

## Press Information



**Shakkei** is derived from the Japanese art concept of wood carving, where garden architecture is used as background for a landscape. The label stands for subtle design, timeless elegance and aesthetics.

Enhanced by delicate, sustainable or organic fabrics Gabriel Baradee provides green, sustainable fashion for women and men. Shakkei especially trusts in the GOTS certification (Global Organic Textile Standard). The collections are exclusively made in Austria and other EU countries, thus creating value for local businesses, reducing CO2 emissions from transport and allowing for constant quality control.

Shakkei follows his sustainable leitmotiv also at its Viennese Atelier: Left-overs are processed into caps or scarfs, and packaging material is turned into price tags. The Shakkei website is hosted at a CO2-neutrally operating provider.

**Gabriel Baradee** graduated from Japanese studies (Bachelor) in Vienna and Berlin and received his Diploma from ESMOD Berlin (Ecole Supérieure des Art et Techniques de la Mode). He could gain international experiences in London and Tokyo. In 2008, the Goethe Institute invited him to Beijing to participate in the “Young German Fashion Designers” programme. Since October 2009, when he founded his label Shakkei, he lives and works predominantly in his hometown Vienna.

Highlights of his career so far have been the establishment of his label by the “moving showroom” concept with fashion shows in Berlin, Vienna and Zurich (2009), the collaboration with Eva & Adele e.g. for the Art Basel Miami Beach 2010, and the “Best Newcomer Award 2012” of the Vienna Awards for Fashion and Lifestyle. Since 2011 he annually presents his label at the MQ Vienna Fashion Week. In January 2013 he was invited to show his work at the lavera Showfloor during the Berlin Fashion Week. In 2014 Gabriel Baradee has been appointed women’s wear head designer at Gössl in Salzburg. Since 2015 he again solely focuses on his own label and the new Shakkei store at Burggasse in Vienna.

## Press Contact

Shakkei  
Burggasse 43-45 / corner Kirchengasse  
1070 Vienna, Austria  
<http://www.shakkei.at>  
[press@shakkei.at](mailto:press@shakkei.at)