austrian Fashion Association.

The guidelines called for the uniforms to be flagship examples of Austrian design and a calling card for the Austria pavilion as well as to provide a look that is in harmony with the pavilion's architecture. The outfits were also required to be elegant, modern, and wearable, but at the same time functional, durable, and comfortable. The goal was to create a fashion statement that combines the design specifications of the Austria pavilion into a homogenous overall look.

Clear lines and elegant, wearable design

This vision was realised by Martina Mueller Callisti with her label CALLISTI. She designed a blazer, blouse, skirt, pants, pullover, sleeveless sweater, and belt for the hostesses and a sports jacket, shirt, pants, pullover, and belt for the hosts. For the design of the clothing, she drew inspiration from the architecture and colour scheme of the Austria pavilion, which consists of interlacing cones that are lined with loam plaster on the interior. A stripe in the country's national colours runs through the entire pavilion, and otherwise the colour scheme features various shades of white, beige, and brown.

The fashionista latched onto these characteristics and incorporated them into her designs. Martina Mueller Callisti placed particular emphasis on clear lines and elegant, wearable design in the creation of the uniforms - style elements that are also fundamental for her label.

OEKO-TEX certified natural fibres

When it came to the materials, priority was placed on ensuring that they are primarily made of OEKO-TEX certified natural fibres, making them breathable, light, and washable. They come from Austria, Germany, and Italy. The corporate wear for Expo Dubai was produced at the designer's Vienna studio and a Hungarian tailor's shop.

Strong partners on board

Additional Austrian labels were tapped as partners for the accessories that will complete the looks worn by the Expo employees at the Austria pavilion. The hats were designed by the hatmaker Mühlbauer Hutmanufaktur, and Andy Wolf provided the sunglasses. Together with Lukács László, Martina Mueller Callisti designed shoes and bags to match the outfits, which were then finalised and produced by the designer.

Martina Mueller Callisti

Martina Mueller Callisti founded her label CALLISTI in Vienna in 2007 and opened a small boutique. She now runs a large flagship store in the first district. In 2018, she was named new designer of the year by *ELLE Germany* and Mercedes Benz and was invited to present a collection at Berlin Fashion Week.

Originally trained as a graphic designer, she likes to work with minimalistic patterns that are brought to life by an excellent fit. She refrains from using playful elements in her designs, instead preferring clear lines and geometric shapes.

Austrian Fashion Association

The Austrian Fashion Association is an information and service platform that acts as a liaison between the worlds of fashion design, business, and culture. As a funding partner for fashion for the Federal Chancellery and the Cultural Affairs department of the City of Vienna since 2014, it supports the professionalisation and internationalisation of the Austrian fashion design scene with long-term

funding measures.

Expo 2020 Dubai

The Expo will take place from 1 October 2021 to 31 March 2022 with the theme “Connecting Minds, Creating the Future”. A total of 190 countries and organisations will use the Expo as a stage to present ideas and innovations related to the subthemes of opportunity, mobility, and sustainability that have the potential to change the world for the better. The Austrian programme “Austria makes sense” - with its catchy slogan that plays with the different meanings of the word “sense” - once again has all the ingredients needed to grab people’s attention. It presents a holistic concept aimed at combining people, technology, and the environment in an engaging way. Climate protection and technology go hand in hand here and complement one another.

Production partner Corporate Wear:

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Credits

Fashion: CALLISTI

Accessoires: Mühlbauer Hutmanufaktur (hats), Andy Wolf Eyewear (sunglasses), Lukács László (shoes and bags)

Photo: Sigrid Mayer

Hair & Make-up: Christine Akbaba

Model female: Pia Karl / Stella Models

Model male: Xaver K. / Tempo Models

Organisation: Stephanie Rugel / Austrian Fashion Association

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