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24 February 2016

Studio and workshop visit at couture knitter Petkov in Vienna

It was the first time ever that the Viennese knitter of ready-to-wear and made-to-measure women's couture Petkov opened its studio and workshop doors for the press. Susanne Petkov represents the second generation of the luxury knit label which was founded in 1966 by her parents under the name Haider-Petkov. Since 30 years, the creative director and co-manager of the company works at Haider-Petkov. Susanne Petkov is responsible for design, production and distribution (two [shops](#) in Vienna; one at Wollzeile, the other at Kohlmarkt). Currently, her team counts eight people.

The company's office, creative studio and workshop are located at the sixth district in Vienna. Couture knitter Susanne Petkov (picture in the middle, first row) led through the company's core while the knit machines (right image) produced fabrics and parts (pullover fronts...) of the ready-to-wear pieces - some with own Petkov-dessins such as used for the dress in camouflage (second row, picture left). The pattern room (at the image, Susanne Petkov stands in front of the paper cuts) is also the place where the modeling of new creations happens (image right, second row shows the label's signature elastic dress made of small ribbons). Not on view at the images below are the (female) team members working with sewing and iron machines, and the delicious buffet which was delivered for today's press meeting by caterer Titi Laflora (images on [Facebook](#)). On view at the second row in the middle are some pieces of the current Spring/Summer 2016 collection containing dresses, tops, skirts, jackets knitted of (mainly viscose/elastane) Italian yarns in joyful colors like sky blue, sunny yellow (variation of the Petkov 'small ribbon'-dress with jacket in matching color), cream white, sand beige, or fruity orange.



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