

Petzel

Melanie Read, "Masterclass in Joyful Experimentation: Loewe's Fall/Winter 2026," L'OFFICIEL,
March 6, 2026.

L'OFFICIEL 
AMTD 1824

FASHION WEEK

Masterclass in Joyful Experimentation: Loewe's Fall/Winter 2026

For their second collection, Jack McCollough & Lazaro Hernandez turned fashion into a playground. Bright colors, inflatable parkas, latex trompe l'oeil, and shearling trimmed like poodles.

Published 03.06.2026 by Mélanie Read



520 W 25th Street New York NY 10001

Tel 212 680 9467 Fax 212 680 9473 info@petzel.com www.petzel.com

Petzel

Melanie Read, “Masterclass in Joyful Experimentation: Loewe’s Fall/Winter 2026,” L’OFFICIEL, March 6, 2026.

Inside a giant green-and-white gingham box planted in the middle of an incredible garden, a surreal setup immediately signaled this wouldn't be your typical Loewe show.

White walls framed an egg-yolk yellow floor, while a pulsing techno soundtrack set the tone. Cosima von Bonin's sculptural animals surrounded the space, upholstered and seated on giant shoe boxes like fellow spectators watching the chaos unfold. And chaos it was—controlled and intentional.



Loewe Fall/Winter 2026, Paris Fashion Week. Courtesy of Loewe.

Just like the first collection from the creative director duo at the Spanish house, the Fall/Winter 2026 runway opened with a visceral color palette: orange, blue, black, brown, ice gray, acid yellow, violet, and green.

The craftsmanship was nothing short of spectacular. Shearling appeared in fantasy hues—bright red and sky blue—trimmed with gradient cuts. Bouclé coats were constructed from looped lacquered leather, and slip dresses and pyjama tops were 3D-printed in glossy latex with a viscous physicality.

Parkas and scarves were reimagined with inflatable volumes, laser-cut and specially sealed to create airtight seams. Pieces that literally puffed up with lightness, adding a cartoonish, Polly Pocket-esque quality to otherwise sophisticated silhouettes.

Petzel

Melanie Read, "Masterclass in Joyful Experimentation: Loewe's Fall/Winter 2026," L'OFFICIEL, March 6, 2026.

Between geometric lines and organic forms, transparent vinyl boots were styled with brightly colored tights, and Croc-inspired clogs came with heels. On the accessories side, they leaned into the same spirit of play. The Amazona 180 bag—celebrating Loewe's 180th anniversary—appeared with dog and crab charms nodding to von Bonin's sculptures. The Flamenco clutch showcased Loewe's signature intarsia in blue-and-white mosaic-inspired patterning. And debuting this season: the Whisker bag, a graceful blend of a structured handle and a slouchy glazed calfskin body.

McCollough and Hernandez described their approach as "play as rigorous experimentation," and they succeeded. This wasn't fashion that took itself too seriously—but it was one that understood joy, wit, and boundless curiosity are just as valuable as technical mastery.



Loewe Fall/Winter 2026, Paris Fashion Week. Courtesy of Loewe.

Petzel

Melanie Read, "Masterclass in Joyful Experimentation: Loewe's Fall/Winter 2026," L'OFFICIEL,
March 6, 2026.

<https://www.lofficielusa.com/fashion-week/loewe-fall-winter-2026-collection-runway-photos-see-all-the-looks-vips-celebrities>