



portfolio.

INTRODUCTION

THOUGHT SCAPES

HURRICANE

TRACES OF LIFE

CONTACT





I'm Lisa Reinold, a fashion designer based in Cologne. My creative journey began during my final years of high school, where I specialized in media design and layout. From 2021 to 2025, I studied Fashion Design at the Mode Design College (MDC) in Düsseldorf, where I deepened my understanding of concept development, design processes, pattern making and material exploration.

In 2023/2024, I completed a six-month internship with Marina Hoermanseder in Berlin. Assisting in the production and presentation of her Berlin Fashion Week show gave me valuable insights into the professional fashion industry and strengthened my ability to work under creative and logistical pressure.

My work is driven by emotion and introspection, using fashion as a tool to express internal states and lived experiences. I approach design as a form of visual storytelling — deeply conceptual, often monochromatic, and rich in material contrasts. I'm constantly evolving, open to collaboration, and motivated by the desire to create meaningful, thought-provoking fashion.



*thought
scapes.*



inspiration.

I'm always thinking. About everything. Always. Every thought in my head is analyzed, questioned again, a new answer sought again - over and over again.

Every moment that I have experienced in life, will experience, am currently experiencing - everything is played over and over in my head. Over and over. Every time I analyze a situation anew. Every time I feel differently. Every time I think differently. And think and think and think. Thoughts come and go, rushing through my memory - the same thought, new thoughts, old thoughts.

Over and over. Sometimes it gets more and more complicated. I can't sleep.

My head can't calm down. Chaos. Thoughts. Even more thoughts. But sometimes there is peace. Sometimes everything suddenly seems clear to you. Sometimes a thought makes so much sense that suddenly everything seems so easy and for a brief moment everything is fine. Silence. But just as quickly it rushes again and the thoughts come and go. Back and forth. The chaos is back and nothing makes sense anymore.

Overthinking. Thought Scapes.

My final collection, "Thought Scapes", with the theme of overthinking, is about delving into how our minds work, with a focus on how we tend to think too much about everything. The collection aims to show that overthinking can have both good and bad sides.

Inspired by the twists and turns of our minds, it captures the mix of clear thoughts and chaos that comes with excess thinking. The designs show how overthinking affects us in different ways, both good and bad. The main idea behind "Thought scapes" is to make it clear that overthinking everything and analyzing every little detail of life can make our actions and decisions in life easier or very difficult.

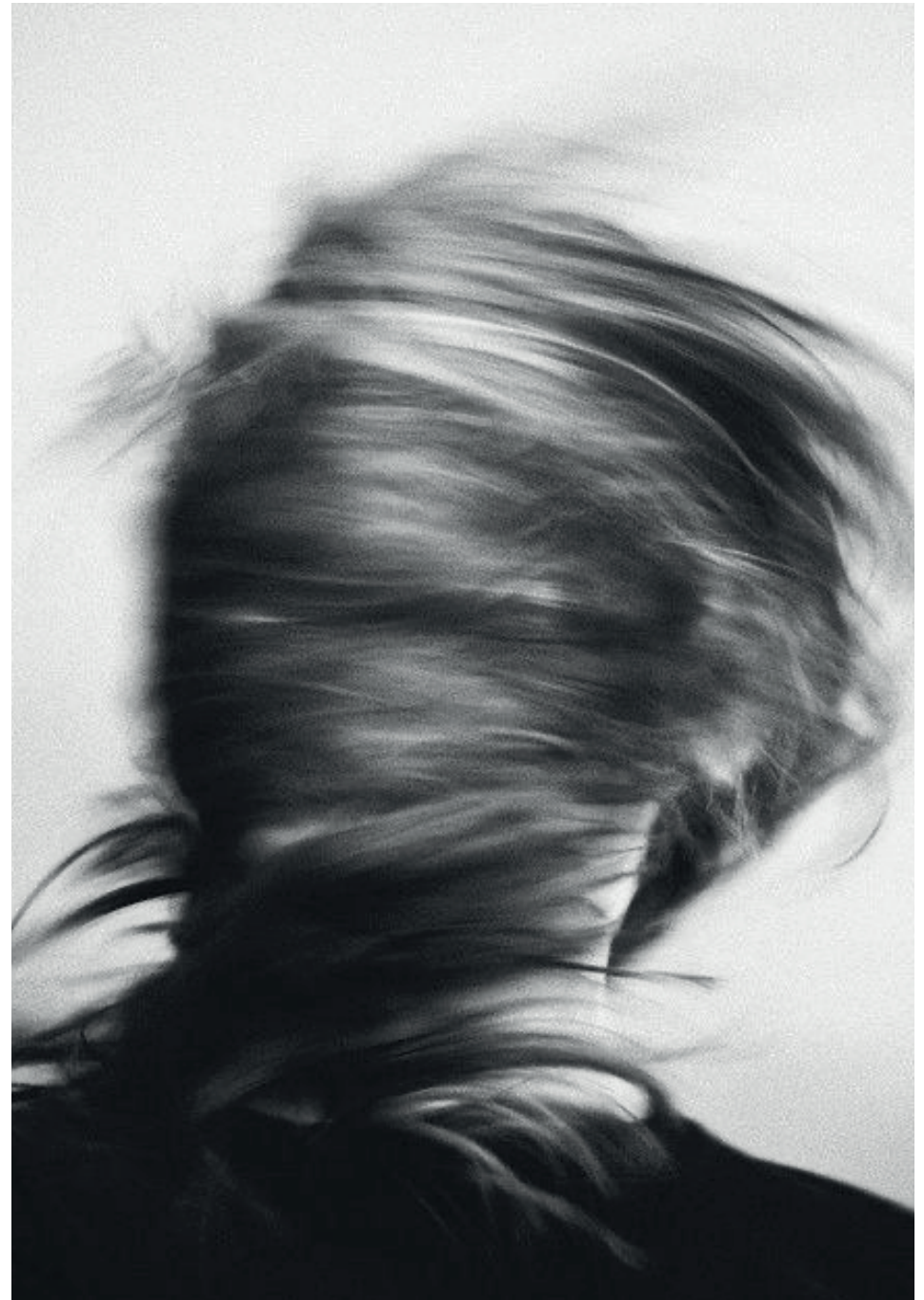
Our thoughts and worries can also affect our dreams. If we think about something a lot, we may dream about it too. Overthinking can also affect not only our waking state, but also our dreams, by determining the content and course of our next thought images.

Overthinking can cause internal chaos, making our thought process overly complicated and confusing. This chaos often manifests itself through an abundance of thoughts that are constantly repeating or contradictory, which can lead to confusion, uncertainty, and stress.

Overthinking can also cause clear thinking to become clouded by a multitude of thoughts and analyses. This can lead to excessive rumination and difficult decision making, thereby affecting the ability to think clearly.

Thought Scapes is not just about clothing; it takes all the crazy thoughts we have and turns them into something beautiful. The collection shows that while our minds can be chaotic, there is something special about it. Chaos. It wants people to look within themselves and find peace in all the noise. That thoughts find their peace. That I find my peace.

*thought
scapes.*









*thought
scapes.*



















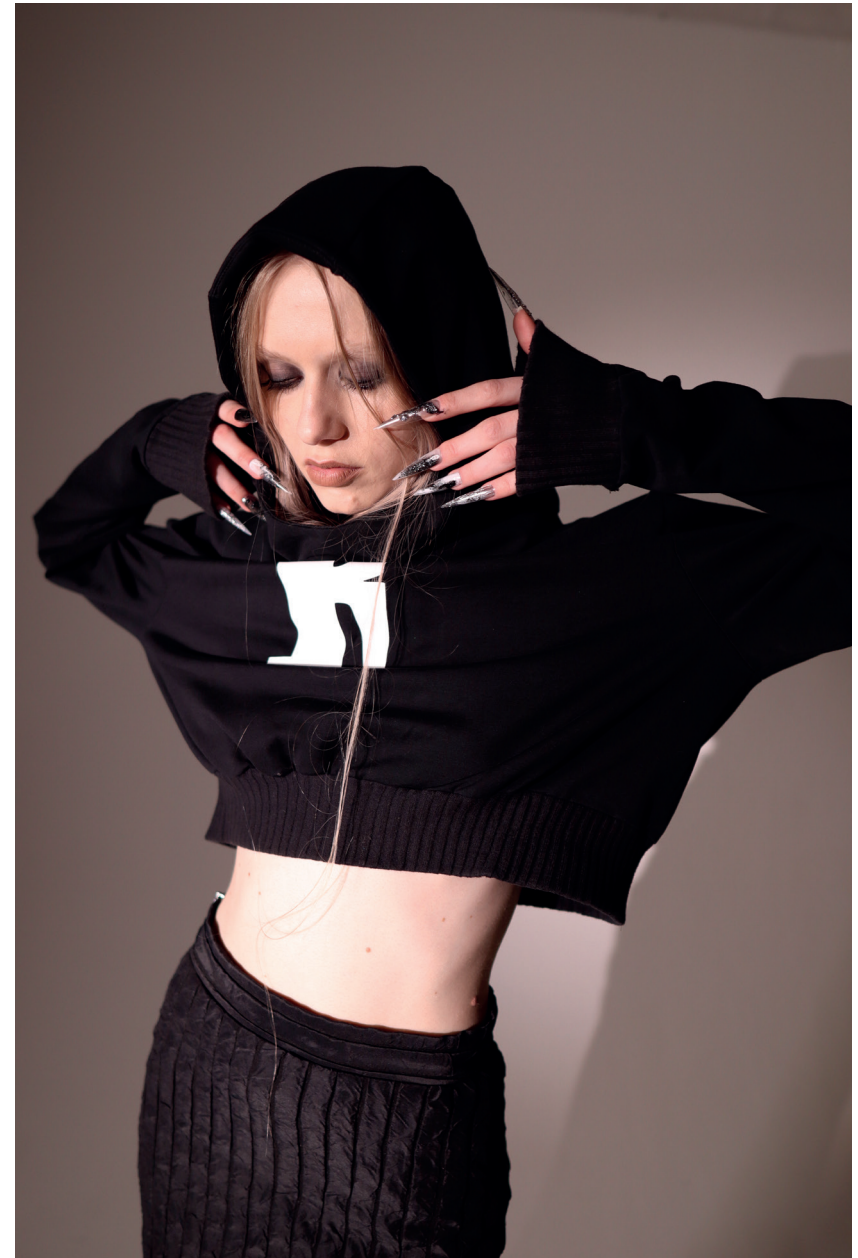


















by Lisa Reinold
photographer: Chantal Hueben
videographer: Pavel Kovalenko
make up artist: Natalie Flormann
model: Jonas - Leah - Anastasia
assistant: Yola - Xenia
nails: Camilla Inge Volbert







***fortress of
thought***



*eclipsed
mind*



duality rift



*lucid
reflective
blur*



*ephemeral
clarity*



***resonant
silence***



***infinite
reverie***

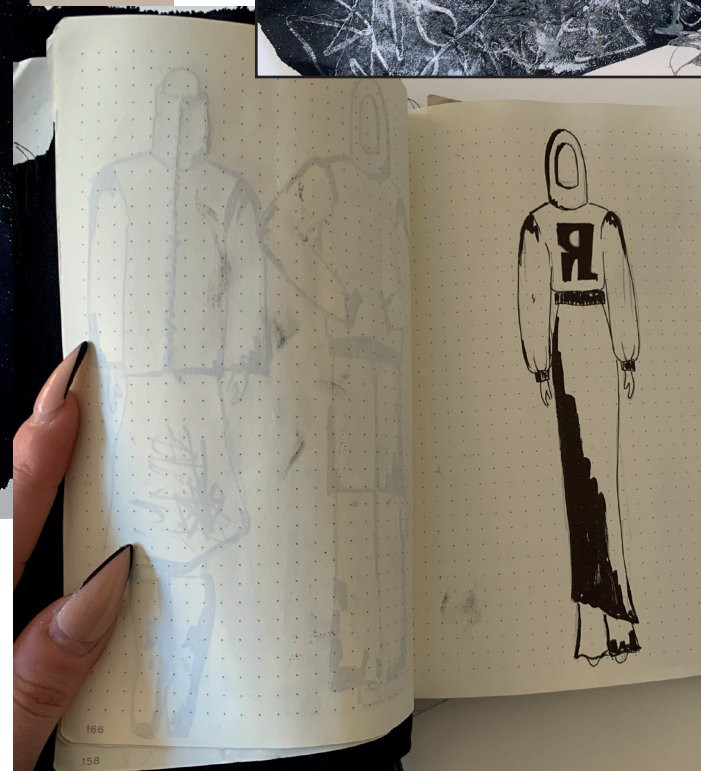
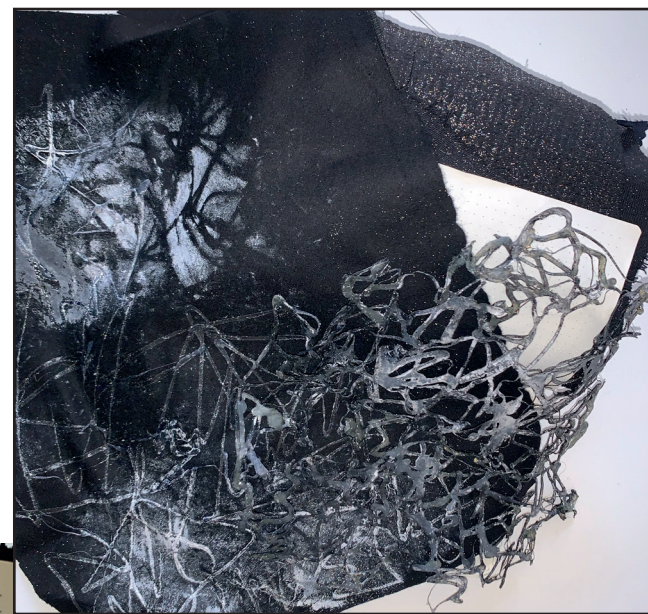
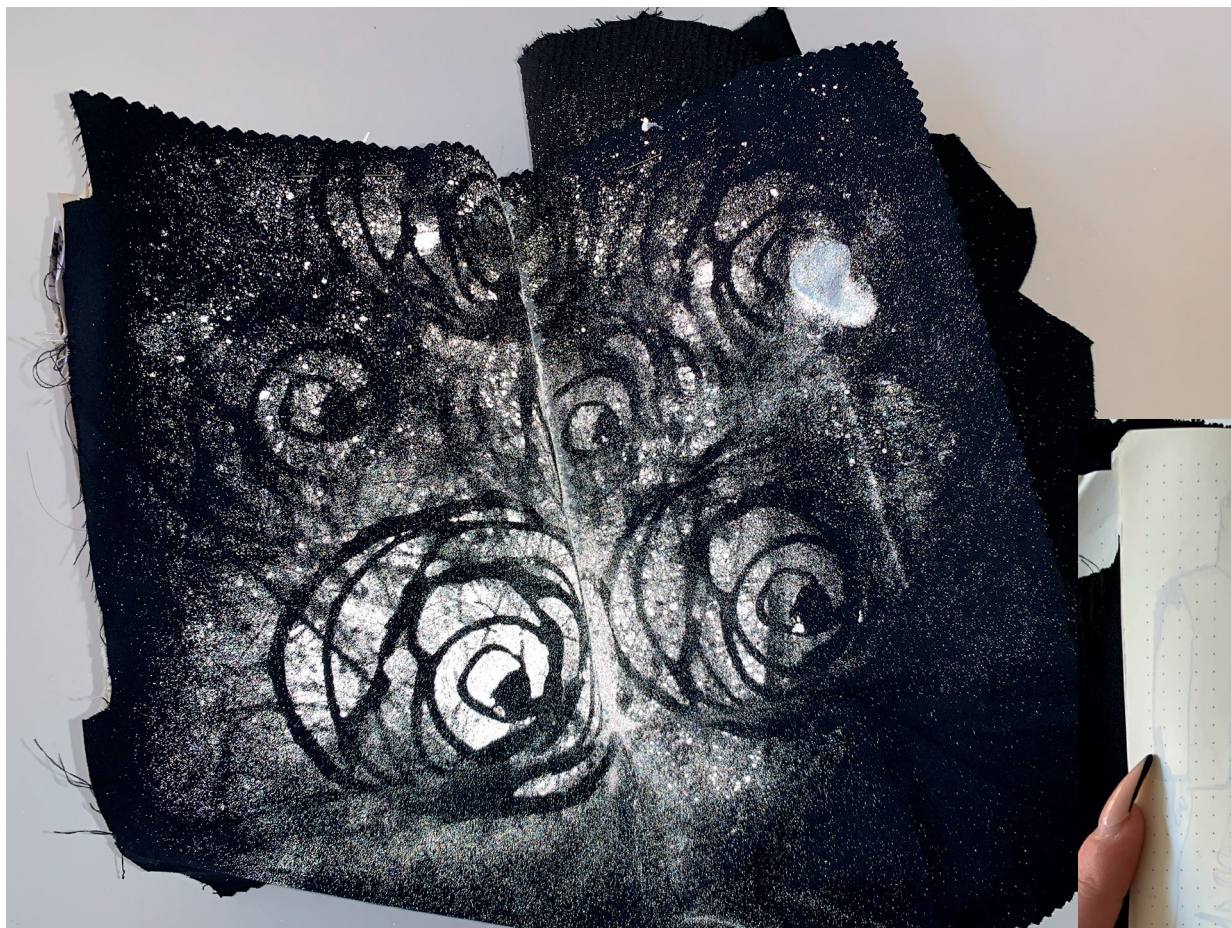


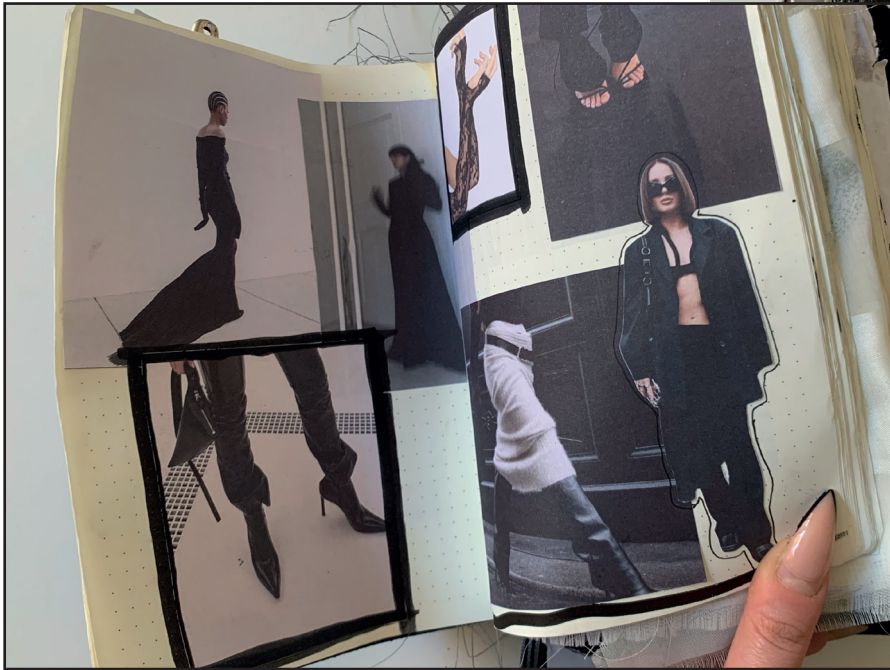
silent chaos

sketch book.







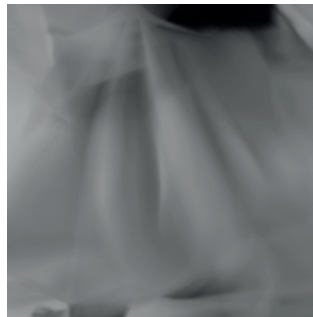
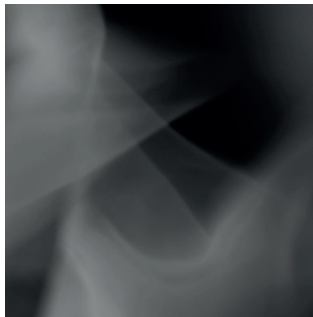
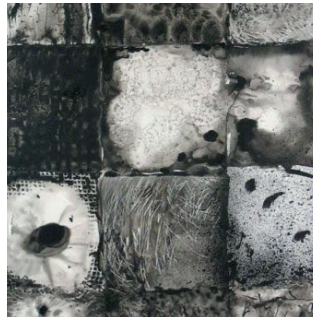
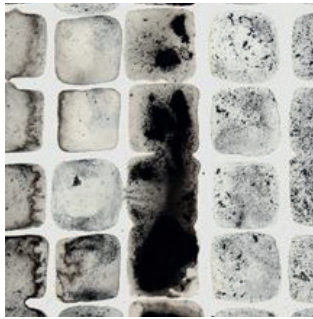
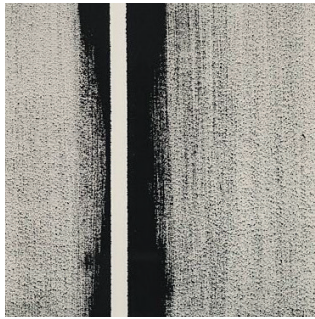
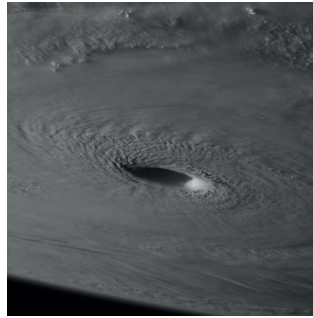
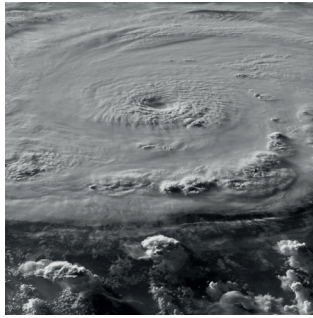
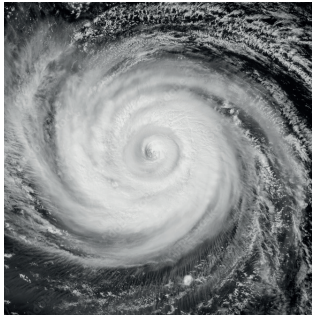
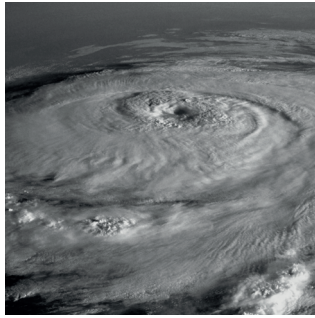




*thought
scapes.*

hurricane







the concept

hurricane - the tropical cyclone

The Hurricane fashion collection is a celebration of the raw, untamed power of nature. It's a call to embrace our inner storm, and to fearlessly face life's challenges head-on. The designs in this collection are wild and at the same time classic, reflecting the energy, excitement, and unpredictability of a hurricane.

The collection will feature pieces that are more flowy and stormy, offering a contrast to the classy wide statement pieces in the rest of the collection. The calm center of the collection is a nod to the eye of the hurricane.

The color palette is a blend of black, white, grey and light blue hues, representing the swirling winds and clouds of a storm. The textures of the materials used in the collection - soft, flowy cottons, black and white and some metallic fabrics - mimic the roughness and unpredictability of a hurricane, reminding us that beauty can be found in the chaos.

This collection is not just about looking good, it's about feeling good. It's about loving yourself. It's a reminder that life may be unpredictable, but we have the power to weather any storm. Everyone has the power to fight for their dreams in life.

The Hurricane fashion collection is a celebration of the unbreakable spirit within us all and shows that everyone can be confident. Every introvert can be an extrovert. It's a celebration of the power of balance between good and bad, beautiful and ugly, confident and shy, black and white or *stormy and calm*.









pictures by Anna Schwartz; models Emily Bolle, Karolin Rudolf, Lina Eichentopf



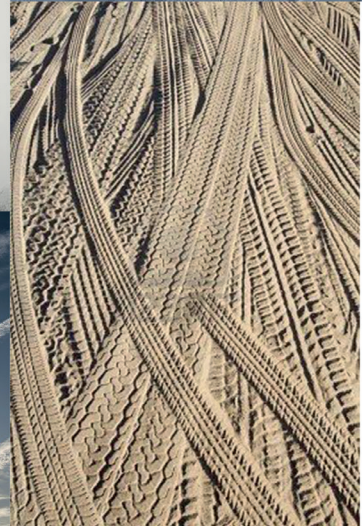
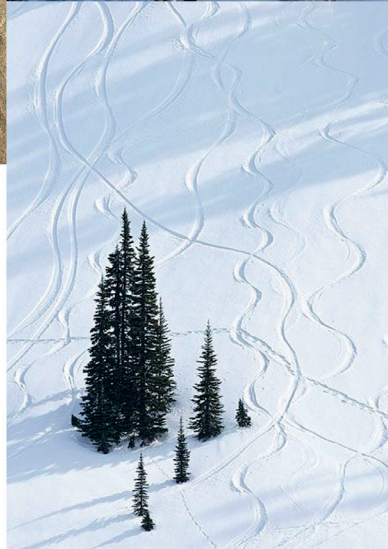
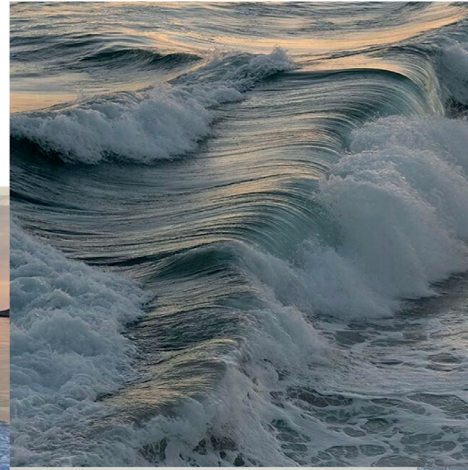
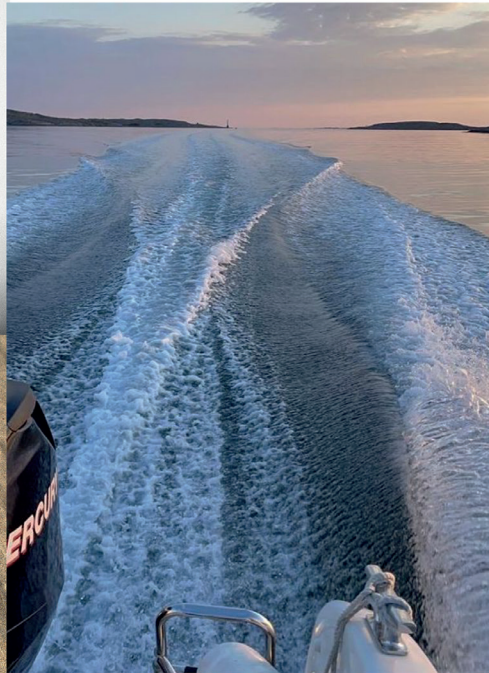
TRACES OF LIFE





TRACES OF LIFE - INSPIRATION

At the beginning I paid a lot of attention to the tracks in the snow - they fascinated me. Then I started to pay more attention to traces in life, traces that we humans leave behind - physical traces. Traces in the sand, traces in the water, traces in the air, traces in the snow. It got me thinking. We live our lives, try to realize our dreams, become happy, start families, explore places, find friends, find a job that fulfills us - we leave our mark along the way. Not just physical, not just in nature, also on people but above all mental traces. We collect experiences, good and bad, and learn from them. Tell our friends, parents, children or siblings about it. Learn from other people's experiences, read about them. Doing it better or worse than them. And write our own story by going our own way in life. And leave traces behind.



THE CONCEPT

TRACES OF LIFE

In a world where slopes, waves, sand, and the sky weave tales of true beauty, the „Traces of Life“ collection emerges as a tribute to the imprints Each step imprinted in the warm sand etched upon these landscapes. It holds stories of fleeting moments of invites us to immerse ourselves in connection, solitude, and introspection. the stories we have left behind in life.

The traces of clouds and radiant trails are celestial brushstrokes, more than mere tracks; they embody painting a living story. They reflect the human spirit of resilience, courage, and the limitless dreams, desires and exhilaration. They symbolize the hopes that lie within us and moments where we pushed our limits, remind us to never give up on them. carving our own paths in pursuit of our dreams. Every curve imprinted on the untouched snowpack shows that we go our own way and are proud of it. In wearing the collection, we wrap ourselves in our own journey. It is a celebration to explore, create, and leave a lasting mark upon the world. It reminds us that our surface capture the ebb and flow of our footprints, like those on the slopes, emotions, the undulating tides of waves, sand and sky, tell our own story. joy, and the depths of sorrow. They remind us that, like the waves, we are in constant motion, and forever evolving.

The imprints upon the water's surface capture the ebb and flow of our footprints, like those on the slopes, emotions, the undulating tides of waves, sand and sky, tell our own story. joy, and the depths of sorrow. They remind us that, like the waves, we are in constant motion, and forever evolving.

The “Traces of Life” collection is intended to make it clear that we ourselves are responsible for our lives and how we shape them. When we have dreams, they should not just be dreamed, but realized. If we want to discover something new, travel to a new place or try new things then we should dare and just do it. And when you have reached the end of your life, you can look back on the traces you have left in your life and be proud - because you lived your life the way you wanted to live it.















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