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ALLIEN FASHION

Dazed speak to Ellen Allien, founder of the Berlin record label BPitch Control upon the release of the second season of her fashion line featuring rough-cut denim and printed tees in candy colours.

Text by [Flora Wong](#) | Published 01 September 2009



The producer/DJ/label-owner turned designer reveals it was her original dream to pursue fashion, applying her lifelong desire for creativity to her line for A/W09. The pieces for [Ellen Allien Fashion](#) include her breed of designer denim, patched up and industrial, whilst wearable and modern. The denim dress is a rather on-trend testament to the line's femininity with mid-length sleeves and decorative stitching. As like her [BPitch Control](#) label, the ideas in the collection are inspired and based around urban life, hence the architectural structures and straight lines. However, she is adamant it is a line made to be worn for comfort, for example to be no less, than 'rave-compatible'.

Image Gallery



Dazed Digital: Why did you decide to go into fashion design?

Ellen Allien: In the past I was already engaged in fashion: my desire was to study Fashion Design, that is why I attended a professional tailoring school. However I quit after one and a half years. This due to one simple reason: my interest towards music won over fashion. After several years my passion towards fashion just came up again.

Since the existence of my label BPitch Control I have always invented and designed lots of merchandising items and at some point the time had come- I decided to create my own fashion line, clothes that have to be comfortable, sexy and and with an edgy style.

DD: Do you do all the designing yourself?

Ellen Allien: Yes, I create the designs, I pick out the material and my best friend and designer [Markus Stich](#) helps me with the production. His speciality is tailor-made suits for men.

DD: What do you think are the links between creating fashion and creating music?

Ellen Allien: It is the lifestyle that can be felt through both, my music and my fashion line: freedom and creativity made in Berlin. What matters to me is to be able to throw my clothes into my bag and that at night I just need to take them out and wear them without ironing. Actually ironing Ellen Allien fashion items is forbidden. Rule number two: clothes have to be comfortable, the materials have to feel and fit like a second skin. Well, clothes have to be rave-compatible. In the end you need to be able to rave all night long with your clothes on....

DD: Do you see the clothes as made for people who are of the Bpitch Control dynamic or do you design for everybody?

Ellen Allien: Ellen Allien fashion is for everybody that appreciates the style and that wants to share that vibe with me.

DD: Which fashion designers do you admire?

Ellen Allien: [Chanel](#), [Rick Owens](#), [Ann Demeulemeester](#).

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DD: What do you plan for the future? Home design? Shoe design?

Ellen Allien: At the moment we're working on a BPitch Control exhibition; the exhibited works will all be created by BPitch Control artists in the broader sense (musicians, graphic designers, photographers, etc) The motto is: 'make art that goes beyond of what you normally do'. On this occasion I will design some pieces of furniture. I also thought of creating some new jewellery pieces for Ellen Allien fashion.

Ellen Allien's fashion line is available from [Apartment](#) in Berlin and [online](#).



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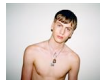
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