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WRIT 330: Fashion Review

Zimmermann Channels Inner Worlds With *Hypnotic*.

By Ella Kosman

Beneath the soaring glass dome of the Petite Palais, Zimmermann showcased their new collection and a dream state. With Fall 2025's *Hypnotic*, the brand took a cerebral turn, trading romance for something more shadowy, more internal. From flowy ruffles and perfectly tailored coats, Zimmermann crafted a story for every look. Each model storming down the runway, crafting their own stories and impersonating the Zimmermann *Hypnotic* character. The result was a collection that didn't just walk but wandered, and had us closely walking behind.

The scene is set to a looping score of ambient synth and the chime of subtle ticking clocks. The Zimmermann Fall 2025 Ready-To-Wear show unfolded like a séance of the subconscious. Models emerged slowly, almost wading through fog, each look adding to the effect of being inside someone else's daydreams. The audience is a sea of editors, buyers, art world notables, and prolific fashionistas, all in a trance as the Zimmermann models strut down the runway. If past Zimmermann collections have leaned into opulence with lace, ruffles, and florals, *Hypnotic* stripped some of that away in favor of a slinkier silhouette and uncanny textures. A standout moment came about twelve models in: the model flowed out onto the runway in a sheer long dress with lace accents and what appears to be patches adorned with hearts and flower motifs. As she walks by, I can imagine a soft breeze as she passes by, and the light perfectly captures those milky shades of cream.

The color story alternated between earthbound tones of oceablue, moss, warm sienna, and unnerving metallics, all grounded by unexpected leather accents. There was something tactile about it all, a sense that each fabric and texture was chosen to be felt and embraced. Long sleeves that hid the hands and carefully flowed to the bottom of the garment added an eerie sensuality. Even the more “classic” Zimmermann looks were given a surreal edge through asymmetric draping or cut-outs placed slightly off center. The collection felt intentional in its distortion of the garments. The necklines dipped unexpectedly, and the hems were irregular, almost like torn thoughts. The ruffles created so much movement in every step that it felt like the clothes were alive, watching us as we watched them. There was a fluidity between eras, classic seventies-inspired silhouettes, and striking leather tailored pants. This blurred the lines between past, present, and imagined. Models glided slowly, as if walking through honey, their faces holding a soft expression, appearing almost phantom-like, adding to the daydream-inspired atmosphere.

Zimmermann’s *Hypnotic* wasn’t made for instant virality or red carpet reposts; it was made to linger in the viewer's heads. It asked them to pause, decode, sit, and feel. In a fashion week filled with spectacle, here was a show that decided to stay quiet and strange. To let the atmosphere and story fill the room, the story that takes viewers on a daydream in their own minds.