

NEWSLETTER

UNSEEN - THE COLLECTION 79

There will always be things we cannot see, things that we know are there but can't quite make out. The Unknown can be a scary prospect or for some a challenge to discover a mysterious world. Our A/W 24/25 brings these two attitudes together: the frightening and the optimistic.

Color as well as Design is an equally abstract idea, and it is very subjective; we can never be sure if we are experiencing exactly the same. The digital side of our lives is pushing us into new realms, where new visuals and new expressions excite and inspire us.

IT IS ONLY WITH
THE HEART
THAT ONE CAN SEE
RIGHTLY;
WHAT IS ESSENTIAL
IS INVISIBLE
TO THE EYE.

THE LITTLE PRINCE



It is a A/W season filled with a complex range of feelings that roll from the barely seen to the violently strong and brave, which is untypical for a winter season.

This reflects our widening acceptance, a complete per-

mission to be whoever we want to be. The collection is a play of materials & shapes, with an emphasis on modern & innovative forms that range from very exciting to calm. This is also transferring to the color range. It grows, starting with blurring, airy feeling through mid-tones to a strong, luminous crescendo. While in this interplay, our eco and recycle materials naturally find their place in the collection, which is indispensable for today's world.



THIS SEASON
WE CELEBRATE
TO BE
WHOEVER
WE WANT TO BE



Our lives today have become more multi-layered, more complex, and this experience shapes our taste. So go into the season with an open mind and a willingness to discover the invisible.

BUTONIA
KAHAGE