

# Pony Maedchen



Model: Eden

## From where comes your passion for Pin-up clothing?

I'm a Maedchen (girl) with my body and soul and I admire female women since my childhood. The first woman, whom I had noticed consciously as a real woman, was Jessica Rabbit with her curvy figure and her breath-taking sensuality. She was the epitome of femaleness and has a magic attraction on me at that time. I don't know, how many red pencils I used to draw her...

## When did you start with "Pony Maedchen"?

We started the label „Pony Maedchen“ in November 2006. We celebrated our Debut on the fashion fair „Spirit Of Fashion“ in January 2007 in Berlin. I sketched my very first collection in only eight weeks and sewed. I loved uniforms and Pin-Up fashion for a long time. Until then uniforms exist only for you PVC fetish or you can get authentic ones. My desire was to sketch everyday uniforms.

## What is your inspiration?

Life is my inspiration. You have to go with open eyes and ears through life. I take my environment with all senses and from all this small things around me, I develop new ideas. I see a beautiful old house, and I imagine the woman, who lives in that house, or I look films and admire the splendid dresses of the ladies. I combine things from different epochs and interpret it in my way again. Sometimes I see only one button and have immediately a picture before my eyes, how the dress will look to the button. You see, there is no certain person, who is my model. That would be also boring, because this person or dress already exist, and I really hate copy cats. I try to give an individual touch to my crea-

tions. I don't like authentic reproductions, because I would like to create new things. In the 40's and 50's, women were still women and men were men. The women show their femaleness, without being cheap. They were classy.

The knees were covered and the chest were not carried around and shown to everybody. I do not have an idol directly, but I show respect to the probably most well-known Pin-Up of the 50's, Betty Page. In a very conservative time, she had courage to self-realization. She did not correspond necessarily to the ideal of the Hollywood industry at that time, but had an unbelievable female body. She was an idol and not the enemy for woman.

Woman could identify herself with Betty Page. Until today she fascinates with her erotic charisma like no other and is still the ultimate Pin-Up. To cut a long story short, Betty Page is seductively beautiful, innocent but not out of this world – like our dresses.

PONY MAEDCHEN pays tribute to the Pin-Up style created by Arturo Varga in the 40ies. The "eternal pin-up" of past decades becomes timeless with the use of modern fabrics.

## What would you do if you could travel back in time? What time would you choose and why?

I believe I feel well in today's time. Each time has its positive and negative sides. I often long myself for the lifestyle of the 40's and 50's – breath-taking dresses, great music, fancy cars. However what is behind the scenes? I would like to do neither with-out the today's emancipation, still the standard of living and the possibility of personal free development.

In my today's world I can live both. The advantages of the modern world and the longing after the 40's or 50's.

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## What do you like the most about Pin-Up clothing?

Pin-Up fashion underlines the self-confidence of the woman. The modern Pin-Up is no longer the dumb, sexy chick, as also the well known Pin-Up Illustrator Gil Elvgren drew it.

The Pin-Up icon of today is Dita von Teese – she is everything but the pretty girl behind the stove. She demonstrates that emancipation can be sexy. Dita is self-confident, elegantly, strongly, and feminine. She is in demand, because she always leaves space for fantasies.

She gives a piece of longing to the viewer. Special about the Fashion or the Pin-Up is, that women and men feel equally addressed. A Pin-Up is never perfect. An idealization of humans, does not exist. It is something against the media lies, which make life for women heavy for centuries. A Pin-Up is one

of a kind and underlines the individual beauty of each woman.

Do you see a new wave of Pin-Up Fashion? Does it become a trend? Which meaning has erotism for your fashion?

I think, it's a trend for a years. A counter trend to the ever more becoming sex themes in the media. People longs for dreams. After something that one can only guess. Similar as a good book, which leaves space for fantasies. My fashion is cool sex appeal, without being pushy. "The more sexier you dress, the less more sexier you are" said Muccia Prada ones.

## Are there any upcoming fashion shows?

The next Show will be at the „Spirit Of Fashion“ fashion fair, January 20th in Berlin. We are working on new dresses right now. So you can wait with baited breath.



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Model: Frau Pepper

## Who makes the photos of this beautiful pin-up collection?

The photos were taken by Spooky Sally at Cherrymuffin Studios in Berlin.

## When can people expect a new collection?

We offer the whole year occasionally always a few new dresses. The new collection will come out in January 2010 at the „Spirit Of Fashion“. After the Trade Fair the dresses will be available in our online shop for all Maedchen.

## What is your personal favorite outfit? and why?

At the moment I'm completely mad after our gray uniform, because it is super simply on the one hand and nevertheless remarkable. If you wear

the uniform, you radiate elegance, glamor, subtle erotism, self-confidence and a bit dominance. The perfect combination for an appearance during a nightly entertainment program.

During the day I wear our new bellshaped skirts. Containing some elastane and cut to emphasize the waist, the fabric will hug your curves just perfectly. You look great without any trouble throughout the whole day. In addition I wear our new ruffled blouses, which are so wonderful soft on the skin!

MORE ABOUT PONY MAEDCHEN  
www.ponymaedchen.com



Models: Frau Pepper, Sarah von den Veleenbogen and Royal Candy