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Sensory Celebration of Tracht, Taste, and Tradition

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“Mit 5 Sinnen beTRACHTet” is an inspired fashion show concept, and it gives the 66th Narzissenfest an especially refined and memorable cultural highlight. By bringing together costume, fashion, accessories, culinary art, scent, and visual presentation, the event transforms a runway show into a full sensory experience. Rather than presenting clothing as isolated objects.

It places them within a living atmosphere of craftsmanship, regional identity, and delight. What makes the show particularly appealing is its balance between elegance and local authenticity. The Ausseer Tracht firms present fashion that is rooted in tradition, yet the staging clearly shows that tradition can remain vibrant, modern, and full of energy. The use of local models, children from the Tanzatelier Ausseerland, seniors, and clients of Lebenshilfe Ausseerland adds warmth and humanity to the production. This inclusive casting gives the show a genuine community spirit and makes it feel far more meaningful than a conventional fashion presentation.

The combination of generations and abilities on one stage is one of the show’s greatest strengths. It reflects a broad and welcoming understanding of beauty, one that values presence, participation, and personality as much as appearance. In that sense, the event becomes not only a celebration of regional fashion, but also a celebration of shared cultural life. The audience is invited to see Tracht not as something static or nostalgic, but as something dynamic, social, and alive in the present.

The culinary dimension adds another layer of sophistication. Under the responsibility of Dominik Utassy of the Geiger Alm in Altaussee, the theme of taste is handled with exceptional prestige, underlining the event’s high artistic and gastronomic ambitions. His Michelin star and Gault&Millau recognition suggest a level of excellence that matches the overall quality of the show. This makes the sensory concept especially convincing, because it is not merely decorative; it is carefully curated with real expertise.

The title itself, “with five senses viewed through the lens of Tracht,” captures the spirit of the evening beautifully. It suggests attentiveness, pleasure, and a complete engagement with the experience. Combined with Michael Pinnisch’s overall direction, the event promises a polished and imaginative production that honors both regional style and contemporary presentation.

As part of the Narzissenfest, the fashion show stands out as something graceful, celebratory, and

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thoughtfully designed. It offers more than aesthetic enjoyment: it creates a sense of community, continuity, and pleasure that resonates long after the final look has left the stage.

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